



PURCHASE INTENTION OF OMG-EVENT-ASIA'S: HOW SOCIAL MEDIA PROMOTIONS EFFECT THROUGH BRAND AWARENESS?

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Abstract: The development of information and communication technology has been so rapid since the emergence of the internet, especially social media. The use of social media has developed into a way for event organizers to do social media marketing to introduce their consumers through electronic media, one of the applications has been carried out by OMG Event Asia. This study aims to identify and measure the effectiveness of promotional strategies through social media that have been carried out by the event organizer in generating brand awareness and buying interest from potential customers. The results of research conducted that promotion through social media has a significant relationship to brand awareness and purchase interest. Event organizer companies can carry out promotions through social media with clear target segments related to product functions. Submission of information about the product must be in detail related to quality, price, and social value to the target segment.

Keywords: social media promotion, brand awareness, purchase intention, event organizer.

INTRODUCTION

The great interest of prospective brides in Indonesia to realize a unique and memorable event concept has triggered the emergence of event organizer vendors. This service is considered as one of the promising and profitable business fields because Indonesia is a country whose people still have a culture of holding a large number of invited event parties like wedding. Along with increasingly modern times and demanding people to be busier at work, even organizers are a solution for people who work to prepare for their event, and to make their event moments more memorable for all time. In general, with the current cultural development, most of the wider community wants a modern event or party such as weddings in foreign countries, many Indonesians now use the concept of a modern event or party rather than a traditional event. Event Organizer (EO) is a professional organization service provider in which there is a group of people who organize an event in which there are many division of tasks in each member which refers to all the same goals in an event. Event Organizer can be describe as a professional service for organizing an event indoors or outdoors. Using the services of an event organizer, of course, will greatly save time for consumers in organizing

an event. The services and roles of event organizers are now increasingly needed along with the rapid growth of businesses that require managing an event, in this case, a professional event organizer service.

Event Organizer in Indonesia became popular around the 1990s then it became more and more popular in the 1998 crisis era where so many workers who left the company began looking for alternative income, one of which was through the Event Organizer business. Event Organizer services themselves for organizing an event or activity which consists of a series of systematic mechanisms and requires persistence, seriousness and teamwork where the event is packed with deadlines, targets, scheduling, pressure and teamwork solidity. The most important element in an event organizer is a creative idea that is developed with an interesting concept.

In this globalization era, the role of promotion is very important in organizing events. Maryadi and Herliani (2018) said that one of the most important parts of an event is promotion. Promotion is very important in introducing a product and also attracting consumers to purchase the service and product. Because with promotion, consumer will know more about products produced by the company. Coupled with today's increasingly advanced technological developments, promotion is no longer an expensive item that requires a budget of up to hundreds of millions. This makes it easier for event organizers who are involved in event management to be recognized by the general public. As for the rapid growth of technology today, there are more media that can be used as a means to promote any existing event. The various media, starting from print media, electronic media, and social media, are certainly very supportive of making it easy for the public.

Ekasari (2014) argued that currently the age of social media is slowly however sure as shooting forcing several corporations to vary the means they communicate. The widespread use of social media like Instagram, Facebook and other social media communication forums inevitably forces companies to improve their communication models. These social media devices are commonplace and always come into contact with our activities, especially for internet users. Social media could be a media stage that zeroed in on the presence of clients who encourage them in their exercises and cooperation. In this manner, social media might be viewed as a web medium (facilitator) that reinforces the association between clients also as a social bond. Social media is used because it has flexible time, unlimited audience, direct relationship between users and viewers, and the advantage of costs, where the cost of distributing information through mass media can be done for free through social media. Umami (2015) states that social media is a web media wherever users will simply participate, share and fabricate content along with websites, informal communities, wikis, discussions and virtual universes. Online media is utilized as a special instrument since it has an immediate reaction to its clients.

