

**PERAN *BRAND ACTIVATION* PT. SEBANGSA BERSAMA DALAM  
MEMPROMOSIKAN APLIKASI DAN WEBSITE SEBANGSA  
(Studi Kasus pada Event program Jumpa Hangat)**

**Rio Kuncahyo**

**Abstrak**

Penelitian ini ingin melihat bagaimana *Brand Activation* sebagai strategi iklan melalui event program Jumpa Hangat mempromosikan aplikasi dan website Sebangsa sehingga peserta yang hadir dalam event tersebut mengetahui dan menggunakan produk tersebut. Tujuan penelitian ini ialah mengetahui bagaimana event program Jumpa Hangat menjalankan perannya sebagai *Brand Activation* dalam mempromosikan aplikasi dan website Sebangsa dan yang digunakan metode penelitian kualitatif. Teknik pengumpulan data yang digunakan berdasarkan wawancara mendalam dan observasi langsung dengan *Content & Activity, Community Relations* dan peserta event program Jumpa Hangat. Hasil Penelitian menunjukkan *Brand Activation* sebagai komunikasi iklan melalui event program Jumpa Hangat sudah efektif dan berjalan baik dalam mempromosikan aplikasi dan website Sebangsa.

**Kata Kunci:** *Brand Activation, Event, Promosi, Aplikasi & Website Sebangsa.*

***THE ROLE OF BRAND ACTIVATION FROM PT. SEBANGSA BERSAMA IN  
PROMOTING SEBANGSA APPLICATION AND WEBSITE***

***(Case Study at Event program Jumpa Hangat)***

**Rio Kuncahyo**

***Abstract***

*This research want to know how Brand Activation as an advertising strategy through the program event Jumpa Hangat promoting the application and website Sebangsa so that participants who attend the event know and use the product. The purpose of this study is to know how the program event Jumpa Hangat run its role as Brand Activation in promoting the application and website Sebangsa. The research method used qualitative research methods. Data collection techniques are used based on in-depth interviews and direct observation with Content & Activity, Community Relations and participants of the Jumpa Hangat program event. The results of the research show Brand Activation as an advertising communication through the program event Jumpa Hangat has been effective and running well in promoting the application and website Sebangsa.*

***Keywords:*** Brand Activation, Event, Promotion, Sebangsa Application & Website

