

## DAFTAR ISI

|                                 |      |
|---------------------------------|------|
| HALAMAN JUDUL .....             | i    |
| HALAMAN PERNYATAAN .....        | ii   |
| LEMBAR PENGESAHAN .....         | iii  |
| HALAMAN PERSETUJUAN .....       | iv   |
| ABSTRAK .....                   | v    |
| <i>ABSTRACT</i> .....           | vi   |
| HALAMAN PERSEMBAHAN .....       | vii  |
| KATA PENGANTAR .....            | viii |
| DAFTAR ISI .....                | x    |
| DAFTAR TABEL .....              | xii  |
| DAFTAR GAMBAR .....             | xiii |
| DAFTAR BAGAN .....              | xv   |
| <b>BAB I PENDAHULUAN</b>        |      |
| 1.1 Latar Belakang .....        | 1    |
| 1.2 Perumusan Masalah .....     | 6    |
| 1.3 Pertanyaan Penelitian ..... | 8    |
| 1.4 Tujuan Penelitian .....     | 8    |
| 1.5 Manfaat Penelitian .....    | 9    |
| 1.6 Tinjauan Pustaka .....      | 10   |
| 1.7 Landasan Teori .....        | 18   |
| 1.8 Metode Penelitian .....     | 31   |

## **BAB II DESKRIPSI OBJEK PENELITIAN**

|                                       |    |
|---------------------------------------|----|
| 2.1 Deskripsi Lokasi Penelitian ..... | 39 |
| 2.2 Profil Objek Penelitian.....      | 40 |
| 2.3 <i>Services</i> .....             | 43 |
| 2.4 Struktur Organisasi .....         | 48 |

## **BAB III PEMBAHASAN**

|   |    |
|---|----|
| 3.1 <i>Branding</i> BYPRO Indonesia sebagai <i>event management company</i> ..... | 49 |
| 3.1.1 <i>Brand Level</i> .....  | 49 |
| 3.1.2 <i>Event Management Process</i> .....                                       | 58 |
| 3.2 Strategi <i>Brand activation</i> dalam mengembangkan kinerja bisnis .....     | 77 |
| 3.2.1 Bentuk-bentuk <i>Brand Activation</i> .....                                 | 78 |
| 3.2.2 Strategi <i>Brand Activation</i> .....                                      | 85 |
| 3.3 Hasil Strategi <i>Brand Activation</i> BYPRO Indonesia .....                  | 96 |

## **BAB IV PENUTUP**

|                     |     |
|---------------------|-----|
| 4.1 Kesimpulan..... | 103 |
| 4.2 Saran .....     | 105 |

|                      |     |
|----------------------|-----|
| DAFTAR PUSTAKA ..... | 106 |
|----------------------|-----|

|               |     |
|---------------|-----|
| LAMPIRAN..... | 109 |
|---------------|-----|

## DAFTAR TABEL

|   |    |
|---|----|
| Tabel 1.1 Tinjauan Pustaka.....                               | 10 |
| Tabel 3.1 Tabel Jenis Customer <i>event</i> BYPRO.....        | 55 |
| Tabel 3.2 Daftar <i>event</i> BYPRO Indonesia 2019.....       | 87 |
| Tabel 3.3 Jenis dan jumlah <i>event</i> BYPRO tahun 2018..... | 96 |

## DAFTAR GAMBAR

|   |    |
|---|----|
| Gambar 2.1 Logo BYPRO Indonesia .....             | 39 |
| Gambar 2.2 <i>Event</i> BRI FPK .....             | 40 |
| Gambar 2.3 <i>Construction</i> for PLN .....      | 47 |
| Gambar 2.4 <i>Show Management</i> .....           | 47 |
| Gambar 2.5 <i>Internal Gathering</i> .....        | 47 |
| Gambar 2.6 <i>Meeting</i> .....                   | 47 |
| Gambar 2.7 <i>Brand Activation event</i> .....    | 47 |
| Gambar 2.8 <i>Exhibition</i> .....                | 47 |
| Gambar 3.1 Logo partner BYPRO .....               | 57 |
| Gambar 3.2 Contoh <i>Creative Brief</i> .....     | 59 |
| Gambar 3.3 <i>Proposal Deck title</i> .....       | 62 |
| Gambar 3.4 <i>Moodboard</i> .....                 | 62 |
| Gambar 3.5 <i>Event content</i> .....             | 63 |
| Gambar 3.6 <i>Talent propose</i> .....            | 64 |
| Gambar 3.7 Contoh desain 3D .....                 | 65 |
| Gambar 3.8 Contoh denah ruangan .....             | 66 |
| Gambar 3.9 Skema Koordinasi BYPRO Indonesia ..... | 68 |
| Gambar 3.10 Testimoni klien .....                 | 71 |
| Gambar 3.11 Instagram BYPRO .....                 | 80 |
| Gambar 3.12 Youtube BYPRO .....                   | 80 |
| Gambar 3.13 Website BYPRO .....                   | 85 |

|  |     |
|--|-----|
| Gambar 3.14 Post Instagram Backstagers Indonesia ..... | 91  |
| Gambar 3.15 Seragam tim Manajemen BYPRO.....           | 93  |
| Gambar 4.1 Event BRI FPK 2019 .....                    | 126 |
| Gambar 4.2 Event PLN CSR.....                          | 126 |
| Gambar 4.3 Event UNLEASHED .....                       | 126 |

## DAFTAR BAGAN

|  |     |
|--|-----|
| Bagan 1.1 <i>Event</i> Management Process Model Goldblatt..... | 22  |
| Bagan 2.1 Struktur Organisasi BYPRO Indonesia .....            | 48  |
| Bagan 3.1 Grafik Hasil Kinerja Bisnis BYPRO .....              | 102 |



UNIVERSITAS  
GADJAH MADA

**Strategi Brand Activation Dalam Mengembangkan Kinerja Bisnis BYPRO Indonesia Sebagai Event Management Company**

AKYUNIA LABIBA, Eska Nia Sarinastiti, S.I.Kom., M.A.

Universitas Gadjah Mada, 2019 | Diunduh dari <http://etd.repository.ugm.ac.id/>