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Implementation Planning of Photographic Exhibition Events Based On Product Experience to Improve Awareness to the OPPO Brand

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ABSTRACT: The event industry is developing rapidly in Indonesia. This fact is supported by many institutions that want to make an event to help their marketing strategy. The rivalry to make the best event is so tight in this era. With almost every genre from music, travel, to automotive is making an event. Including photography. Because of the convenience of the technology, the average person can be a photographertoo, the development of technology is making smartphone cameras as good as the average camera, itismaking people want to get a photo withtheir smartphone and post it on their social media. By seeing this phenomenon, researchers who are aspiring marketing communication practitioners are moved to examine whether creating a product experience based photography exhibition will increase the awareness of visitors about OPPO smartphone camera quality.

Keywords-Event, marketing strategy, photography, smartphone, social media, technology

I.   INTRODUCTION

Goldblatt (2013, p.13) explains that "Event marketing, according to Advertising Age, is an intrinsic part of any marketing plan. Along with advertising, public relations, and promotions, events serve to create awareness and persuade prospects to purchase goods and services ". This means event marketing is a very important part of a marketing plan. Together with advertising, public relations, and promotions, events are held to create awareness and persuade potential buyers to directly purchase a product or service.

Meanwhile, in Indonesia itself, events develop quickly, as mentioned above, there are many events held in Indonesia every year, with many categories of events that exist, each category has many different events.

On the other hand, with the development of the globalization era, photography is increasingly in demand by the public. The development of globalization is increasingly widespread because the global internet network has made photography develop rapidly, starting only from large and heavy cameras until now a new trend has emerged using smartphone cameras that can be carried at any time. With the internet, a new trend has emerged, namely social media as a place to post photos.

The ease of uploading photos for the general public to see encourages owners of well-known smartphone brands to continue upgrading their smartphone cameras. In the past, photographic images that seemed very prestigious because you had to buy a camera at an exorbitant price to get good photos, now it is much more affordable and can be done by anyone.

It can be concluded that in this digital era, the creative world has become a common consumption. Those who previously could only enjoy the content, now they can easily create content too (Hawari, 2018, p. 5). With the shift from traditional to digital media. Content on internet media is very important. Good content will greatly influence the interest of photography connoisseurs. With today's convenience, the audience can find it easier to try to create and create their content.

That is why the development of photography today is very fast and is in demand by all levels of society. Which causes the rise of photography exhibitions today. Of course, it is not an ordinary photography exhibition, but photography using a smartphone and coupled with interesting workshops that provide lessons to visitors. Especially because with the product experience based visitors can immediately try the product or service which results in engagement with the visitor and the brand.

Also, certain smartphone brands are on the rise because of their quality, the brand is Guangdong OPPO Mobile Telecommunications, commonly known as OPPO. OPPO is a communications electronics company based in Dongguan, Guangdong, China. It is known as the number one smartphone in China. Entering Indonesia

with a very good smartphone camera branding. OPPO focuses on always developing the quality of its products, especially in the camera section. Therefore, researchers saw an opportunity to make OPPO as a study case for this research.

With a series of problems in the background above, it encourages me as a researcher to want to know whether the public will be more aware that OPPO smartphones have good camera capacities and are very suitable for photography via smartphones.

II.   LITELATURE REVIEW

According to Any Noor, the event is an "activity held to commemorate important things throughout human life, both individually and in groups, which are bound by customs, culture, tradition, and religion, which are held for specific purposes and involve the community, which are held at certain times. (2013, p. 8)

Another definition of events according to Shone and Parry is "Those non-routine occasions set apart from the normal activity of daily life of a group of people 'but this may not necessarily give a feel for the specialized nature of the activity" (2010, p. .5). This means that an event is a phenomenon that arises from events that are not routinely separated from the normal life activities of a group of people.