The various features offered by social media in interacting between users are an opportunity for business people, one of which functions to strengthen brand awareness. Kotler and Keller (2016:57) explains that brand awareness is that the ability of a possible vendee to acknowledge or recall a complete that's a part of a product category. Brand awareness is also the extent to which customers are informed about product characteristics, convinced to try them, and reminded to buy back (Kotler and Keller, 2016:48), in order that it affects perceptions and attitudes that drive complete alternative and brand loyalty. Consumers

will prioritize choosing product brands that are familiar and familiar to their ears. Consumers make brand awareness a reference for choosing a product or service created by the company, this has an impact on purchase intentions made by consumers. Promotion can provide benefits for consumer awareness of a brand or brand awareness (Ebeid, 2014). The more promotional intentions carried out through social media, will support increasing brand awareness of a product or service (Schivinski and Dabrowski, 2015).

When a product or brand has a strong brand awareness in the minds of consumers, it will influence the buying interest (Keller, 1993; Macdonald and Sharp, 2000). Consumer purchase interest can be influenced by the product's brand awareness (Hoyer and Brown, 1990). In addition, promotion can influence a consumer's purchase interest. Promotion will not only affect brand awareness but can also affect buying interest (Akhter *et al.*, 2014). Promotion through social media can have an influence on consumer purchase interest (Duffett, 2015). Purchase interest is a combination or relationship between the interest and possibility of a potential customer to buy a product or something they want or need (Kim and Ko, 2012). Purchase interest also refers to the desire of consumers to consume or use goods in the future (Khan and Jan, 2015).

In the last eight years, the event organizer business in Bandung has grown rapidly. Until now, Bandung itself has at least 110 names of wedding organizers (Susanti in *ekonomi.kompas.com*, 2018). The large number of event organizer names in Bandung proves that using the services of an event organizer is familiar and is one of the potential business opportunities. One of them is OMG Event Asia, which is one of the event organizers in Bandung which has been engaged in the service sector offering company events (product / program launching, direct selling, product sampling, sales promotion, workshops), family gatherings, road shows, press conference exhibitions, music festivals / music concerts, job fairs and social events. In addition, OMG Event Asia is also engaged in event management, event contractors, event organizer, and most importantly wedding organizers.

The development of data and communication technology has been thus fast since the emergence of the internet, particularly social media. the employment of social media has developed into a way for event organizers to do social media marketing to introduce their consumers through electronic media, one of the applications has been carried out by OMG Event Asia. The social media usage believed to make it easier to reach long-distance consumers who are outside the island and even outside the country. Now the digital era is changing the way they communicate and carry out promotions. These social media devices are commonplace and always come into contact with our activities, especially for internet users. Of course, social media promotion that utilizes the internet is increasingly becoming an option that cannot be denied again seeing the growth in the number of internet penetration in Indonesia itself. By utilizing the internet as a communication medium to market products or services, the hope is that it will be able to reach a wider market so that more people will know and be able to buy the products or services offered. Especially with the lifestyle of the people in Indonesia that cannot be separated from gadgets, the generation of netizens also take advantage of this, of course this is a great opportunity.

This study aims to identify and measure the effectiveness of promotional strategies through social media that have been carried out by the event organizer in generating brand awareness and buying interest from potential customers.

LITERATURE REVIEW

Social Media Promotion

Social media is a media revolution that gives consumers full power in getting information and conveying information (Kerpen, 2011). The existence of social media makes business people, organizations, governments look for ways to achieve greater things with efficient spending. The impact of social media is considered to be the most effective form of marketing in maintaining relationships with consumers, building good relationships with consumers. The objectives of the promotional strategy are managing communication initiatives from the organization, coordinated and group action advertising, personal selling, sales promotion, interactive or net marketing, direct marketing, and packaging to speak with consumers et al and influence buying decisions (Cravens and Piercy, 2013:349-350). Social media promotion is communication between companies and buyers with a platform that can influence purchasing intentions, with indicators according to Semuel and Setiawan (2018:49): 1) Need recognition, relates to the knowledge of a product or service with the aim of influencing consumers to buy or not to buy; 2) Finding buyers, relates to activities in seeking responses from consumers to a product or service; 3) Brand building, deals with consumers' understanding of a product or service; 4) Evaluation of alternatives, is related to the evaluation and comparison made by consumers between a brand and another; and 5) Customer retention, can be defined as a relationship that is made after a consumer makes a purchase.

