

**THE STUDY OF STAKEHOLDER'S ATTITUDE TOWARDS THE
IMPLEMENTATION OF EVENT SCALE UP 101 CONFERENCE HELD
BY ENDEAVOR INDONESIA**

FINAL ASSIGNMENT

**Proposed as a Requirement to Receive a Communication Studies Bachelor
Degree**



**ALIFIA FIRLIANI
1101003006**

**COMMUNICATION STUDIES PROGRAM
FACULTY OF SOCIAL STUDIES AND ECONOMY
BAKRIE UNIVERSITY
JAKARTA
2014**

**THE STUDY OF STAKEHOLDER'S ATTITUDE TOWARDS THE
IMPLEMENTATION OF EVENT SCALE UP 101 CONFERENCE HELD
BY ENDEAVOR INDONESIA**

FINAL ASSIGNMENT

**Proposed as a Requirement to Receive a Communication Studies Bachelor
Degree**



**UNIVERSITAS
BAKRIE**

**ALIFIA FIRLIANI
1101003006**

**COMMUNICATION STUDIES PROGRAM
FACULTY OF SOCIAL STUDIES AND ECONOMY
BAKRIE UNIVERSITY
JAKARTA
2014**

STATEMENT OF ORIGINALITY

This final project is an original work created by the author. Every information and data stated in the research is the result of other researchers in which the author has stated the data source correctly. Everything written in this final project is the full responsibility of the author.

Name : Alifia Firliani
Student ID : 1101003006
Signature :
Date : 4th of August 2014

APPROVAL PAGE

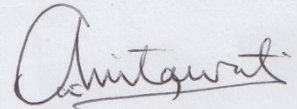
This final assignment is proposed by,

Name : Alifia Firliani
Student ID : 1101003006
Major : Communication Studies
Faculty : Economy and Social Studies
Final Assignment Topic : The Study of Stakeholder's Attitude
towards Implementation of Event Scale Up
101 Conference held by Endeavor Indonesia

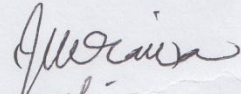
Is finished and ready to be defended in front of board of examiners. This statement is made to be used as prerequisite for final assignment for Bachelor Degree Communication Studies, Faculty of Economy and Social Studies, Bakrie University.

Board of Examiners

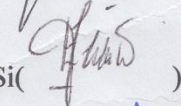
Adviser 1 : Ir. M. Th. Anitawati, MS.,M.Sc



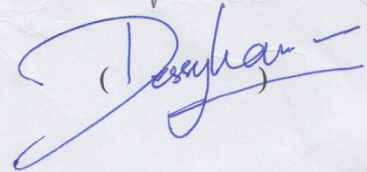
Adviser 2 : Mirana Hanathasia, S.Sos., MMediaPrac



Examiner 1 : Mathilda Agnes Maria Wowor S.Sos., M.Si()



Examiner 2 : Dessy Kania, B.A., M.A.



Signed in : Jakarta

Date : 4th of August 2014

FOREWORD

The greatest gratitude is conveyed to Allah SWT for blessing the author in finishing this final project titled “Attitude of Attendees towards Scale Up 101 Conference held by Endeavor Indonesia”. This final project is submitted to fulfill the requirements of finishing study and receive a bachelor degree in Communication Studies.

The author also would like to deliver my deep appreciation to the following names who have sincerely helped in finishing this final project:

1. Mrs. Dra. Suharyanti Ms.N as Head of Communication Study Program of Universitas Bakrie who has supported and ease the obstacles faced by the author during the creation of the final project.
2. Mrs. Mirana Hanathasia, S.Sos.,MMediaPrac,CSRA, the author’s adviser who has supervised and guided the author with patience. The author would also like to acknowledge Mrs. Mirana’s amazing creativity, knowledge and intelligence during the creation of this final project.
3. Mrs. Ir M Th Anitawati, MS, M.Sc, another of the author’s adviser An honor to be supervised by a senior professor, whom people say is the master of statistics. Thank you for the lessons taught during the making of the final project, it was truly enlightening.
4. Mrs. Dra. Amelita, M.Si as the examiner of the final project proposal. Thank you for the lessons, patience and significant contribution to this final project. It was last minute consultation, but I got so much in only one hour session, thus feeling grateful and honored.
5. The A team, consisting of Mrs. Sati Rasuanto, Ms. Inez Stefanie, Mr. Bambang Cahyo, and the most to Ms. Elfitra Mercredi for the assistance in developing the topic of the study and supporting all the way through.
6. All the informants who were willing to spare some time to help the author.
7. Amira Sufiani, the author’s sister who has helped with the transcripts and proofreads. A billion times thank you. Never knew a goof-around partner can be so helpful! I love you.
8. The author’s parents, to whom this final project is dedicated for.

