ABSTRAK


Kata kunci: Komunikasi, special event, product knowledge
ABSTRACT

This research is entitled Special Event as Communication and Product Knowledge Activity "Correlational Special Event Due to Pertamina Incident 2016 as Communication Activity to Knowledge of Pertamina Products to Visitors at Center Point Mall Medan". The purpose of this study is to know where the occurrence of Special Event Pertamina Days 2016 on Knowledge of the Products Who attended. Relevant theories in this research are Communication, Communication Strategy, Public Relations, Public Relations Marketing, Special Occasions, and Product Knowledge. This research uses correlational research method. The population in this study were the visitors who attended for three days at Pertamina Days Special Event 2016 at Center Point Mall Medan which need 1050 people, with sample number 91 people. Analysis of this quantitative data using statistical method of Rho Spearman Coefficient. Based on the result of research by using Spearman correlation coefficient formula in table above, H0 is rejected if significance <0,05 (Eriyanto, 2011: 363). The correlation of special event of Pertamina Days 2016 as communication activity toward Pertamina product knowledge among visitor at Center Point Mall Medan is 0,01 <0,05 then H0 rejected and Ha accepted. Based on the calculation result using Spearman correlation coefficient by Spearman in the table above, the result of Spearman (rho) variable of special event of Pertamina Days 2016 as communication activity toward Pertamina product knowledge among Visitors at Center Point Mall Medan is 0,343. Using the Guilford scale of 0.343 shows a low but definitive answer.

Keywords: Communication, special events, product knowledge