

ABSTRACT

This study aims to analyze the impact of participation in event marketing on consumers' desire to watch the Barbie Live Action movie using a quantitative approach and path analysis model. The study examines the variables Participation in Online Event Marketing, Participation in Offline Event Marketing, and consumers' desire to watch the movie. Data was collected through a quantitative survey of 200 respondents, who were Barbie moviegoers in Indonesia. The testing was conducted using Structural Equation Modeling (SEM) to analyze the relationships between variables, while Confirmatory Factor Analysis (CFA) was applied to test the validity and reliability of the research instruments. The model evaluation was based on Goodness-of-Fit criteria to ensure the adequacy of the research model.

The results indicate that participation in online event marketing significantly increases consumer awareness and engagement through digital platforms, such as trailers, posters, and interactive social media campaigns. Meanwhile, participation in offline event marketing, including roadshows, press conferences, and premiere screenings, provides direct experiences that enhance consumers' interest in watching the movie. This study emphasizes that integrating online and offline event marketing strategies with active consumer participation can enhance the effectiveness of film marketing. By understanding how consumers engage in various forms of event marketing, the film industry can design more innovative and adaptive promotional strategies in the digital era.

Keywords : Participation in event marketing, online marketing, offline marketing, consumer intention to watch movie, barbie, film marketing