Brand Awareness

Brand awareness is outlined as however a whole will seem within the minds of consumers. In addition, a brand awareness is that the key for brand to be in a position of brand equity. A brand awareness can be reflected by how the knowledge and characteristics of a brand are in the minds of consumers (Aaker, 2012:330). Malik *et al.* (2013:168) explained that brand awareness is an opportunity for consumers to find out the availability and accessibility of a company's services and products. Another opinion that describes brand awareness as extended to which customers are informed about product characteristics, convinced to try them, and reminded to buy back (Kotler and Keller, 2016:48). Brand awareness according to Keller *et al.* (2011) consists of several indicators, namely: 1) Consumers understand what a brand looks like; 2) Can identify brands among competing brands; 3) Be aware of the brand presence; 4) Consumers quickly envision brand features; and 5) Consumers quickly recognize the logo or brand symbol.

Purchase Intention

According to Ferdinand (2006:44) buying intention is a condition in which a consumer intends to purchase a service or product that has the highest level of expectation. In the process of buying interest, a consumer evaluates before making a purchase. In the evaluation process itself, interest in buying will appear. A consumer will not immediately carry out the buying process, they will carry out evaluations such as choosing a store to visit, when to buy, and other things. Purchase intention means a condition in which consumers intend to buy a product or service. A purchase intention has several stages, these stages can be used as an

indicator of purchase intention. Indicators of purchase intention or purchase interest based on purchase intention stages according to Ferdinand (2006:129) are: 1) Stimulation is a driving or driving force for consumers to buy a product or service; 2) Consciousness is a condition in which consumers consciously make a product or service their first choice; and 3) Search for information about products or services that are of interest to consumers.

Social Media Promotion to Brand Awareness

Promotional strategies through social media can provide benefits to companies, namely in the form of awareness from consumers of a brand or what is called brand awareness (Ebeid, 2014). With the increasing number of choices from social media, promotions carried out through these means will also support the increase in a brand awareness of a product or brand (Schivinski and Dabrowski, 2014). Other previous studies suggest that social media promotion helps build complete awareness, vision-mobility, reputation, data sharing, customer obtaining and maintenance, low worth advancements, new item improvement, client relationship promoting. Kaplan and Haenlein (2010) make sure that social networks don't seem to be monetized, however firms ought to endeavor to interact with the tools and with their customers. From the previous literature and result studies, authors argue this first hypothesis (H1) as:

H1: There is a positive and significance effect between social media promotion and brand awareness.

Brand Awareness to Purchase Intention

Purchase intention or interest of a consumer can be influenced by brand awareness of the product (Hoyer and Brown, 1990). When a product or brand has a strong brand awareness in the minds of consumers it will affect purchase intention, this is because consumers will prefer or tend to buy products they are familiar with (Keller, 1993; Macdonald and Sharp, 2000). Consumers who are aware have higher purchase intentions. Perceptions of price, risk and quality are important factors influencing purchase intention. Consumers remember the brand to be sold. Brand awareness affects consumer intention making to buy products (Shahid *et al.*, 2017). From the previous literature and result studies, authors argue the second hypothesis (H2) as:

H2: There is a positive and significance effect between brand awareness and purchase intention.

Social Media Promotion to Purchase Intention

According to Akhter *et al.* (2014), social media promotion can affect purchase intention. Promotion through social media can influence consumer buying interest (Duffett, 2014). Kaplan and Haenlein (2010) provide a basis for the way social media tools is used strategically. Social networks shouldn't be monetized, however firms ought to try to have interaction with their tools and with their customers, thence it's necessary to deliver a social media strategy. Promotion through social media assists work with finishing mindfulness, perceivability, notoriety, data sharing, customer securing and maintenance, low value advancements, new item improvement, advancing client connections, and purchasing interest. From the previous literature and result studies, authors argue the third hypothesis (H3) as:

H3: There is a possitive and significance effect between social media promotion and purchase intention.

In light of the aftereffects of hypothetical examinations, past exploration results, and the detailing of issues that have been made, the model for the system of this exploration is as the following figure.

