

Collaboration of Education Institution and Business World (Study at Activity of Event Marketing PT. Nasmoco Bengawan Motor Surakarta)

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Abstract: Education is a very basic and important in life. School and university are always improvement their education quality. It can be done by school or university with other aspect. One of them from the aspects is a company. A company creates the cooperation with school or university to take a part in education. PT. Nasmoco Bengawan Motor is one of company which takes part in innovation education through event marketing. This company is working in automotive. A school or university can be cooperated with this company if they want to make an event. This company is ready to make the event be successful. This study researches the cooperation between PT. Nasmoco Bengawan Motor and school or university to increase the quality in education. The research uses exploratory qualitative method. Data are by depth interview technique, observation, and document analysis to get information. The research uses data validity and qualitative data analysis. The result shows that PT. Nasmoco Bengawan Motor did the cooperation with school or university in Surakarta consistently, to increase the quality in education and indirectly the company plant a positioning in customers about the company. So, the company has an effort to influence the customers.

Keyword: PT. Nasmoco Bengawan Motor, event marketing, school cooperation program, innovation in education

1. INTRODUCTION

According to UU No. 20 in 2003, education is a conscious effort and planned to create study environment and learning process in order to make the students be active in improving their own potential, to have the strengthens in religion, self-control, personality, smart, good attitude, and skill for themselves, society, nation, and state. Meanwhile, according to Kamus Besar Bahasa Indonesia (KBBI), education

is an evaluation system for each individual to reach the knowledge and understanding in higher about specific object and special. Knowledge has got legally causes each individual has mind set, attitude, and morals are differently. Students are got them by the way their study. One of part from education is by school or university. Beside in academic from school, there is soft skill for students. School or university improves the education quality to improve the students' ability and skill.

Marketing in schooling emphasize in activity between school and the client. Schooling activity through schooling program is an activity that cooperating with others to make it success. PT Nasmoco Bengawan Motor takes a part in the schooling program. The purpose of the cooperation is to give advantages each other. Program designed by the company should be innovative and creative. A company plants a positioning in customers indirectly, so a company has an effort to influence customers by doing cooperate with school or university in Surakarta to increase the quality of education. This is indicated that there is a synergy relationship between company and school or university.

The concept of event marketing said by Bahrer Larsson (1998) in Eckerstein (2002) includes message, interaction and integration, where event marketing can communicate a message through an event, with the result that needed an interaction between customer and event in an event, and improves integration from strategy that is implemented by the company. Hopefully concept of event marketing can improve the something special for customer with the result that it gives positioning to customer from the event that has been held. Czinkota et all (2002) say that in an event can reach various objectives of the company such as improving volume selling, improving reputation the company, or image brand and improving consciousness brand. The research formulates problems which how far activity event marketing in cooperation between the company side with school or university and how mutualism symbiosis that is produced each other. The objective of the research is to know how activity event marketing in cooperation between the company side with the school or university.

2. LITERATURE REVIEW

Marketing strategy has 4 basic concepts, where basic concept that is meant is the formula 4P Marketing mix consists of product, price, promotion, and place, as one of basic concepts in modern marketing. Promotion activity gives facility in marketing strategy. Then, because by promotion activity is communicated to customer directly, so promotion can know customer respon. Effective and efficient promotion activity can be included as a part from marketing communication mix. Event marketing has become a popular part from integrated marketing communication program from the company because it is as an opportunity in promoting product of the company. International Event Groupin Eckerstein (2002) definites event marketing is promotional strategy linking a company to an event, sponsorship of sports competition, festival ect.

Belch and Belch (2012) said that event marketing is a type of promotion where a company or brand is linked to an event or where a themed activity is developed for the purpose of creating experiences for consumers and promoting a product or service. Event marketing includes some popular activities such as sport, concert, exhibition, or festival. Mean while by Ardiyanto (2009:106) in Simboh (2016) said that there are some types well known event marketing, they are festival, fair, seminar, open house.

