

**MAXIMIZING THE EFFECTIVENESS OF  
SOCIAL MEDIA FOR EVENT MARKETING**  
“Study Case: XYZ Business Fair”



**THESIS**

Submitted as one of the requirements to  
complete the Bachelor Program at the  
International Undergraduate Program of the  
Faculty of Economics and Business  
Diponegoro University

Arranged by:

**DELIFAYSA DYAH PRAMESHTI**  
**NIM. 12010119190122**

**FACULTY OF ECONOMICS AND BUSINESS**  
**DIPONEGORO UNIVERSITY**  
**SEMARANG**  
**2023**