

## ABSTRAK

### “PERANCANGAN BRAND CAMPAIGN MELALUI MARKETING EVENT UNTUK MENCIPTAKAN BRAND IMAGES DAN CUSTOMER ENGAGEMENT TERHADAP BISNIS “THENAR VISUALS””

Perancangan ini dilakukan dalam rangka pembuatan *brand campaign* untuk bisnis videografi “Thenar Visuals” berupa *marketing event* yang bertujuan untuk menciptakan *brand images* serta *customer engagement*. Thenar Visuals sendiri adalah *production house* yang berfokus memproduksi video komersil untuk perusahaan, seperti video iklan, *company profile*, *campaign*, dan lain-lain. Target *customer* Thenar Visuals adalah para pemilik atau pelaku bisnis berskala UMKM ke atas di Surabaya, usia 20-50 tahun, yang ingin mempromosikan atau membuat konten *digital* untuk bisnisnya. Konsep *event* yang dirancang berjudul “Secangkir KeThenaran”, berupa *booth* di mana orang datang untuk ngobrol dan berkonsultasi mengenai kebutuhan video mereka, sambil menikmati secangkir kopi gratis. *Event* ini didukung dengan media promosi *online* dan *offline*, meliputi Instagram *feeds*, Instagram *sponsored*, WhatsApp *broadcast*, *website*, video portfolio, brosur, X-banner, seragam, dan *merchandise* bolpen. Media-media promosi ini diuji coba ke target market untuk diberi tanggapan dari segi daya tarik, efektivitas dan efisiensinya. Uji coba dilakukan menggunakan 2 jenis data; data primer dan data sekunder. Data primer diteliti secara kualitatif dan kuantitatif. Data primer kualitatif didapatkan dengan mewawancarai 3 *expert user* yang ahli dalam bidang *branding*, *production house*, dan *event*, serta ke 3 *extreme user* dengan kriteria pelaku atau pemilik bisnis yang pernah menggunakan jasa videografi. Data primer kuantitatif didapatkan dengan menyebarkan kuisisioner *online* ke 100 responden yang sesuai dengan target market Thenar Visuals. Sedangkan data sekunder didapatkan dari studi literatur dan digunakan sebagai landasan teori untuk mendukung data primer. Hasil uji coba menunjukkan bahwa konsep *event* “Secangkir KeThenaran” diminati orang dan dinilai sebagai strategi yang bagus untuk membangun *brand images* serta meningkatkan *customer engagement* dengan Thenar Visuals. *Customer* tertarik dan senang bisa ngobrol dan berkonsultasi dengan santai sambil menikmati secangkir kopi gratis. Demikian pula untuk media promosi juga mendapat respon yang positif dari responden.

**Kata kunci:** *Production House, Brand Campaign, Event, Brand Images, dan Customer Engagement.*

## ABSTRACT

### “DEVELOPING BRAND CAMPAIGN THROUGH MARKETING EVENTS TO CREATE BRAND IMAGES AND CUSTOMER ENGAGEMENT FOR “THENAR VISUALS” BUSINESS ”

*This design was carried out in order to create a brand campaign for "Thenar Visuals" videography business in the form of a marketing event that aims to create brand images and customer engagement. Thenar Visuals itself is a*

*production house that focuses on producing commercial videos for companies, such as advertising videos, company profiles, campaigns, and others. Thenar Visuals's target customer is the owners or practitioners of MSME-scale business and above in Surabaya, aged 20-50 years, who want to promote or create digital content for their businesses. The event titled "Secangkir KeThenaran", is in a form of booth where people come to chat and consult about their video needs, while enjoying a free cup of coffee. This event is followed by online and offline promotional medias, including Instagram feeds, Instagram sponsored, WhatsApp broadcasts, websites, video portfolios, brochures, X-banners, uniforms, and ballpoint merchandise. These promotional medias were market-tested to get feedbacks in terms of attractiveness, effectiveness and efficiency. The market testing was conducted using 2 types of data; primary data and secondary data. Primary data are examined qualitatively and quantitatively. Qualitative primary data is obtained by interviewing 3 expert users who are experts in the fields of branding, production house, and events, along with 3 extreme users whom are practitioners or business owners that had used videography services before. Quantitative primary data is obtained by distributing online questionnaires to 100 respondents who match the target market of Thenar Visuals. While secondary data obtained from literature studies and used as a theoretical basis to support the primary data. The results of the market testing showed that the concept of "Secangkir KeThenaran" event attracted people and was considered a good strategy for building brand images and increasing customer engagement with Thenar Visuals. Customers were interested and happy to be able to chat and consult casually while enjoying a free cup of coffee. Likewise for the promotional medias did received positive responses from the respondents.*

**Keywords:** *Production House, Brand Campaign, Event, Brand Images, and Customer Engagement.*