

# Planning And Implementation Of Event Marketing In Sociopreneurship

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## **Abstract.**

*Growing in popularity and garnering a lot of public attention right now is social entrepreneurship, which has the ability to lessen societal problems and enhance people's quality of life. Social entrepreneurs can utilize event marketing to enhance event experiences and boost behavioral intention. The purpose of this study is to outline the components of implementation, restrictions, and planning. Using participant observation approach methodologies, interviewing techniques, descriptive qualitative kinds, and source triangulation as a measure of data validity, this study examines the marketing of CIS (Creative Inclusion Sociopreneurship) events. The study's findings demonstrate how social entrepreneurship-focused events improve guests' event experiences through event marketing, where customers engage with brands and provide value. Events give customers the ability to directly engage with brand reality. Consumers help create the experience, thus through event marketing, the business should give them access to an engaging environment where experiences can occur. Event marketing is not only an idea; it needs to be put into practice. This study also indicates that intention and implementation are related, with the event influencing the intention to suggest and revisit the event as well as the desire to feel satisfied with the experience. The organizer of the sociopreneurship marketing event must assemble comprehensive planning and implementation recording that is clear, comprehensive, and includes all necessary information for pre-, main-, and post-event marketing.*

**Keywords:** *Event Marketing Planning, Event Marketing Implementation, Constraints in Event Marketing and Sociopreneurship.*

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## **I. INTRODUCTION**

One strategy used by experiential marketing to create long-lasting relationships with its target audience is event marketing. To stimulate consumer attention is the goal of event marketing. It provides a helpful way to build and strengthen relationships between companies and consumers, especially for service brands that don't provide the client with any tangible outcomes [1]. Event marketing can encompass announcements from third parties, partnerships, new product launches, and company-initiated channel reorganizations [2]. Event marketing tied to the brand experience helped the construction of customer attitudes toward the brand, according to [3], which in turn boosted brand value. To put it simply, event marketing creates a lasting impression on all attendees, ensuring that past, present, and future customers will never forget their wonderful experience. Events provide organizations with broad exposure to large audiences since they are experience-driven and have the capacity to create emotional connections with attendees. Events with branded marketing can contribute to the creation of unique and memorable experiences that may impact consumers' decisions to buy goods or services [4]. Experience-oriented events enable customers to participate actively in brand reality instead of just being passive recipients. Events that are unique, creative, and inventive must be developed and promoted by businesses if they want to make a lasting impression on consumers. When attendees can participate in an event with several senses and engage with it on an individual basis, it's more likely to become an experience. By taking part in several events or by recreating the events, community members can share their knowledge and experiences about the events [5].

Since audiences are active participants in the experience, businesses ought to provide them with access to a creative space where experiences can be created [6]. The event affects word-of-mouth marketing, the desire to suggest and revisit the event, and the level of pleasure with the event [7]. The event affects their overall satisfaction, which affects whether or not they wish to go back. The primary determinant of an individual's intention to revisit a location or occasion is their firsthand encounter with it. Event marketing planning is a comprehensive effort to succeed in organizing corporate marketing events including; time,

location, food menu, resources, transportation, decorations, and so on. Event marketing planning is a managerial process of different resources such as time, money or limited capacity in organizing event marketing. The components that must be considered by the company when holding a marketing event include make an idea, create a budget, venue finding, marketing and public relations, audience, invitation, operational activity, and risk management. The implementation of marketing events certainly cannot be separated from problems arising from both internal and external parties.

Event marketing companies must be able to identify these problems and create the right solutions to solve them. Organizing marketing events requires the involvement of many parties and uses various forms of marketing communication. This has the potential to cause problems in the preparation process to the organization of the event. Problems that occur are often obstacles that hinder events. The committee must have a good early warning system planning to anticipate problems that occur, and the committee needs to review the obstacles that occur in events that have been held before so that they do not happen again in the future. Modern economic research has recognized social entrepreneurship on a worldwide scale. According to [8], social entrepreneurship is a process that begins with the perception of a social opportunity, develops it into a business plan, identifies and obtains the capital needed to launch the venture, launches and grows it, and produces income in the future once the venture's goal is achieved. Seeking notable aims and points, the main purpose of those engaged in social business is to make a substantial contribution to society [9]. The notion of social entrepreneur opportunity recognition, which forms the basis for social entrepreneurial action, describes the process of identifying social entrepreneurial potential, transforming it into particular ideas, and putting them into practice [10]. Social entrepreneur events may be vital platforms for venues looking to enhance their reputation and brand awareness through positive word-of-mouth advertising and event marketing.

