

ABSTRAK

Universitas Muhammadiyah Yogyakarta

Fakultas Ilmu Sosial dan Ilmu Politik

Jurusan Ilmu Komunikasi

Konsentrasi Publik Relations

Masita Desi Aryanti 20130530341

Strategi Promosi Solo Paragon *Lifestyle* Mall Melalui Event “TNI Military Festival” dalam rangka meningkatkan pengunjung di Tahun 2016

Tahun Skripsi : 2017 / VIII

Daftar Pustaka : 130 halaman + 23 buku + 2 jurnal + 6 websites

Penelitian ini mendeskripsikan Strategi Promosi Solo Paragon *Lifestyle* Mall Melalui Event “TNI Military Festival” dalam rangka meningkatkan pengunjung di tahun 2016. Event “TNI Military Festival” merupakan *event* tiap tahun yang diadakan Solo Paragon Mall untuk mengubah *image* kepada masyarakat bahwa TNI itu sangar dan garang serta menarik pengunjung Solo Paragon Mall.

Penelitian ini mengambil objek *event* TNI Military festival 2016 yang diadakan oleh Solo Paragon Mall dan Metode penelitian yang digunakan dalam penelitian ini adalah metode deskriptif. Analisis data menggunakan analisis kualitatif. Informan penelitian adalah Aji Saputra selaku supervisor dan promosi Solo Paragon Mall. Teknik pengambilan sampel yang digunakan adalah *purposive* sampling. Metode pengumpulan data adalah wawancara, studi dokumentasi dan hasil observasi. Serta validitas data, peneliti ini menggunakan teknik triangulasi sumber data.

Hasil penelitian tentang *event* TNI Military Festival 2016 yang di lakukan Solo Paragon Mall terdiri dari perencanaan promosi, pelaksanaan promosi dan evaluasi promosi. Proses perencanaan promosi menggunakan 6 tahapan program promosi sesuai yang ada dilapangan. Untuk pelaksanaan Solo Paragon Mall menggunakan media elektronik, media online dan media cetak , penyebaran *flayer*, pemasangan *billboard*, dan pemasangan poster. Sedangkan untuk evaluasi Solo Paragon Mall hanya sekali mengadakan rapat untuk mengevaluasi seluruh kegiatan promosi yang sudah dijalankan.

Keyword : Strategi promosi, *Event*, Solo Paragon Mall

ABSTRAK

Muhammadiyah University of Yogyakarta

Faculty of Social Science and Political Science Jurusan Ilmu Komunikasi

Public Relations Concentration

Masita Desi Aryanti

20130530341

Promotion Strategy at the event “TNI Military Festival” to increase visitors of Solo Paragon Lifestyle Mall 2016.

Year : 2017 / VIII

Bibliography : 130 page + 23 books + 2 journal + 6 websites

This research describes about promotion strategy in “TNI Military Festival” event to increase visitors of Solo Paragon Lifestyle Mall 2016. “TNI Military Festival” is annual event held by Solo Paragon Mall to change *image* to the public that TNI itu frightening and ferocious, also to attract visitors of Solo Paragon Mall. In promoting this event using various promotional tools such as printing media, electronic media, online media, and social media.

This research took the object at the event TNI Military festival 2016 held by Solo Paragon Mall and reseach method used is descriptive method. Data analysis using qualitative analysis. Informant of the research is Aji Saputra as supervisor and promotion Solo Paragon Mall. The sampling technique used is purposive sampling. Methods of data collection are interviews, documentation studies and observation results. As well as the validity of data, this study used triangulation technique of data source.

The result of research on TNI Military Festival 2016 event conducted by Solo Paragon Mall consists of promotion planning, promotion and promotion promotion. The process of promotional planning using the 6 stages of the appropriate promotional programs in the field. Then for the implementation of Solo Paragon Mall using electronic media, online media and print media, flayer deployment, billboard installation, and poster installation. As for the evaluation of Solo Paragon Mall only once held a meeting to evaluate all promotional activities that have been run.

Keyword: Strategy promotion, event, Solo Paragon Lifestyle Mall