

ABSTRACT

SPECIAL EVENT MARKETING PUBLIC RELATIONS STRATEGY AT PT. TRANSITION SYSTEMS INDONESIA ON MCAFEE PRODUCTS

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This study aims to analyze whether the Special Event Marketing Public Relations Strategy on McAfee products carried out by Pt.Transition Systems Indonesia has an impact on consumer awareness, where this is done to face quite tight competition with other IT companies.

This research was conducted on the target audience of McAfee products, namely users of the McAfee product itself and are aware of developments in the world of technology. In research methods, researchers use a qualitative descriptive research approach, constructivist paradigm. In collecting data using in-depth interview data collection techniques (In-depth interviewing).

The results of the data analysis show that McAfee is thought to have succeeded in increasing the awareness of the audience. In this study, it can be concluded that the impact of the Special Event Marketing Public Relations carried out by McAfee is suspected to be an appropriate strategy mix. In order to build consumer brand awareness by using a marketing communication mix and supported by existing facilities. The implications of this study indicate that the Special Event Marketing Public Relations activities organized by McAfee are thought to have succeeded in increasing the awareness of the audience. The Special Event Marketing Public Relations emphasis is not on selling (as in advertising activities). This activity is expected to have a strong impact on the level of consumer awareness.

Keywords: Special Event Marketing Public Relations