

ABSTRACT

*The effectiveness of Social Media Marketing and Event Marketing in Building Brand
Awareness (Case Study: Mazeru)*

By

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Social media has become an important thing in our lives, either for personal use or business use. Social media in business is used as a marketing tool to promote the business and social media has become a trending marketing tool that every business has to use in order to gain brand awareness. Many entrepreneurs realize to take this opportunity to be close to the consumers directly on social media. Meanwhile, event marketing also provides the opportunity for the business to face to face with the consumers. Event marketing also let businesses to introduce the brands so that consumers are aware of the brands' existence. Turns out that social media marketing has the highest impact on brand awareness rather than event marketing. The fact that businesses are facing COVID-19 right now forced changes in the way businesses do marketing activities. Cannot be denied that everything has to use online right now during this quarantine for the sake of everyone's health. This study is done during this pandemic to find out the effectiveness of social media marketing and event marketing in building brand awareness. Surprisingly event can be done online these days, but however social media marketing is still the most effective marketing tool to build brand awareness. Mazeru is relatively a new restaurant that just opened right before this pandemic. By optimizing social media marketing, Mazeru is still able to build brand awareness and attract new customers.

Keyword: Social Media Marketing, Event marketing, Brand Awareness