

## **ABSTRACT**

This final report aims to convey the management of the Ramayana Night Market event by Hyatt Regency Yogyakarta from the preparation, implementation and evaluation stages, and the front office's role during the event. As well as explaining the profile of Hyatt Regency Yogyakarta and also related to the Front Office of Hyatt Regency Yogyakarta. namely the role of the Front Office in the implementation of the regular Ramayana Night Market event. This final paper is a qualitative research that uses both field and library studies to collect the data. The field study includes observation and interviewing some staff of the Hyatt Regency Yogyakarta. The library study includes searching theories and references from books, journals, websites and internet sources which are related to Event Management. The findings show that Hyatt regency Yogyakarta is the only hotel in Jogja that offers views of the garden, golf course, and also views of Mount Merapi, as well as a hotel that holds many events and activities. The preparation of the Ramayana Night Market includes promotions, preparations of the performers, and preparations of the venue and menu. The implementation includes guiding the guest to the seat, refill the menu, and start the show. The evaluation is done by the FnB service by providing a piece of paper with the words comment and suggestion for all the guests, also did by the Front Office by the Check-Out process. The roles of Front Office is promoting the event in the Check-In and Check-Out process, Guiding the Guest into the event, so that the event goes according to plan.

**Keywords:** Event Management, Hyatt Regency Yogyakarta, Ramayana Night Market, Front Office, Front Office Hyatt Regency Yogyakarta, Event Management of Ramayana Night Market.