

# Analisis Pembentukan Pemahaman Konsumen dalam Mengikuti Marketing Event di Masa Pandemi Covid-19. = Consumer Understanding Formation in participating in Marketing Events during Covid-19.

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## Abstrak

Suatu produk yang berhasil di ingat konsumen tidak akan pernah terlepas dari fungsi komunikasi pemasaran. Adanya komunikasi pemasaran dapat mewakili suara perusahaan untuk menjadi sarana dalam menjalin komunikasi dan membangun hubungan dengan pelanggan. Salah satu aktivitas pemasaran yang dilakukan perusahaan selama ini selalu mengutamakan marketing event secara tatap muka sebagai strategi pemasaran utamanya. Hadirnya pandemi Covid-19, marketing event bertransformasi menjadi kegiatan virtual dimana perusahaan harus mengikuti perkembangan tersebut agar tidak tertinggal. Penelitian ini menggunakan beberapa konsep serta referensi dari Marketing Event, Computer Mediated Communication dan Hierarchy of Effect. Strategi penelitian ini menggunakan studi fenomenologi dengan pendekatan kualitatif. Sebagai penelitian kualitatif, peneliti melakukan tahapan wawancara mendalam dan observasi kepada tiga informan yang mempunyai pengalaman dalam ikut serta marketing event di masa pandemi Covid-19. Hasil dari penelitian ini menunjukkan bahwa keberhasilan pembentukan pemahaman dalam mengikuti marketing event tergantung dari sektor perusahaan. Untuk produk skincare dan smartphone, marketing event secara virtual dinilai sudah memberikan pemahaman terhadap produk kepada konsumen. Sedangkan pada produk printer, acara virtual dinilai kurang memberikan pemahaman karena informan tidak bisa merasakan langsung pengalaman terhadap produk.

.....A product that is successfully remembered by consumers will never be separated from the marketing communication function. The existence of marketing communications can represent the voice of the company to be a means of establishing communication and building relationships with customers. One of the marketing activities carried out by the company so far has always prioritized face-to-face marketing events as its main marketing strategy. With the presence of the Covid-19 pandemic, marketing events have transformed into virtual activities where companies must follow these developments so they don't get left behind. This study uses several concepts and references from Event Marketing, Computer Mediated Communication and Hierarchy of Effect. This research strategy uses a phenomenological study with a qualitative approach. As a qualitative research, the researcher conducted in-depth interviews and observations with three informants who had experience in participating in marketing events during the Covid-19 pandemic. The results of this study indicate that the success of forming understanding in participating in marketing events depends on the company sector. For skincare and smartphone products, virtual marketing events are considered to have provided an understanding of the product to consumers. Meanwhile, for printer products, virtual events are considered to lack understanding because the informants cannot experience the product directly.