

ABSTRAK

Manajemen Event Sebagai Keberhasilan Event di GM Production

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Tujuan penelitian ialah untuk mengetahui manajemen Event GM Prroduction dalam mengadakan Event Hisfasri. Event bukanlah suatu kegiatan yang instan untuk dilaksanakan. Event sendiri memiliki strategi implementasi penyelenggaraan yang dimaksudkan untuk menerapkan atau melaksanakan sebuah rencana yang telah dibuat. Jenis penelitian yang digunakan yaitu kualitatif deskriptif dengan menggunakan metode wawancara, observasi dan dokumentasi. Event Hisfasri terbagi kedalam proses manajemen event kedelapan tahapan ini termasuk kedalam teori Event Management Goldbatt yaitu tahap, perencanaan yang meliputi *tujuan event, waktu dan lokasi event, panitia penyelenggara, even checklist, finances and budget, sponsorship, promotion dan publicty dan approvals dan legal requirements*. Hasil dari penelitian ini menemukan bahwa kedelapan tahapan dari teori Event Manegement Goldblatt yaitu tahap, perencanaan yang meliputi *tujuan event, waktu dan lokasi event, panitia penyelenggara, even checklist, finances and budget, sponsorship, promotion dan publicty dan approvals dan legal requirements* sudah berjalan dengan baik dan menggambarkan juga di dalam proses penyelenggarannya, adanya proses perencanaan penyelenggaraan event yang tepat dan tersusun dengan baik dapat meminimalisir probabilitas kendala yang akan terjadi pada hari peyelenggaraan event.

Kata kunci: Manajemen Event, Event Organizer, PIT MUKERNAS Hisfasri

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Event Management As Event Success in GM Production

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The research objective is to find out the GM Production event management in holding the Hisfasri Event. Event is not an instant activity to be carried out. The event itself has an implementation strategy intended to implement or carry out a plan that has been made. The type of research used is descriptive qualitative using interview, observation and documentation methods. The Hisfasri event is divided into the event management process for the eight stages included in Goldblatt's Event Management theory, namely stages, planning which includes event objectives, time and location of the event, organizing committee, event checklist, finances and budget, sponsorship, promotion and publicity and approvals and legal requirements. The results of this study found that the eight stages of Goldblatt's Event Management theory, namely stage, planning which includes event objectives, time and location of the event, organizing committee, event checklist, finances and budget, sponsorship, promotion and publicity and approvals and legal requirements have been running well. well and also describes the process of organizing it, the existence of an appropriate and well-organized event planning process can minimize the probability of problems that will occur on the day of the event.

Keywords: Event Management, Event Organizer, PIT MUKERNAS Hisfasri