Event marketing is as one of the effective ways in involving customer in the environment, where customer feel comfort receiving promotion message, so the company can cause the event in distributing information about product and service of the company. Event marketing has become very popular a part from integrated marketing communication program from many companies because as a great

promotion opportunity and way to link brand with life style, interest, and certain activity. Event marketing is as one of effective ways in involving customer in the environment where customer feel comfort in receiving message promotion, so the company can use the way in distributing information about product and service.

3. METHOD OF THE RESEARCH

Method of the research uses exploratory qualitative method. (Sugiono, 2013) explains that qualitative research method is method that is used to research in condition of natural object, where the researcher as a key instrument. Technique collecting data is done triangulation (combination), inductive analysis data and the result of the qualitative research is more emphasize purpose than generalisation. The research uses exploratory research. Exploratory research is done by taking a note cases, then arranging category as a subject and also catering cases. From the categories can improve concept of condition in the field or revising natural concepts that is taken from natural literatures (Slamet, 2006).

Analyzing data uses narrative analysis that is empiric material collected by the research. The material can be interview result with the participant or personal narrative. The source of data uses the source of primer data and secondary data. Primer source is the source of data that gives data to collector data directly. Meanwhile secondary source is the source that gives data to collector data indirectly. Primer source is done with Human Resources Departement PT Nasmoco Bengawan Motor (Nasmoco Slamet Riyadi Surakarta), collaboration participant. Meanwhile secondary source through documentation. The technique of collecting data can done by interview, observation,

discussion and analysis documents to get information. Validity data uses triangulation data. Triangulation data is meant the technique of collecting data that has different to get data from the same source.

4. RESULT OF THE RESEARCH AND DISCUSSION

Event marketing held by PT Nasmoco Bengawan Motor (Nasmoco Slamet Riyadi Surakarta) is very complex and has each purpose appropriating with the interest. Event marketing in the company includes exhibition, festival such as bazaar, gathering, seminar and sponsorship each certain event. Each event held, at first it will be communicated to the society appropriating with the interest and purpose of the event. Thus, event to school interest that PT Nasmoco Bengawan Motor cooperates school or university to take a part improving the quality education in Surakarta. The company supports each event that is held by school or university such as bazaar, seminar in the campus. As for school that cooperates the company, they are SD Masudirini, UNS, UMS, etcetera.

Besides PT Nasmoco Bengawan Motor try giving take a part to the others in education such as the company gives visual aid of machine Toyota Inova and Toyota Nav technique faculty UNS Surakarta as supporting school in September 3, 2015, so the company hopes there is improvement at quality and skill school. Another, that is general university lectures thinking brilliant and creative in PT Nasmoco Bengawan Motor by inviting informant and attended receivers scholarship from Toyota and Astra Group in December 5, 2013. The results are relevance to the event marketing concept Bahrer Larsson (1998:251) in Eckerstein (2002) includes message,

interaction and integration. Event marketing has something as purpose to communicate message through an event, so an event that is held, can create something special to customer. The success of an event can occur from how involves customer in meeting that has been held where it indicate that the important interaction between customer and event. Event marketing has been integrated by marketing strategy implemented in the company.

PT Nasmoco Bengawan Motor also takes a part improving school quality that is cylindrical with occupation needed which through link and match program such as volunteer program. Volunteer program is a part from school process. the program has become a choice to job training so by volunteer tool indirectly gives contribution in school field to the students in practising working and preparing themselves to enter the real occupation. In volunteer program, the company cooperates school such as vocational school (SMK) and university. Cooperation is done routinely because volunteer program is considered the company and school or university.

5. CONCLUSION

Event marketing is as one of the promotion tool of the company which very influence. Event marketing is considered as marketing tool that is relative new by proposing participation active group in communication process. Cooperation of the company with school or university is meant to evaluate and understand the effect from event marketing that not only from communication side but also from perspective in order to create positioning which can influence customer and brand equity. Cooperation that binds up has run

consistently so it gives benefit and efficiency for the company and school or university.

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