Creative Inclusion Sociopreneurship (CIS) is an event as a form of social business initiated by UPN Veteran East Java together with Kedaibilitas which will be held on Sunday, August 27, 2023 at Taman Bungkul Surabaya. It is planned that this event will be held every year and its implementation is carried out in public areas of the city. Collaboration between educational institutions and social entrepreneurship partners in the implementation of events is a new thing in its implementation. Kedaibilitas, as the main partner of the Creative Inclusion Sociopreneurship (CIS) event, is a business laboratory for people with disabilities in the city of Surabaya and a real example of the application of sociopreneurship with the main goal being how people with disabilities can be financially independent and independent in community life. The great contribution of sociopreneurship in community empowerment while providing space for disability in working can create an inclusive environment for people with special needs. Marketing media using event marketing is chosen to market Creative Inclusion Sociopreneurship (CIS) in an effort to increase brand experience and intention of sociopreneurship. Through this research, the author wants to look further and describe the planning and implementation of marketing events at CIS (Creative Inclusion Sociopreneurship) events. Based on the formulation of the problem in this study, the goal to be achieved in this study is to describe the planning and implementation of CIS (Creative Inclusion Sociopreneurship) marketing events.

## **II. LITERATURE REVIEW**

### **Event Marketing**

Events are transient activities that each uniquely combine the duration, setting, organizers, and attendees assembling experiences, attitudes, and resources for an event [11]. In this last planning phase, the aims and objectives that were set out at the outset of the event serve as standards for evaluating its performance. Event planning is a multi-person process that requires collaborative synergy amongst participants. Thus, it's critical to plan out the management of the events with great care. Conducting anticipatory risk analysis that takes into account structural, functional, and cultural factors is essential to expediting the implementation process. This is especially important when considering potential obstacles and the risk control procedure. In addition to income and expenses incurred during the planning stage of events, it is also required to generate unique notes and procedures that facilitate cost management. Events provide organizations with broad exposure to large audiences since they are experience-driven and have the capacity

to create emotional connections with attendees. Integrated marketing communication is not only tactical, but also strategically necessary to ensure clear, consistent, and continuous communication within and across formal organizational boundaries. When events are connected in innovative and consistent ways, they can complement integrated marketing communication strategies [6]. Event marketing is one of the integrated marketing communication strategies for improving a brand's reputation [12]. Event marketing is a crucial element of integrated marketing communications for several businesses.

It offers optimal programs and events for brands that have common interests, hobbies, or lifestyles. According to the experts' definitions above, event marketing is a type of product promotion that involves collaboration between the sponsor—a person, group, or company—and the event organizer, who is willing to cover all or a portion of the production costs required to host the event. Event marketing links a business's products to well-attended occasions such as concerts, athletic competitions, art exhibits, and other noteworthy events. One strategy used by experiential marketing to create long-lasting relationships with its target audience is event marketing. Today, event marketing is a cutting-edge communication strategy that actively influences the target audience's behavior. It provides a helpful way to build and maintain relationships between businesses and consumers, especially for service brands that don't provide the client with any tangible outcomes [1]. Event marketing might involve announcements from a third party, partnerships formed, new product launches, and channel reorganizations made by the company itself [2]. Effective event marketing promoted social media sharing of the brand experience by customers, increasing the brand's value [13]. Event marketing tied to the brand experience helped shape consumer views toward the brand, which raised the brand's value [3]. Different kinds and intensities of event marketing should be used at different times in order to boost income. In event marketing, consumer preparedness serves as a revenue-mediating component. Well-planned and executed event marketing raises return on investment and improves consumer happiness. The use of famous individuals or events to draw attention and promote product sales is known as event marketing. To stimulate consumer attention is the goal of event marketing. A modest level of event promotion attracts more customers [14]. In a systems approach to event marketing, review mechanisms from the outside and inside are equally important.