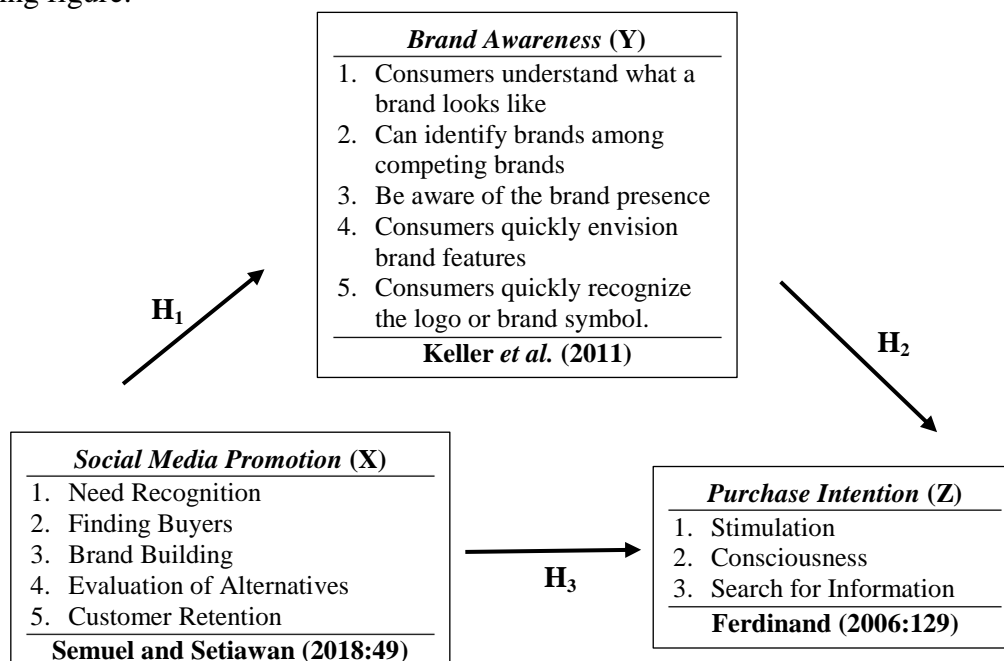


Figure 1. Model of Research Framework

RESEARCH METHODS

This research is an explanatory study (causal research) with a quantitative approach, which aims to see the connection of one or additional variables that affect changes in other variables (Sugiyono, 2017). This research will look at the effects of promotions on social media on brand awareness and purchase intention. The population to be used in this research is the OMG Event Asia Instagram followers as of February, 11, 2020 amounting to 300 Instagram followers. Sampling using probability sampling technique, namely by simple random sampling. Sampling that gives equal opportunities for every component (member) of the population to be elite as sample members (Sekaran and Bougie, 2017).

In this study, the authors narrowed the population by scheming the sample size exploitation the Slovin technique. As for how to determine the sample size with a known population size using the Slovin approach / technique (Siregar, 2017:34). The reason this research uses the Slovin formula is because in sampling, the number must be representative so that the research results can be generalized and the calculation does not require a table of sample numbers, but can be done with simple formulas and calculations. Based on the consideration of the 95% confidence level with an error rate ($e = 5\%$), then from the calculation of the Slovin formula this research will use a minimum sample of 172 respondents ($n = 171,43$).

The choice of statistical analysis technique tools is an important part of testing hypotheses. One of the most widely used analyzes is SEM (structural equation modeling). This study uses SmartPLS which is the approach of SEM. SmartPLS analysis is a development of PLS (Partial Least Square) analysis, where in addition to being used for non-recursive models, it is also equipped with non-linear model analysis (Abdilah and Hartono in Marcelino, 2020:6).

FINDINGS AND DISCUSSION

We used primary data for analyze the effect of social media promotion to purchase intention through brand awareness. Respondents in this study amounted to 172 people according to the sample size used who they're OMG Event Asia Instagram followers.

Outer Model Result Test

Outer model may be a activity model that connects indicators with their latent variables. This model determines the connection between idle factors and their markers, or it is aforementioned that the external model characterizes anyway every pointer identifies with its idle variable. This analysis outer model can be see in below figure.

