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## ABSTRACT

**NOVIA ARGARINI (090523182Y), PROMOTION STRATEGY PT.TIGAWARNA AT EVENT SEMARANG EXPO, xii + 88 Pages + 1 Figure + 10 Tables + 3 Encloser + Bibliograh ( 1984-2006)**

Exhibition event has grown rapidly in Indonesia, almost every week exhibition event were held. The executor had a major part in the succes of the exertion of an exhibition event, whereas the executor of an exhibition event gather the produsen to meet the prospective konsumen and plan the whole activity organizely. From the efficiently of time used, the situation and place that being used, will promote and give the proper image to the other party. The effectiveness of an exhibition event can be measured from the amount of entrant and visitor who came during the exhibition event begun.

In executing an exhibition event, a strategy of promoting is necessarily needed to compete with other company that play in such core of business. With the promotion that organize effectively, the purpose to gain the interest of entrant and visitor can be fulfilled. In managing Semarang Expo Event, PT Tigawarna required a better promotion strategy, especially in constrict visitor.

This research used qualitaive method to gain information about how PT Tigawarna conducted a promotion strategy on the Semarang Expo Event to attract the visitor. This research was conducted by performing two indepth by analyzing the company documents.

PT Tigawara was using advertise and publication as a promotion tools to attract the visitor at the Semarang Expo event. By using advertising and publication at the Semarang Expo event, PT Tigawarna has succeeded to gather the visitor, whereas with the arrival of visitor can give the benefit to the exhibition participants. The use of the better promotion strategy would give the better result in the exercion of exhibition event.