

## TABLE OF CONTENTS

<b>FINAL PAPER.....</b>	<b>i</b>
<b>LAPORAN AKHIR .....</b>	<b>ii</b>
<b>HALAMAN PENGESAHAN .....</b>	<b>iii</b>
<b>PERNYATAAN BEBAS PLAGIASI .....</b>	<b>iv</b>
<b>ACKNOWLEDGEMENT .....</b>	<b>v</b>
<b>INTISARI.....</b>	<b>vi</b>
<b>ABSTRACT .....</b>	<b>vii</b>
<b>TABLE OF CONTENTS .....</b>	<b>viii</b>
<b>LIST OF CHART.....</b>	<b>x</b>
<b>LIST OF TABLES .....</b>	<b>xi</b>
<b>LIST OF FIGURES .....</b>	<b>xii</b>
<b>CHAPTER 1 INTRODUCTION .....</b>	<b>1</b>
1.1 Background of Study .....	1
1.2 Objectives of study .....	3
1.3 Limitation of Study .....	3
1.4 Research Method .....	3
1.5 Presentation .....	5
<b>CHAPTER 2 HARIAN JOGJA COMPANY’S PROFILE .....</b>	<b>6</b>
2.1 The Profile of JogjaPro Harian Jogja .....	6
2.2 Vision and Mission .....	6
2.3 Company Location.....	6
2.4 JogjaPro Harian Jogja Organizational Structure.....	7
2.5 List of Events Handled by JogjaPro Harian Jogja .....	8
<b>CHAPTER 3 THE EVENT MANAGEMENT .....</b>	<b>12</b>
3.1 The Image and Branding of Corporate.....	12
3.2 The Concept of Event Management.....	12
3.3 Brief Explanation of “Dinamika Jogja Ngejazz” .....	14
3.4 The Implementation of Management Event Theory in Dinamika Jogja Ngejazz Event .....	15
<b>CHAPTER 4 CONCLUSION.....</b>	<b>24</b>
4.1 Conclusion.....	24



4.2 Suggestion .....	25
<b>LIST OF REFERENCES.....</b>	<b>26</b>
<b>LIST OF APPENDICES.....</b>	<b>27</b>
Appendix 1: List of Informants.....	28
Appendix 2: List of Interview Question.....	29
Appendix 3: Images of Internship.....	30
Appendix 4: Curriculum Vitae.....	31
Appendix 5: Logbook.....	32



UNIVERSITAS  
GADJAH MADA

**THE EVENT MANAGEMENT OF DINAMIKA JOGJA NGEJAZZ 2021 BY JOGJAPRO HARIAN JOGJA**  
M.P. ADI ANINDYAJATI, Nabilla Kusuma Vardhani, S.I.P, M.A  
Universitas Gadjah Mada, 2021 | Diunduh dari <http://etd.repository.ugm.ac.id/>