

## ABSTRAK

**Alfisah.** 220105020229. *Strategi Event Marketing Bank Syariah Indonesia dalam Meningkatkan Pengguna Aplikasi Byond (Studi Kasus ByondFest Banjarmasin)*. Pembimbing: Dr. H. Haris Faulidi Asnawi, Lc., M.S.I. dan Hj. Rohana Faridah, S.E., M.M.

**Kata Kunci:** Strategi Event Marketing, Aplikasi Byond, ByondFest Banjarmasin, Bank Syariah Indonesia

Penelitian ini dilatar belakangi oleh peluncuran aplikasi Byond by BSI pada November 2024 yang menghadapi tantangan penetrasi pasar akibat rendahnya kesadaran masyarakat. Untuk mengatasinya, BSI menyelenggarakan *event marketing* ByondFest di sepuluh kota, termasuk Banjarmasin pada 16 Februari sampai dengan 1 Maret 2025. Penelitian ini bertujuan mendeskripsikan strategi *event marketing* BSI dan menganalisis kemampuannya meningkatkan jumlah pengguna aplikasi Byond.

Penelitian ini menggunakan pendekatan kualitatif dengan jenis *field research*. Data dikumpulkan melalui wawancara mendalam dengan dua informan panitia pelaksana (Ridha Rezkia dan Jimmy Septian) serta dokumentasi, dan dianalisis dengan model Miles dan Huberman. Penelitian ini mengintegrasikan teori Kotler & Keller (2016) sebagai *grand theory* dan teori 5 Tahapan Manajemen Acara Goldblatt (2014) sebagai *supporting theory*.

Hasil penelitian menunjukkan bahwa strategi *event marketing* BSI diimplementasikan melalui sinergi konsep Kotler (tujuan strategis, segmentasi Gen Z/Milenial, bauran promosi terpadu) dan tahapan Goldblatt (riset, desain, perencanaan, koordinasi, evaluasi). Strategi ini terbukti efektif meningkatkan pengguna Byond dari 24.000 menjadi 41.943 (tambah 17.943, capaian 74,8%) melampaui target 45%, serta menarik lebih dari 30.000 pengunjung (target 15.000). Keberhasilan ini didorong pemilihan artis populer (Juicy Luicy dan Adrian Khalif) sebagai magnet utama, desain *booth* interaktif, promosi *multi-platform*, koordinasi tim efektif, dan tindak lanjut pasca-*event*. Penelitian ini menyimpulkan bahwa integrasi strategi pemasaran dan manajemen acara menjadi kunci keberhasilan *event marketing* perbankan syariah.

## ***ABSTRACT***

**Alfisah.** 220105020229. *Strategy of Event Marketing of Bank Syariah Indonesia in Increasing Users of the Byond Application (Case Study of ByondFest Banjarmasin).* Supervisors: Dr. H. Haris Faulidi Asnawi, Lc., M.S.I. and Hj. Rohana Faridah, S.E., M.M.

**Keywords:** *Event Marketing Strategy, Byond Application, ByondFest Banjarmasin, Bank Syariah Indonesia*

*This study is motivated by the launch of the Byond by BSI application in November 2024, which faced market penetration challenges due to low public awareness. To address this, BSI organized ByondFest event marketing in ten cities, including Banjarmasin from February 16 to March 1, 2025. This study aims to describe BSI's event marketing strategy and analyze its ability to increase the number of Byond application users.*

*This research employs a qualitative approach with field research type. Data were collected through in-depth interviews with two committee informants (Ridha Rezkia and Jimmy Septian) and documentation, and analyzed using the Miles and Huberman model. This study integrates Kotler & Keller's (2016) marketing strategy theory as the grand theory and Goldblatt's (2014) 5-Step Event Management theory as the supporting theory.*

*The results show that BSI's event marketing strategy was implemented through the synergy of Kotler's concepts (strategic objectives, Gen Z/Millennial segmentation, integrated promotion mix) and Goldblatt's stages (research, design, planning, coordination, evaluation). This strategy proved effective in increasing Byond users from 24,000 to 41,943 (an increase of 17,943, achieving 74.8%), exceeding the 45% target, and attracting more than 30,000 visitors (target 15,000). This success was driven by the selection of popular artists (Juicy Lucy and Adrian Khalif) as the main magnet, interactive booth design, multi-platform promotion, effective team coordination, and post-event follow-up. This study concludes that the integration of marketing strategy and event management is the key to the success of Islamic banking event marketing.*