

Tujuan utama dari laporan akhir ini untuk membahas implementasi langkah manajemen acara pada *Garden Gathering 2019* oleh Kantor Urusan International Universitas Gadjah Mada. Metode pengumpulan data yang dilakukan adalah dengan melakukan observasi secara langsung melalui Praktek Kerja Lapangan selama tiga bulan dari 28 Januari 2019 sampai 30 April 2019 di Kantor Urusan International Universitas Gadjah Mada. Metode selanjutnya adalah dengan mewawancarai pihak terkait yakni karyawan Kantor Urusan International Universitas Gadjah Mada dan komite penyelenggara acara *Garden Gathering 2019*. Metode ketiga dilakukan dengan studi pustaka mengambil data melalui berbagai sumber antara lain, buku, buku elektronik. Dengan analisa data secara kualitatif dan presentasi data secara deskriptif, penelitian ini menemukan bahwa *Office of International Affairs* UGM dalam melaksanakan *Garden Gathering 2019* menerapkan 8 langkah pelaksanaan manajemen acara sesuai dengan teori Shone & Parry (2010). Keenam langkah pelaksanaan oleh *Office of International Affairs* UGM manajemen acara tersebut adalah (i) *Starting and planning the event* dengan melakukan perencanaan tujuan dari acara (ii) *Financial management and budget* dilakukan dengan cara merinci anggaran yang akan dikeluarkan, (iii) *Event logistics and supplies*, dilakukan dengan cara merancang *venue* dan sumber daya, (iv) *Marketing and public relations for event*, melakukan pemasaran acara secara tradisional maupun *digital* (v) *Risk Management and legalities*, dilakukan dengan cara perencanaan pencegahan hal yang tidak terduga saat pelaksanaan acara, (vi) *Event project management and set up issues*, (vii) *The organization manager and the team: during the event*, melakukan implementasi langkah-langkah sebelumnya dan (viii) *Close-down, evaluation and legacies*, dilakukan dengan cara menutup dan melakukan evaluasi terhadap acara.

Kata Kunci: Manajemen Acara, Garden Gathering 2019, Kantor Urusan Internasional Universitas Gadjah Mada.

ABSTRACT

The main purpose of the final paper to discuss the implementation of event management steps in garden gathering event 2019 by Office of International Affairs Universitas Gadjah Mada. The method of collecting data is field observation directly through an internship program in three months from January 28th, 2019 until April 30th, 2019 in Office of International Affairs Universitas Gadjah Mada. Next method is direct interview related to final paper with employees of Office of International Affairs Universitas Gadjah Mada and the committee of Garden Gathering 2019. The third method is carried out by taking data through various sources including books, and e-book. With the qualitative analyzed data and descriptive presentation of data, this research found that Office of International Affairs Universitas Gadjah Mada in organizing Garden Gathering 2019 have implemented 6 steps of event management according to the theory of Shone & Parry (2010), the six steps of event management are (i) Starting and planning the event, are done by doing purpose and objective planning (ii) Financial management and budget planning, are done by doing detailed budget planning (iii) Event logistics and supplies planning, are done by doing planning the layout of venue and resources (iv) Handling Marketing and public relations for event, are done by doing traditional and digital marketing of event (v) Risk Management and legalities, done by planning and preventing unexpected occurrence while the event is going, (vi) Event project management and set up issues, (vii) The organization manager and the team: during the event, is done by doing implementation of previous steps (viii) Handling Close-down, evaluation and legacies, are done by closing and evaluating the event.

Keywords: Event Management, Garden Gathering 2019, Office of International Affairs Universitas Gadjah Mada.