

## INTISARI

Dalam penyelenggaraan sebuah konser musik atau *event* maka diperlukan sebuah *event management*. Rajawali Indonesia Communication sebagai promotor kembali mendatangkan musisi internasional David Foster untuk menyelenggarakan sebuah konser musik di Yogyakarta. Konser tersebut diberi judul “HITMAN David Foster and Friends Live in Concert Yogyakarta” yang dilaksanakan pada tanggal 6 April 2017 di Grand Pacific Hall. Proses *event management* dalam konser ini dilakukan sejak enam bulan sampai acara dilaksanakan.

Tugas Akhir ini disusun dengan metode penelitian kualitatif yang menerapkan analisis deskriptif dan bertujuan untuk mendapatkan informasi mengenai bagaimana *event management* yang diterapkan oleh Rajawali Indonesia Communication serta kendala yang dihadapi dalam pelaksanaan “HITMAN David Foster and Friends Live in Concert Yogyakarta”.

*Event Management* yang diterapkan oleh Rajawali Indonesia Communication terbagi dalam tahap riset, desain, perencanaan, pengkoordinasian dan evaluasi. Riset dilakukan dalam sebuah rapat dan *focus group discussion* untuk memperoleh data dan informasi mengenai *event* yang diselenggarakan. Dalam tahap desain dilakukan pemilihan tema dan bentuk acara serta pengorganisasian dengan cara pembentukan panitia. Tahap perencanaan meliputi penetapan tujuan, pemilihan tanggal dan waktu, pemilihan *venue*, target pasar, penetapan harga tiket, penyusunan proposal dan sponsorship, publikasi, dan estimasi biaya. Tahap pengkoordinasian meliputi persiapan, gladi bersih, dan implementasi. Evaluasi diukur dengan penjualan tiket, liputan media, serta pendapat dan perilaku khalayak. Dalam pelaksanaan dijumpai kendala berupa kurangnya koordinasi antar panitia dikarenakan faktor malkomunikasi.

**Kata Kunci:** *Event Management*, HITMAN David Foster and Friends Live in Concert, Rajawali Indonesia Communication

## ABSTRACT

*In the implementations of concert or event, an event management is required. Rajawali Indonesia Communication as a promoter, invited international musician David Foster to hold a concert in Yogyakarta. The Concert was titled "HITMAN David Foster and Friends Live in Concert Yogyakarta" held on April 6<sup>th</sup>, 2017 at Grand Pacific Hall. The process of managing this event had been organized for six months prior to the event*

*The final report is composed by implementing qualitative methods by applying descriptive analysis approach which is aiming to obtain information about how the event management applied by Rajawali Indonesia Communication and what the constrains are faced in organizing "HITMAN David Foster and Friends Live in Concert".*

*Event Management applied by Rajawali Indonesia Communication is divided into five stages; they are research, design, planning, coordinating, and evaluation. Research is conducted by organizing meetings and focus group discussion to obtain data an information about the event held. In the design stage, the selection of the themes and forms of events and organizing by forming the committee are implemented. Planning stage includes setting goal, date and time selection, venue selection, target market, market pricing, ticket pricing, proposal and sponsorship, publication, and cost estimation. Coordinating stage includes preparation, general repetition, and implementation. Evaluation is measured by reviewing ticket sales, media coverage, and audience opinion and behaviors. In the implementation, there were constraints in the terms of lack of coordination among members of committee due to miss communication factor.*

***Keywords: Event Management, HITMAN David Foster and Friends Live in  
Concert, Rajawali Indonesia Communication***