

ABSTRAK

Sponsored community marketing adalah komunitas yang dibentuk secara sengaja dan kadang berupa program *corporate social responsibility*. Piranha Multi Talenta mengaplikasikan bentuk program ini dalam bentuk beasiswa, PSC Scholarship. Beasiswa ini merupakan beasiswa yang diberikan kepada mahasiswa dengan program studi perpajakan, akuntansi, dan linearnya. Laporan akhir ini bertujuan untuk mendeskripsikan profil Piranha Multi Talenta dan PSC Scholarship 2021 serta mengaplikasikan teori *event planning and management* oleh Dowson dan Basset dalam proses pembuatan acara Farewell Party untuk PSC Scholarship 2021 sebagai *sponsored community marketing*. Metode penelitian yang digunakan dalam laporan akhir ini adalah metode penelitian kualitatif, yaitu studi lapangan dan studi pustaka. Studi lapangan dilakukan melalui observasi partisipasi dan wawancara. Observasi partisipasi dilakukan selama masa magang dari tanggal 11 Januari sampai dengan 31 Maret 2021. Kemudian, wawancara dilakukan dengan Abdul Gafur Rinaldi sebagai Marketing Manager, dan Naufal Maeldy Farras sebagai Editor. Sedangkan, studi pustaka dilakukan dengan penelitian perpustakaan, yaitu membaca buku digital, jurnal dan web. Tahapan proses pembuatan acara Farewell Party PSC Scholarship 2021 terdiri dari beberapa poin penting. Poin-poin penting ini dibagi menjadi 2 tahapan yaitu *preparation* dan *detailed planning*. Tahap *preparation* terdiri dari menyusun konsep, menetapkan anggaran, menetapkan tujuan, memprioritaskan pemangku kepentingan, menyusun proposal, dan melakukan studi kelayakan. Sedangkan, tahap *detailed planning* terdiri dari pemilihan lokasi, rencana program, rencana lokasi dan logistik, dan merekrut tim acara. Farewell Party PSC Scholarship 2021 ini merupakan acara penutup untuk mengapresiasi dan berterima kasih kepada penerima beasiswa PSC yang telah mengikuti serangkaian program beasiswa. Sebagai *sponsored community marketing*, penerima beasiswa PSC yang tergabung dalam komunitas PSClub mempunyai peran penting yaitu penghubung antara pelanggan-perusahaan dan pelanggan-pelanggan, wadah untuk lebih dekat dengan pelanggan, dan pembangun hubungan jangka panjang antara perusahaan dan pelanggannya. Hal ini dapat dilihat dari peningkatan pengikut instagram @piranhamultitalenta dari Januari 2021 sejumlah 5.023 pengikut menjadi 6.123 pengikut di bulan April 2021.

Kata Kunci: Farewell Party, PSC Scholarship, *Event Planning and Management*, *Sponsored Community Marketing*

ABSTRACT

Sponsored community marketing is a community that is formed on purpose and sometimes in the form of corporate social responsibility. Piranha Multi Talenta applies this program in a scholarship form, PSC Scholarship. This scholarship is given to university students majoring tax, accounting, and its linear. This final paper aims to describe the profile of the Piranha Multi Talenta and the PSC Scholarship 2021 and apply the theory of event planning and management by Dowson and Basset to create a Farewell Party for PSC Scholarship 2021 as sponsored community marketing. The research method used in this final paper was qualitative research methods through field study and library study. The field study was carried out through participatory observation and interviews. Participatory observations were done during the internship period from January 11 to March 31, 2021. Then, interviews were conducted with Abdul Gafur Rinaldi as Marketing Manager and Naufal Maeldy Farras as Editor. For library study, it was carried out by reading digital books, journals, and the web. The stages of developing the Farewell Party PSC Scholarship 2021 event consist of several essential tasks. These essential tasks are divided into two stages, preparation and detailed planning. The preparation stage consists of developing concepts, establishing the budget, establishing the objectives, prioritizing stakeholders, preparing proposals, and carrying out a feasibility study. The detailed planning consists of location selection, program plan, site and logistics plan, and recruit event team. This Farewell Party PSC Scholarship 2021 is a closing event to appreciate and thank PSC scholarship awardees who have participated in various scholarship programs. As sponsored community marketing, PSC scholarship awardees who are members of the PSClub have some essential roles: a liaison between customers-companies and customers-customers, a platform to be closer to customers, and long-term builder relationships between the company and its customers. It can be seen from the increase in Instagram followers @piranhamultitalenta from January 2021 with 5,023 followers to 6,123 followers in April 2021.

Keywords: Farewell Party, PSC Scholarship, Event Planning and Management, Sponsored Community Marketing