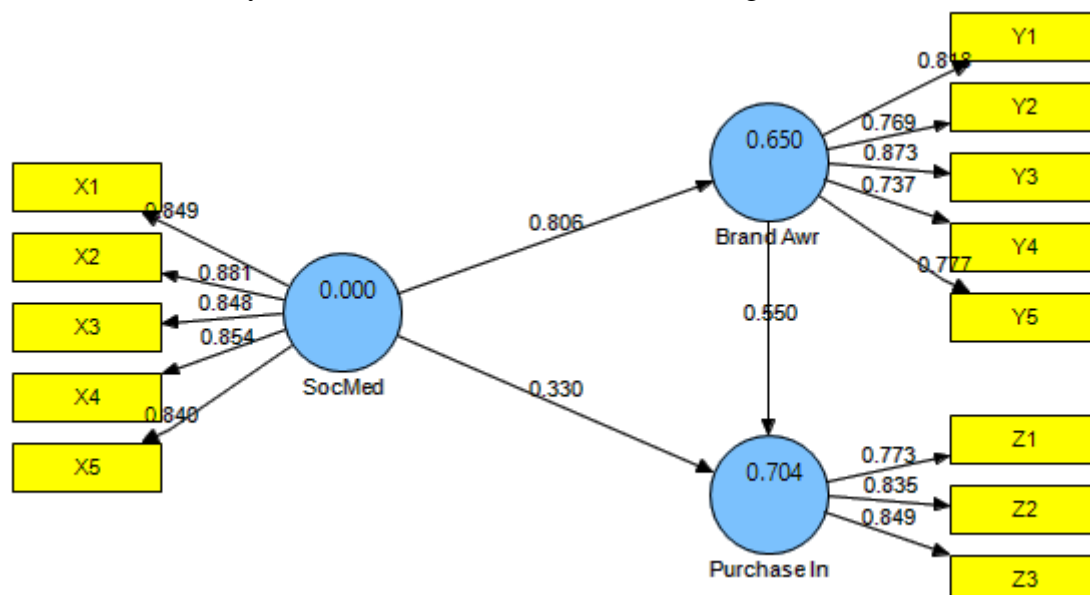


Figure 2. SEM (Structural Equation Modelling) Outer Model

The first test used is the validity testing. The validity test is employed to live the accuracy of the statements utilized in the form to measure the accuracy of the statements used in the questionnaire to measure every variable to be studied. the amount of validity indicates the extent to that the collected information doesn't deviate from the outline of the variable in question. We used two measurement method for validity test, there are convergent and discriminant validity. As quoted in (Ghozali, 2016:39) explains that convergent validity is a live that shows the extent to that an indicator is absolutely related to with different indicators within the same construct. In his book, the quantitative research method of developing hypotheses and testing using smartPLS also explains that to determine the outer loading value, the AVE value of 0.5 or more indicates that the construct explains more than half of the variance, indeed, comes from its indicators. However, if the AVE value is less than 0.5 it indicates that more variance comes from the error, not from the construct.

Table 1. Outer Loading Test Result

Latent Variable	Indicators	Results	Conclusion
Social Media Promotion	Need Recognition	0,8487	Valid
	Finding Buyers	0,8812	Valid
	Brand Building	0,8478	Valid
	Evaluation of Alternatives	0,8537	Valid
	Customer Retention	0,8399	Valid
Brand Awareness	Consumers understand what a brand looks like	0,8183	Valid
	Can identify brands among competing brands	0,7686	Valid
	Be aware of the brand presence	0,8733	Valid
	Consumers quickly envision brand features	0,7372	Valid
	Consumers quickly recognize the logo or symbol	0,7771	Valid
Purchase Intention	Stimulation	0,7735	Valid
	Consciousness	0,8351	Valid
	Search for Information	0,8492	Valid

In Table 1, it is shown that all of indicators from the three variables have a greater AVE value than the critical value, which more than 0,5. So it can be said that all variables have met the requirements for convergent validity. As quoted in Santosa (2018:83), it explains that discriminant validity is a measure that shows that a construct is not quite the same as different develops, it should be tried tested at the indicator level and the construct level, at the indicator level commonly known as cross loading.

