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Aktifitas Event modelling Indonesia Fashion week dimasa pandemik
Bibliografi : 5 Bab 82 hal + 11 Lampiran + 33 Buku + 7 Internet

ABSTRAK

Indonesian Fashion Week atau biasa disebut dengan IFW merupakan pekan mode terbesar di Indonesia yang diadakan setiap tahun sejak 2011 di Jakarta Covention Center, acara ini diselenggarakan oleh asosiasi pengusaha dan *designer* mode Indonesia, yang mencerminkan dan mempromosikan Budaya Indonesia dalam model. Tujuan penelitian ini adalah untuk menganalisa pelaksanaan event, proses pelaksanaan dan menganalisa peran *public relations* serta hambatan dan kendala pada pelaksanaan event Indonesia Fashion Week tahun 2020. Event ini dilakukan rutin setiap tahun, namun pada tahun 2020 ikut terdampak dengan adanya pandemik Covid-19. Pihak penyelenggara harus merubah konsep agar event ini tetap bisa dilaksanakan. Perubahan konsep ini membutuhkan aktifitas *public relations* untuk mempertahankan citra pihak penyelenggara *event* kelas internasional ini.

Kajian teoretis dalam penelitian ini meliputi, Komunikasi, Public Relations, Strategi Public Relations, Event dan Citra.

Penelitian ini menggunakan paradigma Post Positivisme dengan pendekatan penelitian kualitatif melalui metode penelitian studi kasus. Subjek penelitian terdiri dari lima informan kunci. Teknik pengumpulan data melalui wawancara mendalam, observasi dan dokumentasi. Teknik analisis data melalui Reduksi Data, Model Data, dan Penarikan kesimpulan.

Hasil penelitian menunjukkan aktifitas event Modelling Indonesia Fashion Week di masa pandemic pada tahun 2020 dilakukan secara virtual sebagai terobosan baru di dunia fashion yang memanfaatkan teknologi digital. Adapun aktifitas Public Relations bertanggungjawab dalam proses publikasi walaupun kurang optimal karena pelaksanaan kegiatan ini dilakukan secara mendadak. Selain terdapat banyak penyesuaian dari offline ke online. Hambatan lainnya adalah Kreatifitas Terkait Product dan kreatifitas fashion tidak maksimal

Kata kunci: Public Relations, Covid-19. Event Modelling Fashion Week



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Indonesia Fashion Week modeling event activities during the pandemic
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ABSTRACT

Indonesian Fashion Week or commonly referred to as IFW is the largest fashion week in Indonesia which has been held annually since 2011 at the Jakarta Convention Center, this event is organized by the association of Indonesian fashion entrepreneurs and designers, which reflects and promotes Indonesian culture in models. The purpose of this study is to analyze the implementation of the event, the implementation process and analyze the role of public relations as well as the obstacles and constraints in the implementation of the Indonesia Fashion Week event in 2020. This event is carried out regularly every year, but in 2020 it was also affected by the Covid-19 pandemic. The organizers must change the concept so that this event can still be carried out. This concept change requires the role of public relations to maintain the image of the organizers of this international class event.

Theoretical studies in this study include, Communication, Public Relations, Public Relations Strategy, Events and Image.

This study uses the Post Positivism paradigm with a qualitative research approach through case study research methods. The research subjects consisted of five key informants. Data collection techniques through in-depth interviews, observation and documentation. Data analysis techniques through Data Reduction, Data Models, and Drawing conclusions.

The results showed that the Modeling Indonesia Fashion Week event activity during the pandemic in 2020 was carried out virtually as a new breakthrough in the fashion world by utilizing digital technology. The role of Public Relations is responsible for the publication process even though it is not optimal because the implementation of this activity is carried out suddenly. In addition there are many adjustments from offline to online. Another obstacle is Product-related creativity and fashion creativity is not optimal.

Keywords: Public Relations, Covid-19. Modeling Fashion Week Event