### **Social Entrepreneurship**

Modern economic research has recognized social entrepreneurship on a worldwide scale. According to [8], social entrepreneurship is a process that begins with the perception of a social opportunity, develops it into a business plan, identifies and obtains the capital needed to launch the venture, launches and grows the venture, and produces income in the future once the venture's goal is achieved. Seeking notable aims and points, the main purpose of those engaged in social business is to make a substantial contribution to society [9]. Successful social entrepreneurs usually manage to reconcile their personal and work life. The field of social entrepreneurship highlights two essential elements: the existence of social innovation with the capacity to modify the existing social structure and the presence of individuals possessing the insight, resourcefulness, and moral fiber to back these innovative concepts. Visionaries in social business identify societal concerns and mobilize resources to address basic human needs in order to achieve their goals. The term "social entrepreneurship" describes lawful endeavors that "aim to eagerly integrate into the business norm for social impact." People who engage in social entrepreneurship must balance the social and financial benefits of their decisions. Social businesses have recently drawn attention from funders, customers, academia, the media, and politicians in addition to gaining greater funding and benefits. The ability to blur the boundaries between the three pillars of society, the market, and the government is what makes social entrepreneurship unique [8]. Social entrepreneurs seek out and grab opportunities to further social progress or meet urgent needs.

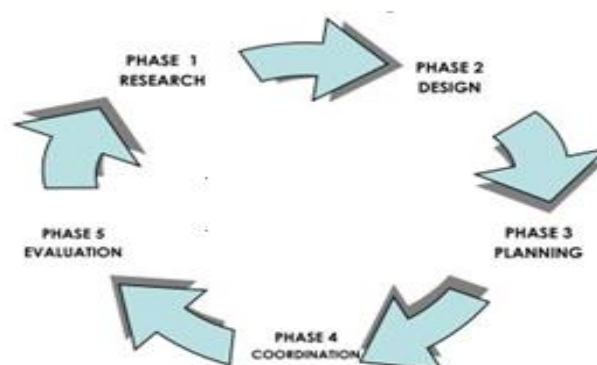
Some believe that non-profit CEOs' desire to be perceived as active businesspeople as opposed to passive administrators is the reason why social entrepreneurship is becoming more and more popular [15]. Innovativeness, reactivity, and risk-taking are the aspects of social entrepreneurship that get the most attention, even though competitive aggressiveness and autonomy are still necessary and that their existence is influenced by individual and organizational characteristics [16]. To thrive, social entrepreneurship requires managerial proficiency, ethical business practices, and leadership skills [15]. Social entrepreneur events may be vital platforms for venues looking to enhance their reputation and brand awareness through positive word-

of-mouth and/or returning patronage. The event has an impact on word-of-mouth advertising, the desire to suggest and revisit the event, and overall event pleasure. There was a clear correlation between satisfaction and the desire to resume small-scale recurring events. The event affects their overall satisfaction, which affects whether or not they wish to go back. The primary determinant of an individual's intention to revisit a location or occasion is their firsthand encounter with it. An event's goal as a branding tool is to generate outcomes linked to the brand, like consumer brand engagement. The pre-, during-, and post-event experiences of participants must be enhanced by activities that support social entrepreneurship. The emotional and cognitive experiences of attendees were influenced by the entertainment, variety and range of products, and booth design, whereas the cognitive experiences of visitors were influenced by the booth staff. It is possible to boost after-show purchases by improving the audience's cognitive and emotional experiences [17].

### III. METHODS

This type of research employs a qualitative approach with a deskriptif approach, that is, research that is used to analyze large amounts of data by means of describing or illustrating data that has already been collected in order to create a general or universal result. The research subjects that will be examined are event marketing strategy, execution, and tactical event marketing. The subjects of the study are as follows: members of the CIS event marketing committee, members of the CIS event marketing committee, members of the event-related committee, and one member of the CIS community (Creative Inclusion Sociopreneurship). The research methodology used for this study is participant observation, which is one of the main data collection techniques used in many academic fields, particularly anthropology, ethnology, sociology, communication studies, geografia humana, and social psychology. Data primers are silent summaries that provide information for data collection. These data come from organizations that saw fit to provide a blunt response to questions posed by researchers in a slow-moving interview.

