

ABSTRAK

Persaingan yang semakin ketat dalam dunia bisnis, khususnya di sektor jasa, mendorong perusahaan untuk memiliki strategi promosi yang efektif. *Event Organizer* (EO) menjadi salah satu bisnis jasa yang berkembang pesat, termasuk di Indonesia. Jambi *Event Organizer* (JEO), sebagai salah satu EO ternama di Jambi dan anak perusahaan dari Jambi Ekspres, menunjukkan kontribusi nyata dalam penyelenggaraan berbagai acara, salah satunya *Event Class-Y* bekerja sama dengan Yamaha Jambi. Dalam menghadapi persaingan industri dan kebutuhan klien yang tinggi, JEO menerapkan strategi promosi yang terintegrasi, baik secara online melalui media sosial seperti Instagram, maupun offline melalui pemasangan banner dan aktivasi komunitas. Penelitian ini bertujuan untuk mengetahui platform media sosial yang paling efektif serta strategi dan tantangan promosi yang dihadapi JEO. Hasil dari kegiatan ini diharapkan dapat memberikan rekomendasi konkret dalam meningkatkan efektivitas promosi di event mendatang, serta memberikan wawasan mengenai pentingnya pemanfaatan media digital dalam industri *Event Organizer*.

Kata Kunci: *Event Organizer*, promosi digital, media sosial, Jambi *Event Organizer*, *Event Class-Y*, strategi pemasaran.

ABSTRACT

The increasing competition in the business world, particularly in the service sector, drives companies to implement effective promotional strategies. Event Organizer (EO) businesses have shown significant growth in Indonesia, including Jambi Event Organizer (JEO), a well-known EO based in Jambi and a subsidiary of Jambi Ekspres. JEO has contributed to the success of various events, including the Class-Y Event in collaboration with Yamaha Jambi. To meet high client expectations and stand out in a competitive market, JEO applies an integrated promotional strategy, combining online efforts through social media—especially Instagram—with offline initiatives such as banners and community activations. This study aims to identify the most effective social media platform used by JEO and analyze the promotional strategies and challenges they face. The outcomes are expected to provide concrete recommendations to enhance future event promotions and offer valuable insights into the importance of digital media utilization in the event organizing industry.

Keywords: *Event Organizer, digital promotion, social media, Jambi Event Organizer, Class-Y Event, marketing strategy.*