Table 2. Cross Loading Test Result

Indicators	Social Media Promotion	Brand Awareness	Purchase Intention	Conclusion
Need Recognition	0,8487	0,6892	0,6258	Valid
Finding Buyers	0,8812	0,7314	0,6959	Valid
Brand Building	0,8478	0,6356	0,6185	Valid
Evaluation of Alternatives	0,8537	0,6959	0,6810	Valid
Customer Retention	0,8399	0,6880	0,6777	Valid
Consumers understand what a brand looks like	0,6420	0,8183	0,6368	Valid
Can identify brands among competing brands	0,6191	0,7686	0,6225	Valid
Be aware of the brand presence	0,6341	0,8733	0,7019	Valid
Consumers quickly envision brand features	0,7050	0,7372	0,5924	Valid
Consumers quickly recognize the logo or symbol	0,6071	0,7771	0,6899	Valid
Stimulation	0,5892	0,6060	0,7735	Valid
Consciousness	0,6432	0,6937	0,8351	Valid
Search for Information	0,6674	0,7032	0,8492	Valid

Based on the data in Table 2, it is shown that cross loading factor value on each indicator is higher than the value in other constructs. Therefore, it can be said that the indicators used in this study have met the requirements. After being declared valid, then the reliability test was carried out. As quoted in Sugiyono (2017:121) explains that a reliable instrument is associate degree instrument that once used many times to live identical object can manufacture the same data. In PLS, reliability testing can use two methods, namely composite reliability and Cronbach's Alpha. The following are the results of the reliability test using the SmartPLS software.

Table 3. Reliability Test Result

Latent Variable	Composite Reliability	Cronbachs Alpha	Conclusion
Social Media Promotion	0,9311	0,9075	Reliabel
Brand Awareness	0,8962	0,8544	Reliabel
Purchase Intention	0,8600	0,7558	Reliabel

Based on the reliability test data above, the value of Composite Reliability and Cronbach's Alpha for each variable is more than 0.7 and 0.6, so it can be said that the data has high reliability Santosa (2018:85).

Inner Model Result Test

The measurement of the structural model (Inner Model) aims to test the effect of other latent variables. Tests are carried out based on the path value to see whether or not the effect can be displayed from the t value. The value of t can be obtained by bootstrapping. The following is an image of the bootstrapping results in this study.

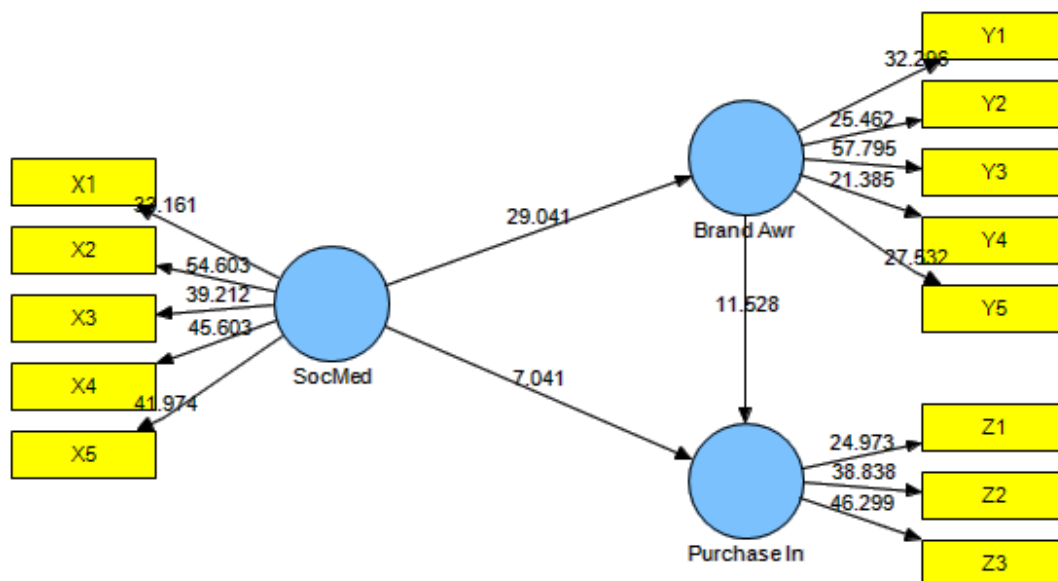


Figure 3. SEM (Structural Equation Modelling) Inner Model

In Figure 3, it's often seen the t-value of every exogenous latent variable to endogenous latent variable. For check the hypothesis, a two-sided test was conducted with miscalculation rate of 5%. Then the necessary worth that has got to be met during this hypothesis test is 1.96 (Ghozali, 2016:44). If the t-value is larger than the important worth of 1.96, then there's a giant influence between exogenous latent variables and endogenous latent variables. This value will be seen in below table.

