INTISARI

Pena Multimedia Enterprise memakai media sosial seperti *Instagram*, *Facebook* dan *Website*, sementara untuk pemasaran *offline* mereka menggunakan metode *personal selling* yaitu *face-to-face* atau *door-to-door* atau menawarkan langsung kepada klien tentang jasa atau produk yang mereka tawarkan. Namun, metode-metode ini memiliki tingkat efektifitas yang berbeda, sehingga di Tugas Akhir yang berjudul "Studi Komparasi Strategi Pemasaran *Online* (Media Sosial) Dengan Pemasaran *Offline* (*Personal Selling*) Di Pena Multimedia Entrprise" akan membahas tentang perbandingan efektifitas antara pemasaran *online* dan *offline* yang digunakan oleh Pena Multimedia Entrprise. Selain perbandingan efektifitas pemasaran *online* dan *offline* Tugas Akhir ini juga akan membahas sistem promosi yang digunakan Pena Multimedia Enterprise terhadap masing-masing pemasaran.

Dimana data yang didapat berupa data primer yang didapatkan dari hasil wawancara pihak-pihak yang terkait dan data skunder yang didapat dari dokumen perusahaan. Data hasil wawancara tersebut nantinya akan diolah sehingga dapat didapatkan informasi-informasi yang dibutuhkan.

Berdasarkan hasil analisis yang sudah dilakukan, pemasaran *online* tidak memakan banyak biaya dibandingkan pemasaran *offline* karena tidak diperlukan biaya cetak brosur, spanduk dan media lain untuk pemasaran *online*. Namun Pena Multimedia Enterprise belum memanfaatkan sepenuhnya promosi *online* karena kurangnya obyek-obyek promosi yang diunggah pada media sosial masing-masing, sehingga meski membutuhkan biaya lebih banyak dibandingkan promosi *online*, promosi *offline* lebih menarik perhatian masyarakat. Selain itu alasan kenapa promosi *offline* lebih diminati masyarakat karena calon klien merasa lebih nyaman apabila bertatap muka dengan karyawan Pena Multimedia Enterprise, selain itu dengan tatap muka akan tumbuh rasa kepercayaan klien terhadap EO. Salah satu alasan lain kenapa klien mau pun calon klien memilih promosi *offline* karena klien-klien Pena Multimedia Enterprise kebanyakan kenalan dari karyawan EO itu sendiri.

Key word : *Event Organizer*, pemasaran *online,* pemasaran *offline*

ABSTRACT

Pena Multimedia Enterprise uses social media such as Instagram, Facebook, and Websites, while for offline marketing they use personal selling which one is face-to-face or door-to-door methods or offer directly to clients about the services or products they offer. However, these methods have different levels of effectiveness, so the final project entitled "Comparative Study of Online Marketing (Social Media) Strategies with Offline Marketing (Personal Selling) on the Pena Multimedia Enterprise " will discuss the comparison of effectiveness between online and offline marketing, used by the Pena Enterprise Multimedia. In addition to the comparison of the effectiveness of online and offline marketing, this final project will also discuss the promotion system used by Pena Multimedia Enterprise for each marketing.

Where the data obtained is in the form of primary data obtained from interviews with related parties and secondary data obtained from company documents. The data from the interview results will be processed so that the required information can be obtained.

Based on the results of the analysis that has been done, online marketing does not cost much compared to offline marketing because it does not require the cost of printing brochures, banners, and other media for online marketing. However, Pena Multimedia Enterprise has not made full use of online promotions due to the lack of promotional objects uploaded on their respective social media, so that although it costs more than online promotions, offline promotions attract more people's attention. Besides, the reason why offline promotions are more attractive to the public is that prospective clients feel more comfortable face-to-face with Pena Multimedia Enterprise employees, also, face-to-face will grow the client's trust in EO One of the other reasons why clients and prospective clients choose offline promotions because Pena Multimedia Enterprise clients are mostly acquaintances of EO employees themselves.

Key word: Event Organizer, online marketing, offline marketing