

**THE EFFECTIVENESS OF BAKING DEMO EVENT MARKETING AS
PROMOTIONAL TOOLS OF BOGASARI SURABAYA**



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THESIS

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BY:

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APPROVAL PAGE

THESIS

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SURABAYA**

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FOREWORDS

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The author realizes that in this thesis are still many shortcomings , therefore criticism and constructive suggestions for improvements are expected this thesis. Hopefully this paper can provide benefits and add insight to readers.

Surabaya, 7th July 2017

Researcher

(Karina Raka Putri)

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ABSTRACT

This observation study was conducted to examine and evaluate the effectiveness of event marketing as a media to market a brand and to observe the effect of an event marketing to the company brand image and customers satisfaction of a flour mills company in Surabaya.

The population of this observation study are the customers of bogasari in Surabaya. The sample characteristic used for this observation study are the customers who are attending sajian bersama bogasari baking demo event marketing in Surabaya. With an age ≥ 15 years old. This observation study is in a form of descriptive evaluative study using data pooling as data analysis technique. Descriptive research is the collection of data describing some phenomenon that is may or may not be quantifiable such as close-ended scales, open-ended survey questions, observation, and interviews with the purpose of to evaluate or measure the results against some known or hypothesized standards.

Suggestions put forward as a result of this observation is in order to meet company goal and mantaining brand image and customer satisfaction the company should pay more attention to every detail that is used to planning the events and offering more values to the customer.

Keywords : Event Marketing, Brand Image, Customer Satisfaction