

ABSTRACT

Many companies use ways to persuade customers through a mix of marketing communications, events. The event became one of the marketing communication activities that are widely used by various companies because it not only increases brand publicity, but has an increase because of the interests of consumers in it. As conducted by 372 Kopi by holding an event, namely Wah-Wah 2019. Wah-Wah event is an "intimate concert" themed event by providing indie or rock music, with the aim being provided to provide space or a place for expression for creative young people in Bandung. This event is an important event at 372 Coffee was held specifically four to three times in meetings. This study discusses the analysis of the characteristics of the Wah-wah 2019 program at 372 copies. The method used in this research is descriptive qualitative. Researchers used data collection techniques through interviews, observation and documentation studies. The informants in this study consisted of two event organizers, two spectator events and one event organizer. The purpose of this research is to study the characteristics of events which are seen as uniqueness, endurance, intangibility, atmosphere and service, as well as personal interactions from EventWah 2019. The results of the research show Wah-Wah 2019 research or concert themes for each period, as well as perishability, namely the organizers who equate all facilities, intangible or something that can be understood in this event is an intimate display that occurs. While the atmosphere created in this event is a pleasant, relaxed and unpleasant atmosphere. In addition, personal interactions that occur in this event are singing and dancing together, as well as joint photo sessions and album, poster, etc.

Keywords: *Event Characteristics, Wah-wah Event, Marketing Communication*