Table 4. The t-value Test Result

Variable Relationship	t-value	Coefficient Parameter	Critical Value	Conclusion
Social Media Promotion – Brand Awareness	29,0409	0,8065	1,96	Ho rejected, H1 accepted
Brand Awareness – Purchase Intention	11,5281	0,5502	1,96	Ho rejected, H2 accepted
Social Media Promotion – Purchase Intention	7,0409	0,3297	1,96	Ho rejected, H3 accepted

First Structural Equational Model

In first structural equational model, there is only one exogenous latent variable, namely Social Media Promotion (X) and one endogenous latent variable, namely Brand Awareness (Y). The first structural equational model can be seen as from below figure.

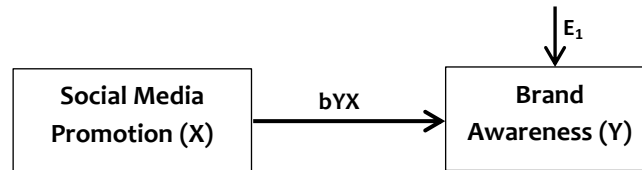


Figure 4. Model of First SEM

Table 5. Influence Each Variables in First SEM

Variable	Coefficient	Through	Effect or Influence		Total	Simultaneous Effect
			Direct	Indirect		
Social Media Promotion (X)	0,8065	X → Y	0,8065 x 0,8065 x 100% = 65,04%	-	61,04%	-
Error 1 = 0,3496	-	-	-	-	34,96%	-
Social Media Promotion (X)	-	-	-	-	-	0,6504 = 65,04%

Based on the results of study calculation, it provides objective info as follows. For initial structural equation model may be calculated with $Y = 0,8065 X + 0.3496$. The contribution of social media promotion directly influencing on brand awareness was 65,04%. Meanwhile, the contribution of social media promotion influencing brand awareness was 65,04%. Then, the remaining 34,96% was influenced by alternative factors that can't be explained within the study.

Second Structural Equational Model

In second structural equational model, there is two exogenous latent variable, namely Social Media Promotion (X) as independent variable and Brand Awareness (Y) as intervening variable. Then one endogenous latent variable, namely Purchase Intention (Z). The second structural equational model can be seen as from below figure:

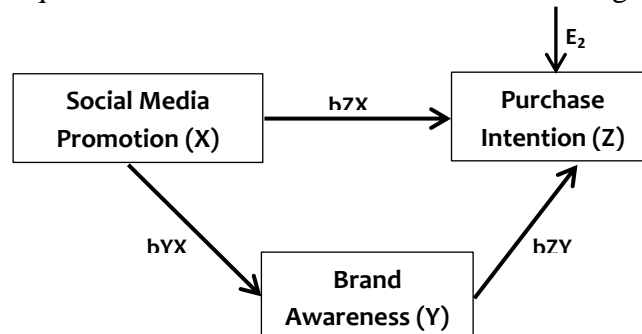


Figure 5. Model of Second SEM

Table 6. Influence Each Variables in Second SEM

Variable	Coefficient	Through	Effect or Influence		Total	Simultaneous Effect
			Direct	Indirect		
Social Media Promotion (X)	0,3297	X → Z	0,3297 x 0,3297 x 100% = 10,87%	-	55,24%	-
		X → Y → Z	-	0,8065 x 0,5502 x 100% = 44,37%		-
Brand Awareness (Y)	0,5502	Y → Z	0,5502 x 0,5502 x 100% = 30,27%	-	30,27%	-
Error 2	1 - 0,7041 = 0,2959	-	-	-	29,59%	-
Social Media Promotion (X) and Brand Awareness (Y)	-	-	-	-	-	0,7041 = 70,41%

Based on the results of study calculation, it provides objective info as follows. For initial structural equation model may be calculated with $Z = 0,3297 X + 0,5502 Y + 0,2959$. The contribution of social media promotion directly influencing on purchase intention was 10,87%. Meanwhile the contribution of social media promotion indirectly influencing on purchase intention was greater than the direct effect, which the value is 44,37%. Then the contribution of brand awareness directly influencing on purchase intention was 30,27%. Otherwise, the contribution of social media promotion and brand awareness influencing purchase intention was 70,41%. Then, the remaining 29,59% was influenced by alternative factors that can't be explained within the study.

