

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

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ABSTRACT

Endeavor Indonesia is a newly established organization, formed to help accelerate potential entrepreneurs in their business performance. Endeavor Indonesia conducted the event, Scale Up 101 and with also the objective of providing knowledge for its stakeholders regarding business and entrepreneurship. 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.