Organizing events certainly involves many people involved in it, for example, visitors, organizers, and event participants. Events are categorized by size and size, divided into mega-events, hallmark events, and major events. Events can also be categorized based on their purposes and use, namely: Cultural events, Sports Events, and Corporate events. Noor (2013, p. 21)

Special events can be held ranging from simple and small individual events such as birthday parties or weddings to large events. Special events can also be held with a wider complexity internationally such as the Olympic Games. Because of the type of activity, each event that has its uniqueness from the event can support the holding of special events.

Ruslan (in Natoradjo, 2011, p.134) defines a special event as an event that is usually held to get the attention of the media or society for the company or the company's products. Along with the development of technology, this type of event also develops because almost everyone in a certain group needs an event in their life. These needs develop simultaneously with the objectives of organizing the event itself.

Each event certainly has its characteristics, because each event has the characteristics that differentiate it from other events. According to Noor (2013, p.14), there are six characteristics an event must have, including:

a. Uniqueness, the main key to the success of an event is the development of ideas.
b. Perishability, there is the possibility of carrying out an event that is not following the plan so that it is not satisfactory.
c. Intangibility, an experience that remains in the minds of visitors after attending an event.
d. Atmosphere and service are some of the important things that can determine the final result.
e. Personal interaction is the key to a successful event organization.

Based on the description above, it can be concluded that an activity (event) is closely related to the failure of innovation which makes it different from others, the environmental conditions in which the activity/event is held, the relationship between visitors and the organizer and creates a deep impression for visitors from activities in the event.

The benefit of the exhibition event is that it can be used as a space to show the work, the history of the work, and the process of making a work. As is known from the results of a study, it shows that a person obtains knowledge visually through the five senses 75%, 13% audio, and 12% through other senses (Evelina, 2009, p. 6 - 8).

Goldblatt (2013, p.45) explains that to carry out a successful event and according to plan, 5 stages need to be considered in the event planning process, namely: Research, Design: The Blueprint for Success, Planning, Coordination: Executing the Event Plan, Evaluation

Publicity is one of the activities that is often carried out by public relations, publicity is an effort by a person or organization to get its activities reported by the mass media. In contrast to public relations which is two-way communication, publicity is a one-way communication process. However, publicity remains one of the tools in public relations activities because public relations cannot do much without publicity. Publicity is carried out by public relations by sending press releases and inviting journalists to press conferences (Morissan, 2010, p. 29)

Planners will also use Ronald D. Smith's Nine Steps of Strategic Public Relations from his book entitled "Strategic Planning for Public Relations" (2017). There are 4 phases of the book to become a reference.

Phase one = Formative Research

Step one: Analyze the situation

In planning this event, the first thing the researcher will do is analyze the situation using primary research and secondary research. By analyzing the situation first, it can provide an overview of the opportunities and possible problems that exist. The situation analysis will use STEEPLE (social and culture, technology, and product innovation, economy, and market competition, education, political, legal, environment protection) to see the situation of event organizers and enthusiasts in Indonesia as research objects.

a. Social and Culture

Changes in social and cultural structures can be a threat or opportunity for event makers.

b. Technology

Technology is one of the factors that can make an event superior to its competitors. Technology that makes it easier for event visitors is very influential on the crowds of an event.

c. Economy

The decline or economic growth experienced by a country can be an opportunity or a threat for event organizers to experience progress or decrease in activities or the number of visitors.

d. Education, employment, and training

Education certainly plays an important role in the development of skills and potential in each event organizer, the organizer also plans an event that can help educate the public about knowledge.

e. Political

Maintaining political stability will certainly allow event organizers to carry out their business as optimally as possible. Therefore, the researcher will analyze the political stability in Indonesia, especially Jakarta.

f. Legal

Rules or regulations are important for the creation of security, order, and comfort, and event organizers in Indonesia also have several regulations in it.

g. Environment Protection

Unforeseen environmental conditions, weather, climate, and natural disasters or other natural phenomena that may occur beyond the control of the event organizer.

