

Conference Paper

Increasing Brand Awareness through Event Marketing on Social Entrepreneurship

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ABSTRACT

Due to its potential to lessen social problems and enhance people's wellbeing, social entrepreneurship is a developing phenomena that is currently gaining a lot of public attention. Social entrepreneurship events may offer venues crucial opportunities to improve the event's purpose and experiences. (1) Examine event management and social entrepreneurship, paying particular attention to the connections, dimensions, and context-specific roles that each play. (2) Establish the relationship between social entrepreneurship and event management so that it can be incorporated into a later theory. This study uses VOSviewer to map how event management may be applied in social entrepreneurship from a number of prior articles using bibliometric analysis.

Keywords: Event marketing, brand awareness, social entrepreneurship

Introduction

Because of its potential to reduce social problems and enhance community welfare, the social entrepreneurship phenomenon is currently growing and attracting a lot of public attention. The idea of social entrepreneurship is distinct from that of traditional business ventures; it refers to a strategy used by people, organizations, and businesses to create, finance, and put into action solutions to issues affecting society, the environment, or culture. According to Tiwari (2017), social entrepreneurship is a process that begins with a perceived social opportunity, turns it into a business model, determines and obtains the capital needed to launch the venture, launches and grows the venture, and generates future income upon the achievement of the venture's goal. Collaboration between parties is necessary to effectively promote social entrepreneurship.

One of the most successful marketing techniques for raising brand awareness for businesses is event marketing. Using event marketing for social entrepreneurs might be a wise choice to present their business to a larger target demographic. This method can help you create brand awareness and compete in a market that is becoming more and more competitive, even though it demands time and money. The goal of an event as a branding activity is to produce results that are linked to the brand. Branded marketing events can contribute to the creation of unique and memorable experiences that may affect a consumer's decision to buy a good or service (Dickson et al., 2017). Event marketing that was carefully thought out and carried out stimulated brand experience sharing on social networks, which raised brand value (Cristache et al., 2013). It is important to raise everyone's understanding of the need of inclusion, especially when it comes to actions that affect the social environment. Because it can strengthen a consumer's sense of community and give them a direct encounter with a business, organizing events is seen as a viable strategy to promote something (Clarita & Karsa, 2017). With an emphasis on its implementation

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and intention, this research aims to establish the relationship between event management and social entrepreneurship.

Material and Methods

This study was conducted using bibliometric analysis. Bibliometric analysis is used to see the development of research on a topic and has been widely used in literature research (Fiandari, 2022). According on the varied literature that has been published, bibliometric analysis can be performed using a separate approach. Bibliometric analysis or methodologies are sometimes referred to as scientometrics as part of the study evaluation methodology (Ellegaard & Wallin, 2015). The bibliometric method involves applying quantitative analysis to a statistical strategy for quantifying the body of books. According to Vesalainen and Hakala (2014), although the interpretation of some studies was undoubtedly subjective, the degree of transparency rather than a narrative literature review could minimize bias.

This research was conducted by collecting scientific article data using Publish or Perish software. The database used in this study is a database derived from Google Scholar and CrossRef. Data search determines keywords as guidelines for the data search process with the keywords used in this study are "Event Marketing" and Sociopreneurship". Publish or Perish summarizes information about the number of citations, author of information, year of publication, source, publisher, related articles, summary, and other information (Liao et al., 2018). The selected data comes from the last 3 years, namely 2020 to 2023. Data processing using VOSviewer software.

Results and Discussion

Event Management in Sociopreneurship and its linkages are the sole focus of this study. The first study materials pertaining to the debate of event management in sociopreneurship in 2020 include the topic of study, audience, sponsors, and event tourism. Events management discussions were explicitly published throughout 2021 and were more developed as a result of putting a focus on organization and digital marketing. The publication of sociopreneurship and its relationship to event management, however, didn't start until the end of 2020. This shows that there aren't many publications that explore event management in social entrepreneurship right now.

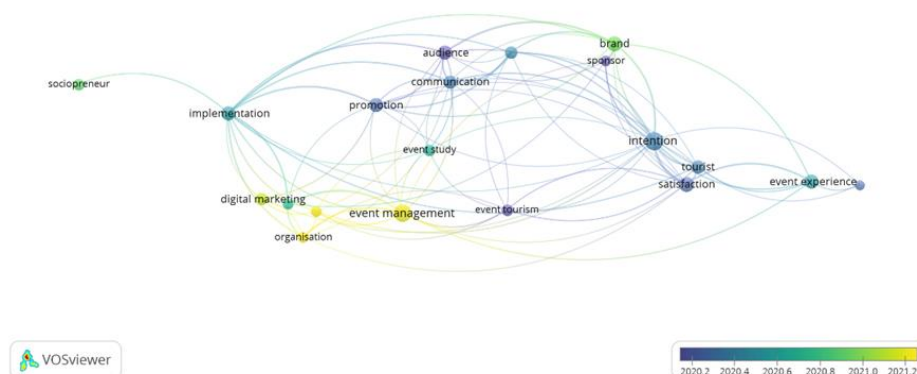


Figure 1. Bibliometric based by year of publishing

Researchers will talk about the relationships between each cluster after receiving content or information from Event Management in Social entrepreneurship. 20 items were gathered and grouped into 3 clusters for the depiction of the co-occurrence network based on the author keyword. 13 different components make up Cluster 1, including organization, digital marketing, event industry, event tourism, event experience, satisfaction, event study, promotion, communication, audience, sponsor and implementation. While cluster 2 consists of 14 items

namely tourist, satisfaction, event experience, brand, sponsor, audience, communication, promotion, event tourism, digital marketing, and implementation. And Cluster 3 consists of 14 items, namely sociopreneur, brand, audience, communication, promotion, event study, intention, tourist, event management, digital marketing and organization.

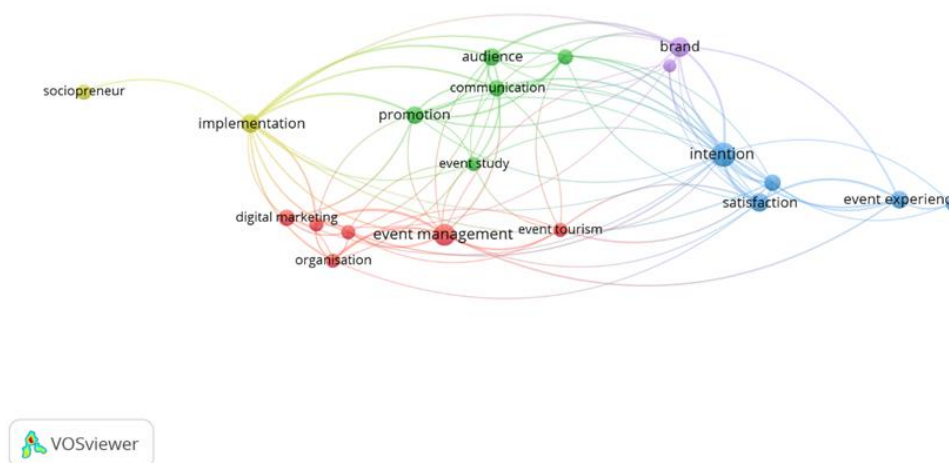


Figure 2. VOS viewers result

Conclusion

The findings of the study indicated that event management is linked to the event experience, where attendees engage with businesses and add value. Events provide customers the power to directly engage with brand reality. Customers contribute to the production of the experience, so the business should give them access to a stimulating environment where experiences might occur. This study also found that participants' event experiences are improved by social entrepreneurship-focused events.

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