The first technique for gathering data used in this study is interview, which involves gathering data silently from sources. Interview is used as a data collection technique when researchers want to do study using a long-term study design to identify issues that need to be investigated. It is also used when researchers want to understand responses that are more in-depth and have a relatively small number of responses. The information gathered in this study is used in a non-probability sampling technique called purposive sampling since the data and information sources are neither consistent nor relatively stable. Below are the data and explanations regarding why the writer obtained the information; the team leader of the Creative Inclusion Sociopreneurship (CIS) event marketing team, the team member of the CIS event marketing team, and the two members of the community who participate in the CIS (Creative Inclusion Sociopreneurship) event marketing group. Data analysis is the process of organizing and classifying data into categories, polas, and one dasar uraian so that a topic can be identified and a work hypothesis that matches the data can be generated [18]. The research framework includes Planning and Implementation (Organizing, Leading and Controlling). While the flow diagram of the application of sociopreneurship marketing events can be seen in Figure. 1.



**Fig 1.** Event Marketing Flow Diagram – Sociopreneurship Strategy

#### IV. RESULT AND DISCUSSION

Event marketing CIS (Creative Inclusion Sociopreneurship) where event marketing is able to increase revenue and awareness of sociopreneurship, especially for entrepreneurs with disabilities.

##### *1) Event Marketing Planning Analysis.*

The committee leader is free to choose the event's theme and gather as many suggestions as possible. In the framework of sociopreneurship, the committee made the appropriate decision in selecting the event's format and type, specifically by considering its intended target audience. The committee is able to be flexible when creating the budget for planning events. The committee created a documented and organized record of costs in accordance with the expenditures and income generated, which makes the budget component realistic. The committee selected a representative venue that serves as a representation of both the community brand and the audience. Building relationships with the public, community partners, and other stakeholders is something that the marketing committee is adept at doing and receptive to.

##### *2) Discussion of Event Marketing Planning.*

The committee must be exceptionally creative and intelligent when coming up with concepts, topics, and ideas for engaging events, particularly in the context of sociopreneurship. The idea, structure, and nature of an event can be ascertained by asking knowledgeable people, gathering feedback from the community, conducting research, coming up with ideas, and studying successful past events. Events with unique concepts, formats, and themes will undoubtedly grab people's attention and inspire the committee and other stakeholders involved in planning marketing events to perform better. The most difficult aspect of organizing an event is managing the budget. The committee must possess restricted budget management and management skills within a specific time frame to prevent budget overruns. Event marketing to raise awareness of CIS (Creative Inclusion Sociopreneurship) through offline and online media.

Poorly planned event marketing will negatively affect the reputation that sociopreneurship and those involved in its organization—the organizing committee, staff members who provide support, communities, partners, and stakeholders—bring to the brand. This is consistent with the findings of [3] study, which showed that event marketing linked to the brand experience influenced how consumers perceived the brand and increased its value. Furthermore, consistent with study by [4], events featuring branded marketing can help create distinctive and unforgettable experiences that could influence customers' decisions to purchase goods or services. During the event planning phase, one organizing team must have a sufficient system for anticipating obstacles, particularly in the risk management section where there are three different kinds of risks: structural, functional, and cultural. An effective early warning system addresses a number of critical components that help mitigate risks, including as monitoring, communication channels, backup plans, understanding of the potential dangers' magnitude, and the ability to cope. The implementation process will undoubtedly be aided by an organized obstacle anticipation system, particularly when it comes to managing risks and issues that arise.

##### *3) Analysis of Organizing Event Marketing.*

The committee has a good handle on organizing concepts, ideas, and event formats, and it manages event marketing with a well-organized and disciplined task division. The committee can arrange marketing event budgets, even those with erratic spending, as a whole. The Taman Bungkul location of the CIS (Creative Inclusion Sociopreneurship) marketing event is a great choice for the location, especially when it comes to double-checking the venue's utilization on the event's day. Promotion of events The Committee of CIS (Creative Inclusion Sociopreneurship) is highly adept at gathering groups of people who take part in promoting marketing events on the event's day and at generating public interest in event marketing. On the day of the event, the audience might be organized and led by the committee. Event marketing as a practical endeavor an effective committee for running operations is called CIS (Creative Inclusion Sociopreneurship). With the correct approach, the committee may effectively manage and resolve issues that arise.

