

Lippo Plaza Jogja hadir di kota Yogyakarta dan menjadi pilihan baru bagi masyarakat Yogyakarta. Di tengah persaingan *shopping centre* di Yogyakarta Lippo Plaza Jogja memilih *event marketing* menjadi alat untuk memperkenalkan diri kepada masyarakat. Penelitian ini bertujuan untuk menganalisis *Marketing Communications* Lippo Plaza Jogja dalam membangun *brand awareness* melalui *event The Candy Story 2015*, untuk menganalisis implementasi *Marketing Communications* Lippo Plaza Jogja dalam membangun *brand awareness* melalui *event The Candy Story 2015*, dan untuk mengevaluasi *Marketing Communications* Lippo Plaza Jogja dalam meningkatkan *brand awareness* melalui *event The Candy Story 2015*. Metode yang digunakan dalam penelitian ini yaitu deskriptif kualitatif. Data yang dikumpulkan berupa kata-kata, dan gambar. Laporan penelitian ini berisi kutipan-kutipan data. Data tersebut berasal dari naskah wawancara, catatan lapangan, foto, alat perekam, dokumen pribadi dan dokumen resmi. Teknik pengumpulan data dengan menggunakan teknik wawancara, dokumentasi, observasi dan pengembangan validitas. Hasil penelitian ini menunjukkan bahwa *Marketing Commucations* Lippo Plaza Jogja di dalam membangun *brand awareness* melalui *event The Candy Story 2015* menggunakan 4 strategi perencanaan yaitu Riset, Menyusun Strategi dan Media Promosi, Taktik(eksekusi), dan Record dan Evaluasi, Strategi Perencanaan yang digunakan sudah tepat karena strategi perencanaan tersebut adalah bagian dari 6 Tahapan Strategi *Marketing Communications* yaitu Pengkajian perencanaan pemasaran sebelumnya, Pengembangan dan perencanaan kegiatan, Eksekusi media dan aplikasi komunikasi pemasaran, Memonitoring dan analisis situasi, dan Respon masyarakat. Namun 6 Tahapan tersebut tidak dimaksimalkan sehingga *event The Candy Story 2015* tidak berpengaruh *significant* di dalam membangun *Brand Awareness* Lippo Plaza Jogja.

Kata Kunci: *Marketing Communications, Brand Awareness, Event Marketing*

ABSTRACT

Lippo Plaza Jogja is in Yogyakarta now and becomes a new choice for the society. In the middle of shopping center competition in Yogyakarta, Lippo Plaza Jogja has chosen a marketing event program to show their existence to the society. This research is entitled Lippo Plaza Jogja Marketing Communication in Developing Brand Awareness by The Candy Story 2015 Event. The aims of this research are to analyze Lippo Plaza Jogja Marketing Communication implementation in developing brand awareness by The Candy Story 2015 event and to evaluate Lippo Plaza Jogja Marketing Communication in developing brand awareness by The Candy Story 2015 event. The method used in this research is qualitative descriptive. The data collected are in the form of words and picture. The research report consist of data citations. Those data come from interview script, observation data, pictures, recorder, personal document, and legal document. Data collecting method used are interviewing, documenting, observing and data triangulations. This research shows developing brand awareness by The Candy Story 2015 event, Lippo Plaza Jogja uses 4 strategies. There are research, promotion strategy and media plan, execution, also record and evaluation. These are right plan strategies because they are a part of 6 strategy steps, which are, previous marketing planning assessment, event planning and development, media execution and marketing communications application, location monitoring and analyzing, and society's response. However, these 6 steps are maximal so The Candy Story 2015 event doesn't have significant effect in developing Lippo Plaza Jogja brand awareness.

Keyword: Marketing Communications, Brand Awareness, Marketing Event