

ABSTRAK

Drawili Muhammad Arvian, 10080011242, Manajemen Komunikasi, Zulfebriges, Drs., M.Si., Hubungan *Event* pacarun dengan *Brand Awareness* Honda, 2015.

Event merupakan salah satu cara yang dilakukan perusahaan sabagai bagian dalam rencana pemasaran yang ditujukan mencapai *awareness* dan mempengaruhi target pasar untuk membeli produk serta jasa perusahaan. PT. Daya Adicipta Mustika yang merupakan *main delar* motor Honda di Jawa Barat melakuakn *event* marketing yang bertajuk *sport* yaitu *event* pacarun. Penelitian ini dilakukan untuk mengetahui hubungan antara *event* pacarun dengan *brand awareness* Honda.

Tujuan dari penelitian ini, penulis ingin mengetahui bagaimana hubungan antara *event* pacarun dengan *brand awareness* Honda, bagaimana hubungan pesan dalam *event* pacarun dengan *brand awareness* Honda, bagaimana hubungan pengalokasian waktu *event* pacarun dengan *brand awareness* Honda, dan bagaimana hubungan suasana dan pelayanan *event* pacarun dengan *brand awareness* Honda.

Penelitian ini menggunakan metode Kuantitatif dengan pendekatan korelasional agar hasil yang didapat dapat menggambarkan hubungan antara *event* pacarun dengan *brand awareness*.

Hasil penelitian diketahui bahwa *event* pacarun memiliki hubungan dengan *brand awareness* Honda hanya saja pesan dan pengalokasian waktu tidak memiliki hubungan tetapi suasana dan pelayanan *event* pacarun memilki hubungan dengan *brand awareness* Honda.

Kata kunci : *Event, Event Marketing, Brand awareness*

ABSTRACT

Drawili Muhammad Arvian, 10080011242, Communication Management, Zulfebriges, Drs., M.Si., The Relation between Pacarun Event with Brand Awareness of Honda, 2015.

Event is one of ways by the company as a part in marketing plan that aimed in awareness and affect in target market to buy products and services company. PT. Daya Adicipta Mustika is main dealer Honda motorcycle in West Java that held marketing event which was themed sport, and it was pacarun event. The aim of this study is to examine the relation between pacarun event with Brand Awareness of Honda.

The aim of this study author want to examine about how the relation between pacarun event with Brand Awareness of Honda, how the relation of message in pacarun event with Brand Awareness of Honda, how the relation of time allocation in pacarun event with Brand Awareness of Honda, and how the relation of situation and service pacarun event with Brand Awareness of Honda.

The research method being used is quantitative methods with correlational approach then results obtained show the relationship between pacarun event with brand awareness.

The results of the study obtained that pacarun event in relation with Brand Awareness of Honda., but message and time allocation are not in relation, whereas situation and service pacarun event in relation with Brand Awareness of Honda.

Keywords : Event, Event Marketing, Brand awareness