9. My team of Wak Geng! Firsta, Choppy, Guri, Nuriy and Cols, my best friends for life and the people who have always been there for me in times of good and bad. Thank you for making my 4 year journey in Bakrie University so memorable. Here is to many more years of friendship!
10. PRO 2010, comprising of the most beautiful looking ladies and one super guy : Hilda, Ciput, Nome, Tika, Icha, Fenty, Rere, Nadia, Gio and Qodri, for every support and friendship throughout the making of the project. The best prayers for you all, always.
11. Abdussami Bilal, for being an amazing boyfriend to me throughout the stress of making the final project. I hope the best for our years ahead.
12. EDS Bakrie squad, whom I cannot state each name for it will take up a whole page. Thank for all the lessons on debating which really helped me in designing this final project. And thank you for being my stress-reliever and an amazing circle of friends during both, my rainy and good days.
13. For Komunal 10, for being my inspiration and a reliable support system.
14. The Kadil Geng! Bebe, Donny, Kadil, Dewangga, Kak Wanda, Arie and Tyo for the trips and humor.

Lastly, the author hopes that this final project will be useful and able to give contribution for the academic world in the future.

Jakarta, 4th of August 2014

Alifia Firliani

**APPROVAL OF FINAL PROJECT PUBLICATION FOR
ACADEMIC INTEREST**

As an academic community Bakrie University, the undersigned:

Name : Alifia Firliani
Student ID : 1101003006
Study Program : Communication Studies
Faculty : Economic and Social Science
Final Assignment : Case Study

for the sake of science, agreed to grant to the University of Bakrie a *Non-exclusive Royalty-Free Right* of my scientific work entitled:

**THE STUDY OF STAKEHOLDER'S ATTITUDE TOWARDS THE
IMPLEMENTATION OF EVENT SCALE UP 101 CONFERENCE HELD
BY ENDEAVOR INDONESIA**

along with existing devices (if required). With this non-exclusive royalty free right Bakrie University reserves the right to store, manage in the form of database (the database), maintain, and publish my final project for stays put my name as the author / creator and the owner of copyright.

This statement I make under my full conscience:

Signed in : Jakarta
Date : 4th of August 2014

Undersigned,

(Alifia Firliani)

**THE STUDY OF STAKEHOLDER'S ATTITUDE TOWARDS THE
IMPLEMENTATION OF EVENT SCALE UP 101 CONFERENCE HELD
BY ENDEAVOR INDONESIA**

Alifia Firliani

ABSTRACT

Endeavor Indonesia is a newly established organization, formed to help accelerate potential entrepreneurs in their business performance. Awareness is essential to be improved in order to help Endeavor Indonesia achieve its organizational mission. One strategy to promote awareness is through conducting an event. The event Scale Up 101 needed to gain positive attitude from its attendees to know if the objective of the event in promoting awareness and providing entrepreneurship knowledge is acceptable. In studying the attitude, the author applied the three component attitude model of cognitive-affective-conative, where the author disassembled each component into smaller dimensions to show a more detailed result, referring to the dimensions by Kriyantono (2006). The analysis on event is also broken down into indicators using a marketing mix concept by Wrathall and Gee (2010). Using qualitative descriptive approach, and a purposive sampling method, the author collected data from 4 informants. The result of the study showed (1)cognitive component of informants were positive, which meant the ability of understanding elements within event was satisfying (2)affective component of informants were also positive, meaning that informants liked or felt positive towards the event (3)conative component of informants indicating affirmation to participation in the future. Referring to the finding of the study, the author provided recommendations to improve the event, like maximizing the social media platform in promotional activities, inviting an even better quality of speakers, and improving the room setting of the event.

Keywords: *Event, Attitude, Cognitive, Affective, Conative.*

TABLE OF CONTENT

TITLE PAGE	i
STATEMENT OF ORIGINALITY	ii
APPROVAL PAGE	iii
FOREWORD.....	iv
APPROVAL OF FINAL PROJECT PUBLICATION FOR ACADEMIC INTEREST.....	vi
ABSTRACT	vii
TABLE OF CONTENT.....	viii
LIST OF TABLES	xii
LIST OF FIGURES	xiii
LIST OF ATTACHMENTS.....	xiv

CHAPTER I. INTRODUCTION

1.1. Background	1
1.2. Research Objectives	10
1.3. Problem Identification.....	10
1.4. Significance of Study	11
1.4.1 Theoretical Significance.....	11
1.4.2 Practical Significance	11

