

ABSTRACT

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Strategi Promosi *Event Rinjani 100 Tahun 2018* Melalui Media Sosial Instagram

Year of Thesis: 2019 + 143 pages + 17 pages attachment

Daftar Pustaka: 25 book + 2 journal + 5 online sources

This research present the analysis and qualitative description of the promotion strategy of sports event named the Rinjani 100, which was conducted by FOneSport Indonesia in 2018. The method in this research is a descriptive qualitative because this research illustrates and interprets everything that related to the problem that researched the research object. Moreover, the research object is the sporting event named Rinjani 100, which was held in Rinjani mountain, Lombok, West Nusa Tenggara in 2018.

This research showed that the sports event promotion strategy of the Rinjani 100 event conducted by FOneSport Indonesia already succeed in their *brand awareness* development through social media Instagram. However, FOneSport Indonesia did not yet have great social media management, such as maintaining specific content, budgeting, social media team and optimizing their Instagram business tools to maximize their branding performance.

Keywords: Instagram, Promotion Starategy, Sport Event