

ABSTRAK

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Strategi Promosi *Event* Ngopi Di Museum Vol 3 Dalam Mendukung Peningkatan Jumlah Wisatawan Museum Pendidikan Indonesia UNY

Tahun Skripsi: 2019 + 93 Hal

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Penelitian ini berusaha menganalisis strategi promosi dalam gelaran *event* Ngopi Di Museum Vol 3. Tujuan dari penelitian ini adalah untuk mengetahui strategi promosi *event* Ngopi Di Museum Vol 3 dalam mendukung peningkatan jumlah wisatawan Museum Pendidikan Indonesia UNY.

Penelitian ini merupakan penelitian kualitatif dengan metode deskriptif kualitatif. Teknik pengumpulan data dilakukan dengan metode wawancara dan dokumentasi. Informan dalam penelitian ini Owner Cornella & Co, Divisi Marketing Cornella & Co, Ketua Pelaksana Kegiatan dan Pengunjung event Ngopi Di Museum Vol 3.

Berdasarkan hasil penelitian yang dilakukan oleh peneliti di ketahui bahwa promosi yang dilakukan oleh Cornella & Co pada Event Ngopi Di Museum Vol 3 sudah berjalan sesuai yang telah direncanakan. Program promosi berjalan melalui tahapan perencanaan, pelaksanaan promosi event dan evaluasi. Tahap perencanaan menentukan manajemen promosi, tujuan promosi, sasaran promosi, strategi promosi, anggaran promosi. Tahap pelaksanaan promosi melakukan berbagai macam promosi event seperti promosi media massa, promosi media online, promosi media luar ruang dll. Sedangkan pada tahap evaluasi dengan melakukan kegiatan evaluasi secara menyeluruh. Dilakukan pada saat rapat pembubaran panitia event Ngopi Di Museum Vol 3, pada saat rapat tersebut dievaluasi kekurangan dan kelebihan program promosi *event* tersebut.

Kata Kunci : Strategi Promosi, *Event*, Ngopi di Museum

ABSTRACT

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FACULTY OF SOCIAL AND POLITICAL SCIENCES

COMMUNICATION STUDIES PROGRAM

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PUBLIC RELATIONS CONCENTRATION

Promotion Strategy of “Ngopi di Museum” Vol 3 Event in Attempt to Increase the Number of Visitors at the Indonesian Education Museum UNY

YEAR OF STUDY : 2019 + 93 PAGES

REFERENCES : 16 BOOKS + 14 JOURNALS

This research attempts to analyze the promotion strategy in the event of the “Ngopi di Museum” (Coffee in Museum) Vol 3. The purpose of this study was to find out the promotion strategy of the Ngopi event in the Vol 3 Museum in attempt to increase the number of visitors at the Yogyakarta State University’s (YSU) Indonesian Educational Museum.

This research is a qualitative research with qualitative descriptive method. The data collection techniques are done by interview method and documentation. The informants in this study were the owner of Cornella & Co, the head of Marketing Division Cornella & Co, the head of the event committee and Visitors of the event.

Based on the results of research conducted by researchers, it was known that the promotion carried out by Cornella & Co on the Coffee Event at the Museum Vol 3 had gone according to plan. The promotion program goes through the stages of planning, implementing event promotions and evaluations. Planning stage determines promotion management, promotion goals, promotion goals, promotion strategies, promotional budgets. The implementation phase of the promotion carries out various types of event promotions such as mass media promotion, online media promotion, outdoor media promotion etc. While at the evaluation stage by conducting a comprehensive evaluation. Done at the Ngopi event committee dissolution meeting at Ngopi di Museum Vol 3, the shortcomings and advantages of the event promotion program were evaluated.

Keywords: Promotion Strategy, Event, Ngopi di Museum

