

ABSTRAK

Laporan Proyek Akhir ini disusun untuk tujuan analisis manajemen acara terhadap salah satu aktivitas Public Relation di Kantor Urusan Sekolah Vokasi UGM yaitu *Memorandum of Agreement* (MoA) antara Universiti Teknologi MARA Malaysia dan Sekolah Vokasi Universitas Gadjah Mada. Metode penelitian yang digunakan dalam Proyek Akhir ini adalah deskriptif kualitatif dan metode pengambilan data pada Proyek Akhir ini dilakukan melalui wawancara, observasi, dan dokumentasi. Analisis data yang digunakan penulis dalam menyelesaikan Proyek Akhir ini adalah model analisis data dari Miles dan Huberman, yaitu reduksi data, penyajian data, dan penarikan kesimpulan/verifikasi.

Melalui penulisan Proyek Akhir ini, penulis menemukan berbagai temuan seperti proses Kerjasama Internasional antar dua institusi akademik melewati berbagai tahap sebelum terjadinya kesepakatan Kerjasama Internasional di antara keduanya. Tahap tersebut meliputi *Pra-event* yang berisi persiapan dokumen kerjasama dan alur legalitas, *Main Event* yang berisi acara utama penandatanganan dokumen perjanjian *Memorandum of Agreement* (MoA) dan *Post-Event* yang berisi pengarsipan dokumen yang telah ditandatangani dan publikasi media terkait acara yang telah dilaksanakan. Selain itu, mengutip dari teori manajemen *Planning, Organizing, Actuating, Controlling* (POAC) dari George R. Terry, ditemukan bahwa manajemen sumber daya manusia dalam acara *Memorandum of Agreement* (MoA) antara Universiti Teknologi MARA Malaysia dan Sekolah Vokasi UGM sudah terorganisir dengan baik. Akan tetapi masih ada beberapa hambatan yang dihadapi oleh pihak SV UGM sepanjang rangkaian acara berlangsung. Hal ini dikarenakan terbatasnya kontribusi yang bisa diberikan oleh Sekolah Vokasi UGM dalam merancang acara utama yaitu upacara penandatanganan *Memorandum of Agreement* (MoA) sehingga terjadi banyak penyesuaian terhadap seluruh rancangan acara yang sudah disediakan oleh pihak UiTM MARA Malaysia.

Kata kunci: *Memorandum of Agreement* (MoA), Manajemen Acara, *Public Relation*

ABSTRACT

This Final Project Report was prepared for the purpose of event management analysis of one of the Public Relations activities at the UGM Vocational College Affairs Office, namely the Memorandum of Agreement (MoA) between Universiti Teknologi MARA Malaysia and the Vocational College of Gadjah Mada University. The research method used in this Final Project is descriptive qualitative and the data collection method in this Final Project is done through interviews, observation, and documentation. The data analysis used by the author in completing this Final Project is the data analysis model from Miles and Huberman, namely data reduction, data presentation, and conclusion/verification.

Through writing this Final Project, the authors found various findings such as the process of International Cooperation between two academic institutions going through various stages before an International Cooperation agreement between the two occurred. This stage includes the Pre-event which contains the preparation of cooperation documents and legality flow, the Main Event which contains the main event of signing the Memorandum of Agreement (MoA) agreement document and the Post-Event which contains the filing of documents that have been signed and media publications related to the event that has been carried out. In addition, quoting from the management theory of Planning, Organizing, Actuating, Controlling (POAC) from George R. Terry, it was found that human resource management in the Memorandum of Agreement (MoA) event between Universiti Teknologi MARA Malaysia and the UGM Vocational College was well organized. However, there were still a number of obstacles faced by SV UGM throughout the series of events. This is due to the limited contribution that can be made by the UGM Vocational College in designing the main event, namely the Memorandum of Agreement (MoA) signing ceremony so that there are many adjustments to the entire program plan that has been provided by UiTM MARA Malaysia.

Keywords: Memorandum of Agreement (MoA), Event Management, Public Relations