

**PENGARUH *SPECIAL EVENT* GO-FOOD FESTIVAL TERHADAP
CORPORATE IMAGE PT GO-JEK INDONESIA
(Survei pada Pengunjung Go-Food Festival di Gelora Bung Karno Bulan
Desember 2018)**

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ABSTRAK

Penelitian ini dilatarbelakangi oleh *special event* yang berpengaruh pada *corporate image* karena citra positif perusahaan dari publik terhadap sebuah perusahaan sangatlah berarti, khususnya pada kegiatan *special event* Go-Food Festival yang diselenggarakan PT Go-Jek Indonesia. Tujuan dalam penelitian ini untuk mengetahui seberapa besar pengaruh *special event* Go-Food Festival terhadap *corporate image* PT Go-Jek Indonesia. Teori pada penelitian ini menggunakan teori citra (*image theory*) model pembentukan citra dengan konsep penelitian *special event* dan *corporate image*. Metode penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian eksplanatif. Sampel dalam penelitian ini adalah pengunjung Go-Food Festival di Gelora Bung Karno yang berjumlah 83 responden dengan teknik penarikan sampel menggunakan *accidental sampling* yang pengumpulan datanya menggunakan kuesioner. Berdasarkan hasil penelitian ini menunjukkan bahwa terdapat pengaruh antara *special event* Go-Food Festival terhadap *corporate image* PT Go-Jek Indonesia dikarenakan faktor *timing, endorser, promotion, trend update, news value, unexpected feature*, yang berarti *corporate image* (Variabel Y) ditentukan oleh pengaruh *special event* (Variabel X). Maka hasil penelitian ini dapat disimpulkan bahwa terdapat pengaruh antara *special event* Go-Food Festival terhadap *corporate image* PT Go-Jek Indonesia, yang artinya semakin besar pengaruh *special event* maka akan semakin besar juga *corporate image* yang terbentuk.

Kata Kunci: *Special Event, Corporate Image*

***THE INFLUENCE OF SPECIAL EVENT GO-FOOD FESTIVAL ON THE
CORPORATE IMAGE PT GO-JEK INDONESIA***
(Survey on Go-Food Festival Visitors at Gelora Bung Karno in December 2018)

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ABSTRACT

This research is based on special events that influence corporate image because the company's positive image from the public towards a company is very meaningful, especially to Go-Food Festival special event activity held by PT Go-Jek Indonesia. The purpose of this research is to know how much Go-Food festival special event affect to the PT Go-Jek Indonesia's corporate image. The theory in this research is uses image theory models of image formation with the concept in this research of special event and corporate image. This research method uses a quantitative approach to the type of explanatory research. The sample in this research was the visitors of the Go-Food Festival at Gelora Bung Karno which amounted to 83 respondents with sampling techniques using accidental sampling, which collected data using questionnaires. Based on the results of this research indicate that there is an influence between the special Go-Food Festival event on corporate image of PT Go-Jek Indonesia due to timing, endorser, promotion, trend update, news value, unexpected feature, which means corporate image (Variable Y) is determined by special event influence (Variable X). So the results of this research can be concluded that there is an influence between the special Go-Food Festival events on the corporate image of PT Go-Jek Indonesia, which means that the greater the influence of the dining special event will be the greater the corporate image formed.

Keywords: Special Event, Corporate Image