CHAPTER II. LITERATURE REVIEW

2.1. Previous Studies	13
2.2. Public Relations	20
2.2.1. Definition of Public Relations.....	20
2.2.2. Functions of Public Relations.....	21
2.3. Four Models of Public Relations	23
2.3.1. Two Way Symmetrical Model.....	25
2.4. Attitude	28
2.4.1. Definition of Attitude	28
2.4.2 Features of Attitude	30

2.4.3 Aspects of Attitude	31
2.4.4 Components of Attitude	32
2.5. Communication Strategy	43
2.5.1 Definition of Communication Strategy	43
2.5.2 Steps in Communication Strategy	44
2.6. Event	45
2.6.1 Definition of Event	45
2.6.2 Event Management	46
2.6.3 Phases of Event Management (Event Shutdown and Evaluation)...	47
2.6.4 Purpose of Event	48
2.6.5 Event Types	49
2.6.6 Application of Marketing Concept of Event	48
2.7. Framework	56

CHAPTER III METHODOLOGY

3.1. Methodology	59
3.2. Object of Study	60
3.3. Data Source and Data Collection Technique	61
3.3.1. Data Source	61
3.3.2. Data Collection Technique	62
3.3.2.1 Informants	63
3.4. Conceptual and Operationalization	64
3.5. Analysis Data Technique	68
3.6 Validity Testing Technique	70
3.7 Limitation of Study	71

CHAPTER IV FINDINGS AND DISCUSSIONS

4.1 Company Profile of Endeavor Indonesia	72
4.1.1. History of Company	72
4.1.2. Vision and Mission	74
4.1.3. Company's Product	76
4.1.4. Company's Structure	80

4.1.5.Stakeholders of Endeavor Indonesia.....	81
4.2 Profile Scale Up 101 Conference.....	82
4.2.1.Category of Special Event.....	82
4.2.2.Objectives of Event.....	83
4.2.3.Event Formation Stages.....	84
4.2.4.Stakeholders of Event.....	87
4.2.5.Marketing Application towards Event.....	88
4.2.6.Event in the Two Way Symmetrical Model Application.....	102
4.3 Informant’s Profile.....	105
4.4 Findings and Results.....	110
4.4.1.Cognitive Component.....	110
4.4.1.1 Attention.....	112
4.4.1.2 Awareness.....	124
4.4.1.3 Recognition.....	133
4.4.1.4 Comprehension.....	140
4.4.1.5 Recall.....	149
4.4.2.Affective Component.....	155
4.4.2.1 Attitude Change.....	155
4.4.1.2 Likeability.....	159
4.4.1.3 Involvement.....	167
4.4.3.Conative Component.....	171
4.4.3.1 Intention to Participate.....	171
4.4.3.2 Participation Behavior.....	176
4.5 Discussion.....	176
4.5.1.Discussion on Cognitive-Affective-Conative.....	176
4.5.1.1 Cognitive Component.....	177
4.5.1.2 Affective Component.....	187
4.5.1.3 Conative Component.....	192

CHAPTER V CONCLUSION AND RECOMMENDATION

5.1 Conclusion.....	196
5.2 Recommendation.....	198

5.2.1.Theoretical Recommendation	198
5.2.2. Practical Recommendation.....	198
REFERENCES.....	200

LIST OF TABLES

Table 2.1 Previous Studies	18
Table 3.1 Operationalization of Attitude	61
Table 3.2 Operationalization of Event	64
Table 4.1 Stakeholders of Endeavor Indonesia.....	81
Table 4.2 Stakeholders of Scale Up 101 Conference.....	88
Table 4.3 Table of Informants.....	110

LIST OF FIGURES

Figure 2.1 Informational Strategy : One way symmetrical model of communication.....	25
Figure 2.2 Persuasive Strategy : Two way symmetrical model of communication	25
Figure 2.3 Dialogue Strategy : two-way symmetrical model of communication.	25
Figure 2.4 Two Way Symmetrical Model	56
Figure 2.5 Framework.....	57

LIST OF ATTACHMENTS

Attachment 1 – Interview Transcript 1	207
Attachment 2 – Interview Transcript 2	215
Attachment 3 – Interview Transcript 3	232
Attachment 4 – Interview Transcript 4	247
Attachment 5 – Interview Transcript 5	256
Attachment 6 – Interview Letter of Notice 1	261
Attachment 7 – Interview Letter of Notice 2	262
Attachment 8 – Interview Letter of Notice 3	263
Attachment 9 – Interview Letter of Notice 4	264
Attachment 10 – Interview Letter of Notice 5	265
Attachment 11 – Email Interview	266
Attachment 12 – Scale Up 101 Program Book	267