

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui perkembangan penjualan PT Hyundai Simprug Jakarta Selatan pada saat mengikuti *event* GIIAS 2018, seiring dengan berjalannya dunia otomotif yang sangat digemari banyak masyarakat terutama untuk kendaraan bermobil. Banyaknya saingan penjualan dari berbagai *brand* otomotif ternama di Indonesia yang masing-masing menunjukkan teknologi otomotif yang terkini yaitu salah satunya Hyundai Mobil yang meluncurkan produk barunya.

Hasil penelitian diperoleh dari hasil wawancara ke berbagai narasumber seperti *President Director* PT Hyundai Mobil Indonesia, *Public Relations* PT Hyundai Mobil Indonesia, dan konsumen yang datang ke *booth* Hyundai saat *event* GIIAS 2018 berlangsung.

Adanya metode penelitian yang penulis pakai yaitu metode penelitian kualitatif karena penulis ingin mengetahui peran *PR* PT Hyundai Simprug melalui *event* GIIAS 2018. Data yang dikumpulkan dalam penelitian ini berbentuk kata, kalimat, pernyataan dan konsep dikarenakan penulis ingin menggambarkan secara terperinci dan mendalam mengenai topik penelitian ini.

Kata kunci: Komunikasi pemasaran, *Event*, Strategi komunikasi pemasaran.

## ABSTRACT

*This study aims to determine the development of sales of PT Hyundai Simprug South Jakarta when participating in the GIIAS 2018 event, along with the passage of the automotive world which is very popular with many people, especially for motorized vehicles. There are many sales rivals from various well-known automotive brands in Indonesia, each of which shows the latest automotive technology, one of which is Hyundai Mobil, which is launching its new product.*

*The results of the study were obtained from interviews with various speakers such as the President Director of PT Hyundai Mobil Indonesia, Public Relations of PT Hyundai Mobil Indonesia, and consumers who came to the Hyundai booth when the GIIAS 2018 event took place. The research methods that I use are qualitative research methods because I want to know the PR role of PT Hyundai Simprug through the GIIAS 2018 event. The data collected in this study are in the form of words, sentences, statements and concepts because the authors want to describe in detail about the topic of this research.*

*Keywords: Marketing communication, Event, Marketing communication strategy.*