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Proses Manajemen Event di Gaikindo Indonesia International Auto Show 2022
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ABSTRAK

Dalam data survei Badan Pusat Statistik (BPS) mencatat, jumlah kendaraan bermotor di Indonesia pada 2021 mencapai 143,8 juta unit. Jumlah tersebut meningkat 5,7% dari tahun sebelumnya yang sebesar 136,1 juta unit. Dengan adanya fenomena ini, banyak perusahaan-perusahaan otomotif saling berlomba untuk menghasilkan mobil yang mampu memenuhi kebutuhan dan selera konsumen serta menawarkan harga yang bisa dijangkau oleh konsumen pada umumnya serta menjualnya di berbagai tempat salah satunya di *event* pameran otomotif yang dianggap sebagai sarana yang efektif juga untuk memamerkan produk terbaru yang dimiliki oleh produsen kendaraan dan dilengkapi dengan berbagai hadiah, diskon dan berbagai bonus lainnya.

Salah satu *event* pameran otomotif yang ada di Indonesia adalah GAIKINDO Indonesia *International Auto Show* (GIIAS). Sebagai penyelenggara event GIIAS, tentu saja *Event* manajemen membutuhkan perencanaan serta persiapan yang matang agar semua proses yang sudah direncanakan dapat direalisasikan dengan baik sesuai dengan tujuan yang ingin dicapai. Untuk mencapai itu di butuhkan tahapan penyelenggaraan event serta peran *Public Relations* untuk membantu penyelenggaraan event.

Dalam penelitian ini, peneliti menggunakan paradigma konstruktivistik untuk memahami dan mendeskripsikan tindakan sosial yang penuh makna. Serta menggunakan metode penelitian deskriptif – kualitatif, peneliti melakukan wawancara mendalam kepada narasumber internal yang merupakan perwakilan event dan perwakilan PR dari event GIIAS serta beberapa narasumber eksternal. Dalam penelitian ini peneliti menggunakan triangulasi sumber untuk teknik penarikan keabsahan data.

Berdasarkan hasil penelitian wawancara yang dilakukan, tahapan penyelenggaraan event GIIAS 2022 meliputi tahapan riset, rancangan, planning, coordinating, dan evaluations serta peranan PR seven event sebagai event organizer dalam event GIIAS 2022 sebagian besar berperan sebagai penasihat ahli dan fasilitator komunikasi.

Kata Kunci: Tahapan Penyelenggaraan Event, Peran Public Relations, GIIAS



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Event Management Process at Gaikindo Indonesia International Auto Show 2022
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ABSTRACT

According to survey data from the Central Statistics Agency (BPS), the number of motorized vehicles in Indonesia in 2021 will reach 143.8 million units. This number increased by 5.7% from the previous year which amounted to 136.1 million units. With this phenomenon, many automotive companies are competing with each other to produce cars that are able to meet the needs and tastes of consumers and offer prices that can be reached by consumers in general and sell them in various places, one of which is at an automotive exhibition event which is considered as an effective means as well. to showcase the latest products owned by vehicle manufacturers and equipped with various prizes, discounts and various other bonuses.

One of the automotive exhibition events in Indonesia is the GAIKINDO Indonesia International Auto Show (GIIAS). As the organizer of the GIIAS event, of course event management requires careful planning and preparation so that all planned processes can be realized properly according to the goals to be achieved. To achieve this, the stages of organizing events and the role of Public Relations are needed to help organize events

In this study, researchers use a constructivist paradigm to understand and describe meaningful social action. As well as using a descriptive-qualitative research method, the researcher conducted in-depth interviews with internal sources who were event representatives and PR representatives from the GIIAS event as well as several external sources. In this study, researchers used source triangulation to extract the validity of the data.

Based on the results of the interview research conducted, the stages of organizing the GIIAS 2022 event include the research, design, planning, coordinating, and evaluation stages as well as the role of PR seven events as event organizers in the GIIAS 2022 event mostly acting as expert advisors and communication facilitators.

Keywords: Stages of Organizing the Event, *The Role of Public Relations, GIIAS*