The results of knowledge analysis showed that each one hypotheses planned during this study were accepted. consistent with data collected from respondents, all hypotheses were supported that social media promotion incorporates a positive influence on brand awareness in addition as on purchase intention both directly and indirectly through brand awareness, then brand awareness also has an influences on purchase intention.

Hypothesis 1 Testing (The Effect of Social Media Promotion on Brand Awareness)

The results of SmartPLS data processing in table 4 show that the influence of social media promotion on brand awareness has a t-statistic value of $29,0409 > t$ -table of 1,96. Thus, H_0 is rejected and H_1 is accepted. This means that the marketing tools that have been carried out by OMG Event Asia through social media promotion have a positive and significant impact on the brand awareness of the event organizer service. This is in accordance with previous research which states that the social media promotion variable has a close relationship with the brand awareness variable (Ebeid, 2014; Schivinski and Dabrowski, 2014; Kaplan and Haenlein, 2010).

Hypothesis 2 Testing (The Effect of Brand Awareness on Purchase Intention)

The data processing results of SmartPLS in table 4 show that the influence of brand awareness on purchase intention has a t-statistic value of $11,5281 > t$ -table of 1,96. Thus, H_0 is rejected and H_2 is accepted. This means that the brand awareness strategies that have been created by OMG Event Asia have a positive and significant impact on the purchase intention of the event organizer service. This is in accordance with previous research which states that

the brand awareness variable has a close relationship with the purchase intention variable (Shahid et al., 2017; Macdonald and Sharp, 2000; Keller, 1993; Hoyer and Brown, 1990).

Hypothesis 3 Testing (The Effect of Social Media Promotion on Purchase Intention)

Data processing results of SmartPLS in table 4 show that the influence of social media promotion on purchase intention has a t-statistic value of 7,0409 > t-table of 1,96. Thus, H0 is rejected and H3 is accepted. This means that the marketing tools that have been carried out by OMG Event Asia through social media promotion have a positive and significant impact on the purchase intention of the event organizer service. This is in accordance with previous research which states that the social media promotion variable has a close relationship with the purchase intention variable (Akhter *et al.*, 2014; Duffett, 2014; Kaplan and Haenlein, 2010).

CONCLUSION AND SUGESTION

The results of research that has been conducted discussing promotion through social media, brand awareness, and purchase intention of the OMG Event Asia event organizer show that promotion through social media has a significant relationship to brand awareness and purchase interest. So that when there is a promotion it will increase brand awareness and purchase interest. This will also apply when no promotion is carried out which will also cause a decrease in brand awareness or purchase interest. Promotions carried out by OMG Event Asia through social media based on the data obtained still need to be improved again. This is because promotion will have an influence on brand awareness and buying interest. Low promotion will have an impact on low brand awareness and buying interest in these products.

Promotions carried out through social media also have a significant effect on brand awareness. Through promotion in the form of information about products on social media, it will form a brand awareness. With the form of promotion through Instagram social media carried out by OMG Event Asia is able to increase brand awareness of the event organizer. There is a significant influence between brand awareness on purchase intention. Through a level of brand awareness that is good in the minds of the public regarding the OMG Event Asia event organizer, it will provide or increase public buying interest. With good brand awareness, people will be willing to make OMG Event Asia an option in using event organizer services. Promotions carried out through social media have a significant influence on people's buying interest. Promotions that have been carried out by OMG Event Asia through social media will increase the desire of potential customers to use the event organizer services. Through various forms of offers and the formation of understanding in order to differentiate from other event organizer services after seeing advertisements containing information on social media, it will increase people's buying interest.

OMG Event Asia or other event organizer companies can carry out promotions by presenting product photos on social media with clear target segments related to their product functions. Submission of information about the product must be in detail related to quality, price, and social value related to the target segment. This study has limitations related to not observing factors outside of social media promotion related to product marketing.

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