##### *4) Discussion of Organizing Event Marketing.*

The primary elements of event marketing that need to be managed by a group of organizers are ideas, concepts, forms, and types. The organization, labor division, and resource capacity of event marketing organizers must be taken into account when managing ideas, concepts, formats, and types of events. Each

committee member has the knowledge and expertise to balance out the committee's shortcomings with their strong points. A budget is made up of two sorts of costs: fixed costs, which are predictable costs that can be expected, and variable costs, which are unpredictable costs that cannot be predicted. The costs of the venue, hiring personnel, and marketing/branding are all predictable. On the other hand, expenses related to amusement and consumption are unpredictable. Special records and systems that make it easier to control costs—which include both income and expenses—must be maintained by the committee from the time of event planning to its execution. When planning marketing events, the primary goal is to enhance brand image (brand awareness). Proper venue management may offer audiences with this information. A well-maintained location will provide a professional impression and comfort for the audience and any parties using it, therefore the committee must inspect it before the event starts and take immediate action to fix any damage found.

Depending on the kind of event, several marketing strategies are used for arranging. An effective event marketing plan includes a strategy for reaching certain target audiences and market sectors. Conducting market research, taking lessons from past events, creating a budget, and planning according to marketing activities may all help create the ideal marketing strategy? This is similar with [6] research, which shows that events can enhance integrated marketing communication tactics by connecting people in novel and consistent ways. According to [16] research, competitive aggressiveness and autonomy are still necessary for social entrepreneurship, but their existence is influenced by individual and organizational characteristics. However, innovativeness, reactivity, and risk-taking are the aspects of social entrepreneurship that receive the most attention. The committee's rundown structure influences a well organizing operational activity. A thorough and organized overview can facilitate the committee's understanding of the quantity and capability of the team and enable the division of labor in line with resource availability, resulting in professional team performance and a reduction in overlapping roles within the team. In order to facilitate coordination across committees, the organizing committee needs to be able to communicate with other committees. One way to do this is by giving signals or signs to other committees that have been decided upon at the briefing. To avoid interfering with the marketing event's progress and resolving any issues that may develop, the event marketing organizing committee needs to have an early warning system that can minimize risk as much as feasible.

##### *5) Analysis of Leading Event Marketing.*

The committee and all stakeholders are motivated by the leader of event marketing to create cohesion, unity, and goal-orientedness. The motivation provided by the committee chairman highlights the number of goals that the team must accomplish. With banners, logos, and coordination meetings, the committee gives stakeholders the most motivation possible.

##### *6) Discussion of Leading Event Marketing.*

To effectively motivate and support the accomplishment of event marketing objectives, event marketing leaders at the leading stage of the industry must understand the personality and requirements of the committee team. The leader's methods of motivation include target-oriented motivation, psychological support, and rewarding committee team members who make significant contributions to promoting the attainment of predetermined goals. It has been demonstrated that the aforementioned motivational strategies enhance the effectiveness of the marketing events. The positive feedback received indicates that the goals and aims for planning marketing events were met. Motivating people involved in CIS (Creative Inclusion Sociopreneurship) event organization can come from honest and open communication. This is consistent with [5] study, which found that people in the community can exchange information and firsthand accounts of the occurrences. In addition to bolstering the findings of [12] study, which shows that one of the integrated marketing communication techniques for enhancing a brand's reputation is event marketing.

##### *7) Controlling Event Marketing*

As the committee's planning is in line with the event marketing idea, the committee exercises all control over it. The committee has complete, written control over the budget. The ability to disseminate information via physical and online media in order to meet the goal. By taking proactive measures that have been planned ahead of time, the committee can manage issues that arise in the audience. The committee can

oversee operations in compliance with the created rundown. The risk management control committee can respond swiftly and nimbly to risks.

*8) Discussion of Controlling Event Marketing.*

Everything from event marketing implementation to planning can be done through control actions. It is the responsibility of each committee to oversee and manage issues that arise during control operations from start to finish. The committee's responsibility extends beyond oversight to include proactive problem-solving and action in the event of structural, functional, and cultural issues. In order to use the system to handle problems and barriers that arise, the committee needs to have sufficient anticipatory steps and be able to facilitate the control process, which includes issues, control attempts, and impacts. There are three phases of evaluation: pre-event, main event, and post-event. Not only do deviations need to be assessed during assessment activities, but all facets of planning marketing events from start to finish as well as any solutions used as remedial measures must also be examined. This is due to the fact that assessment activities are tied to reputation and the execution of marketing events in the future; appropriate things are preserved, and deviations from the norm are examined and fixed to prevent them from happening again. To determine the amount of the committee's efforts in establishing and drawing public attention to the sociopreneurship brand, it is also crucial for the organizers to assess the sociopreneurship brand. According to research by [9], event marketing sociopreneurship needs to be able to provide substantial contribution to society.

