



TABLE OF CONTENT

LEMBAR PENGESAHAN	i
PERNYATAAN BEBAS PLAGIASI	ii
DEDICATION SHEET	iii
ACKNOWLEDGEMENT	iv
INTISARI	v
ABSTRACT.....	vi
TABLE OF CONTENT	vii
LIST OF FIGURE.....	ix
LIST OF TABLE	x
CHAPTER 1 INTRODUCTION	1
1.1 Background of Study.....	1
1.2 Objective of Study.....	3
1.2.1 Profile of Destination Division of Yogyakarta Tourism Authority.....	3
1.2.2 Event Management of Pekan Budaya Tionghoa Yogyakarta 2019.....	3
1.3 Scope of Study	3
1.4 Method of Study.....	3
1.4.1 Method of Collecting Data.....	3
1.4.2 Method of Analyzing the Data.....	4
1.5 Presentation.....	4
CHAPTER 2 PROFILE OF DESTINATION DIVISION OF YOGYAKARTA TOURISM AUTHORITY	6
2.1 History of Destination Division	6
2.2 Vision and Mission of Destination Division.....	7
2.3 Organizational Structure	8
2.4 Functions of Destination Division	9
2.4.1 Object and Attraction Destination (ODTW) Sub-Division	10
2.4.2 Facilities and Infrastructure Destinations (SARPRAS) Sub-Division.....	10
2.5 Agenda of Destination Division.....	11
2.5.1 Agenda Of ODTW Sub-Division.....	11
2.5.2 Agenda of SARPRAS Sub-Division.....	13



CHAPTER 3 EVENT MANAGEMENT OF YOGYAKARTA CULTURE CHINESE WEEK (PBTY) 2019	17
3.1 Background Information on PBTY 2019 Event.....	17
3.2 Event Management of PBTY 2019	18
3.2.1 Preparation Stage	19
3.2.2 Implementation Stage	21
3.3 Evaluation Stage.....	28
CHAPTER 4 CONCLUSION	29
WORK CITED.....	30
APPENDIX 1 LIST OF INFORMANT	31
APPENDIX 2 LIST OF INTERVIEW QUESTIONS.....	32
APPENDIX 3 RUNDOWN OF YOGYAKARTA CULTURE CHINESE WEEK (PBTY) 2019	33
APPENDIX 4 CURRICULUM VITAE	45
APPENDIX 5 LOG BOOK	47



LIST OF FIGURE

Fig 2. 1 Organizational Structure of Destinations Division based on interview with Destination Division Staff (Source: drawn by Gendhis February 6, 2019)	8
Fig 3. 1 Organizational Structure of PBTY 2019 based on interview with committee of PBTY 2019.....	20



LIST OF TABLE

Table 2. 1 2019 event plans and timelines of ODTW Sub-Division	11
Table 2. 2. Development plan, timeline and cost estimation 2019 of SARPRAS Sub-Division..	13
<i>Table 3. 1 Run Down of PBTY 2019 – Day 1</i>	<i>21</i>
Table 3. 2Run Down of PBTY 2019 – Day 2.....	22
Table 3. 3 Run Down of PBTY 2019 – Day 3.....	23
Table 3. 4 Run Down of PBTY 2019 – Day 4.....	24
Table 3. 5 Run Down of PBTY 2019 – Day 5.....	25
Table 3. 6 Run Down of PBTY 2019 – Day 6.....	26
Table 3. 7 Run Down of PBTY 2019 – Day 7.....	27
Table 1. Run Down of PBTY 2019 – Day 1.....	33
Table 2. Run Down of PBTY 2019 – Day 2.....	34
Table 3. Run Down of PBTY 2019 – Day 3.....	36
Table 4. Run Down of PBTY 2019 – Day 4.....	38
Table 5. Run Down of PBTY 2019 – Day 5.....	40
Table 6. Run Down of PBTY 2019 –Day 6.....	40
Table 7. Run Down of PBTY 2019 – Day 7.....	42