Step two: Analyze the organization

At this stage, the researcher analyzes the internal and external conditions of the product experience-based photography exhibition that will be made and will be described using SWOT (strength, weakness, opportunity, and threat) to determine the strengths and weaknesses of the research object.

Step three: Analyze Audiences

At this stage, the researcher will analyze the public which is divided into two, namely internal and external. Where in the public relations book "How to pass the LCCI Examination Board Public Relations - Second Level (Permatasari, 2009, p. 35 - 39) there are eight public categories, namely community, potential employee, employee, suppliers, money market, distributor, consumer, and opinion leader.

Phase two = Strategy

Step four: Set goals

Determine what goals you want to achieve from holding the event, which will calculate the success rate of the event

Step five: Formulating activities and strategies

After conducting research and determining the results of the research, it is time to make a plan to determine an attractive design following the objectives of the event to be carried out by brainstorming and mind mapping in concept making. (Goldblatt, 2013, p. 53)

The sixth step: Use effective communication

Determine which communication is most effective for persuading the target market

Phase three = Tactics

Seventh step: Choosing a communication tactic

Choose and mix and match communication tactics as needed. Including interpersonal communication, organizational media, news media, advertising, and promotional media

Eighth step: Implementation of the strategy

Planning is carried out after the research and design stages. In planning an event, it will involve determining the medium used for promotional activities during the pre-event, event, post-event, as well as determining the location, duration of the event, timetable, event rundown, and the required budget. (Goldblatt, 2013, p. 61 - 62)

Phase four = Evaluative research

The ninth step: Evaluate the strategy

Goldblatt (2013, p.64) explains that in the stage of evaluating it means that we measure the effectiveness of all event planning processes starting from the pre-event, event, post-event where the results of the evaluation can be used as an example or reference for carrying out the next event.

Building brand awareness is a long journey and must be done consistently. Although it does not directly increase sales, combining marketing with public relations will generate long-term investment for a brand.

III.   RESEARCH METHOD

In analyzing the implementation of the product experience-based photography exhibition event strategy, it can increase awareness of the OPPO brand. Planners will use a qualitative method, by interviewing sources who are smartphone photography lovers. The planner will combine the data and conclude from the interview results for a validation test.

IV.   RESULT AND DISSCUSSION

The results of the interviewees, namely photography smartphone lovers and a mixture of lay people, note that 90% like photography and 100% want to be smarter at photography. When asked what brand is in the top of mind if you have to choose a smartphone for photography, several brands are mentioned including OPPO. From this, researchers can conclude that OPPO is not yet the number one brand in terms of smartphone photography. 100% know the OPPO brand but only 30% know that the OPPO camera is very good for smartphone photography. Here it can be concluded that the OPPO brand itself already has good awareness, but awareness of the capabilities and quality of OPPO cameras is still lacking. Therefore, the researchers felt that it would be very suitable if OPPO held a product experience-based photography exhibition event.

V.   CONCLUSION AND RECOMMENDATION

To increase awareness of the OPPO brand and its quality, it is recommended to create an event that has the following elements:

● A photography exhibition with photos from OPPO smartphone cameras to introduce the OPPO camera (Awareness)
● Talk shows and smartphone photography workshops by experts in their respective fields, of course, all workshops use OPPO smartphones while providing product knowledge and knowledge about photography and the advantages of OPPO cameras (Interest)
● Product experience photography using OPPO smartphones, photo objects are also available. So that visitors can immediately practice the knowledge from the photography workshop (Desire)
● Guest stars and entertainment to invite the crowd (awareness)
● Photobooth for those who want to publish on social media (awareness)
● Photo competition with OPPO smartphone prizes (awareness)
● Counter purchases of OPPO smartphones with special promos and discounts if you make direct purchases at the time of the event to encourage visitors to make purchases right away (Action)

With the expected results to increase awareness, interest, desire, and action at product experience-based events. But still, focus on awareness.

If done following the suggestions, it is hoped that it will build a flow from awareness to action against the OPPO brand.

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