

## INTISARI

Penelitian ini dilatar belakangi oleh adanya pandemi yang melanda umat manusia sehingga merubah banyak sektor kehidupan khususnya dalam manajemen seni pertunjukan. Pandemi membuat para pelaku seni pertunjukan harus beradaptasi untuk dapat bertahan di era pandemi khususnya salah satu ukm seni pertunjukan di UGM yaitu *Gadjah Mada Chamber Orchestra* atau yang biasa disingkat GMCO menjadi objek penelitian pada karya tulis ilmiah ini. Tujuan dari penelitian ini adalah 1) Mendeskripsikan bagaimana manajemen pertunjukan GMCO yang sudah berjalan sebelum ada pandemi. 2) Mendeskripsikan manajemen pertunjukan GMCO sebagai strategi bertahan di era pandemi.

Penelitian ini menggunakan metode kualitatif deskriptif. Data dikumpulkan lewat wawancara. Narasumber dalam penelitian ini adalah *project manager* Mini Concert sebelum pandemi dan setelah pandemi. Hasil penelitian menunjukkan bahwa perjalanan manajemen pertunjukan GMCO sangat dinamis apalagi datangnya wabah covid-19 sangat mempengaruhi manajemen pertunjukan yang meliputi perencanaan, pengorganisasian, pengarahan, dan pengendalian untuk GMCO menyelenggarakan pertunjukan. Penyesuaian ruang dan perubahan format pertunjukan menjadi strategi utama GMCO untuk bertahan di era pandemi.

**Kata kunci:** Manajemen pertunjukan, GMCO, Strategi, Pandemi

## **ABSTRACT**

This research is motivated by the existence of a pandemic that has hit humanity so that it has changed many sectors of life, especially in the management of the performing arts. The pandemic has forced performing arts performers to adapt to survive in the pandemic era, especially one of the performing arts SMEs at UGM, namely the Gadjah Mada Chamber Orchestra or commonly abbreviated as GMCO, is the object of research in this scientific paper. The aims of this research are 1) to describe how GMCO show management was running before the pandemic. 2) Describe the production management process that is currently running at GMCO and analyze what factors cause show management at GMCO to not be optimal.

This research uses descriptive qualitative method. Data was collected through interviews. The resource person in this study was the Mini Concert project manager before the pandemic and after the pandemic. The results of the study show that the GMCO show management journey is very dynamic, especially since the arrival of the Covid-19 outbreak has greatly affected show management which includes planning, organizing, directing, and controlling for GMCO to hold shows. Adjusting the space and changing the show format are the main strategies for GMCO to survive in the pandemic era.

**Keywords:** Management of performing arts, GMCO, Strategy, Pandemic