*9) Analysis of Event Marketing constraints*

Planning challenges for CIS (Creative Inclusion Sociopreneurship) events include stumbling upon a location that appeals to the target audience, coming up with the ideal event concept, and figuring out how much money to set aside for staging outdoor activities that draw crowds.

*10) Discussion of Obstacles that occur in Event Marketing.*

Following an analysis of the limitations of the CIS (Creative Inclusion Sociopreneurship) marketing event, a conversation regarding those limitations was held. It is impossible to separate the challenges that come up during the execution of marketing events—both anticipated and unforeseen. The typical challenges encountered in event marketing planning include those related to coming up with original ideas, creating budgets, modifying them to meet demands, attracting target audience interest, and gaining stakeholder attention. While there are several common types of implementation obstacles, they can be categorized as follows: cultural constraints, which include event delays and organizational challenges; technical obstacles, which can be structural or functional and include things like power outages, microphone disturbances, and equipment used; and finally, the challenge of finding solutions to issues that come up during the event.

To foresee potential roadblocks, the committee must engage in effective anticipatory planning. Additionally, the committee must analyze past roadblock experiences to ensure that they don't recur in future events. This supports the findings of [13]'s study, which showed that successful event marketing encouraged consumers to share their brand experiences on social media, raising the brand's perceived value. Furthermore consistent with [19], which shows that even a little event advertising increases client base. This is consistent with the findings of [2] study, which shows that collaborations and announcements from outside parties can be included in event marketing. The implementation of CIS (Creative Inclusion Sociopreneurship) events has been demonstrated by research by [7] which affirms that word-of-mouth marketing, the desire to suggest and repeat the event, and the degree of enjoyment with the event are all affected by the event.

#### **IV. CONCLUSION AND RECOMENDATION**

One can make inferences from the CIS (Creative Inclusion Sociopreneurship) marketing event, specifically that the organizing committee did a good job of planning because the target participants achieved their goals. More cultural (external, audience, for example) than structural or functional (implementation-related) barriers are encountered when planning an event. To assist at every stage of implementation and be able to identify the best solution for any issues that may develop, event marketing planning needs to be well-thought-out and proactive. Documentation of the conception, execution, and assessment of the marketing event is required for CIS (Creative Inclusion Sociopreneurship). In order to find answers quickly, the committee must also be able to recognize and foresee difficulties that arise on a structural, cultural, and

functional level. Following an analysis and discussion of several findings regarding the organization and execution of CIS (Creative Inclusion Sociopreneurship) marketing events, including ideas, budgets, venue selection, marketing, risk management, audience, and operational activities, management must deal with a number of managerial implications. In order to ensure that no tasks are overlooked on the day of the event and to streamline the evaluation process, the organizer of the sociopreneurship marketing event must assemble comprehensive planning and recording that is clear, comprehensive, and includes all necessary information for pre-, main-, and post-event marketing.

In order to address structural, functional, and cultural issues, management must also have a proactive and sufficient early warning system in place for issues that may develop when planning marketing events. To retain what is suitable and address any deficiencies that arise, the committee must begin to establish accountability documentation from the planning stages of CIS (Creative Inclusion Sociopreneurship) marketing events to their execution. In order to reduce variable costs associated with marketing event organization, management—particularly the marketing division—must be able to attract attention from and work with a variety of stakeholders who can contribute significantly financially to help fund and publicize sociopreneurship marketing events. This is because effective collaboration with sponsors and the media can raise interest in participating in CIS (Creative Inclusion Sociopreneurship) marketing events among the general public. The study's conclusions show how event marketing, in which consumers interact with businesses and offer value, enhances attendees' experiences at socially conscious events. Customers can interact directly with brand reality through events. Customers contribute to the experience, thus businesses should use event marketing to provide them with access to a stimulating setting where experiences can happen. Event management is not only a concept; it must be implemented. This study also shows a relationship between intention and execution, with the event influencing both the desire to feel satisfied with the experience and the intention to recommend and revisit the event.

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