

ABSTRAK

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Program Studi : Public Relations
Judul Skripsi : AKTIVITAS MANAJEMEN EVENT ORGANIZER DALAM MEMPERTAHANKAN CITRA DI ULANG TAHUN KE-66 (Studi pada acara BCA Expo 2023)
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Pada dunia bisnis banyak cara yang perusahaan lakukan untuk melakukan promosi, salah satunya adalah dengan mengadakan sebuah *event*. Perkembangan *event* di Indonesia perlahan mulai bangkit setelah sempat terhenti beberapa tahun disebabkan oleh pandemic Covid-19. Ditengah banyaknya perusahaan perbankan yang membuat *event* serupa, BCA Expo 2023 berkolaborasi bersama Jakarta Sneaker Day dengan tema “SOLEBRATION”. Event ini bukan hanya berfokus di Marketing tetapi berfokus dalam menjaga dan memperkuat citra positif BCA pada peringatan ulang tahun ke-66 melalui acara BCA Expoversarry 2023.

Paradigma penelitian yang digunakan dalam penelitian ini Konstruktivisme, menggunakan metode penelitian dengan pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui metode wawancara, observasi, dokumentasi dan verifikasi. Subjek penelitian dilakukan kepada 2 informan internal dari KKB BCA yaitu Bapak Syamsul Bachrie (Head Event Organizer), Bapak Jaka (Staff Event Organizer). 2 informan eksternal BCA yang hadir di BCA Expo 2023 yaitu Ibu Millah dan Ibu Dea Riska. Serta 1 informan eksternal BCA sebagai validator kegiatan tersebut, dengan melakukan wawancara dan observasi untuk mendapatkan data.

Hasil penelitian ini menunjukkan bahwa Event Organizer BCA sudah melakukan 5 tahapan teori Event Management menurut Dr. Joe Goldbaltt yaitu, tahap research pihak event organizer BCA melakukan proses brainstorming dengan pihak-pihak yang bekerjasama, tahap design event organizer BCA melakukan sedikit perubahan untuk memberikan rasa nyaman kepada nasabah ketika berada di acara tersebut, tahap planning event organizer BCA membuat perencanaan yang matang dengan melihat kebutuhan masing-masing dari kantor cabang, *coordinating event organizer* BCA berkoordinasi dengan pihak yang terlibat dalam kegiatan tersebut, pihak *event organizer* BCA melakukan evaluasi pada saat berakhirnya acara, hal yang di evaluasi mengenai hasil penjualan event dan menerima masukan apabila ada nasabah yang mengkritik mengenai manajemen dari acara BCA Expo 2023.

Kata kunci: Aktivitas, Manajemen, Event Organizer, Mempertahankan Citra, BCA Expo 2023V

ABSTRACT

Name : Muhammad Syah Michael
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Thesis Title : ACTIVITY EVENT ORGANIZER MANAGEMENT IN MAINTAINING THE IMAGE ON THE 66TH ANNIVERSARY (Study at the BCA Expo 2023)
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In the business world, there are many ways that companies do promotions, one of which is by holding a campaign *event* to increase *brand image* in society. Development *events* in Indonesia is slowly starting to revive after being stopped for several years due to the Covid-19 pandemic. Different from the previous year, this time BCA Expoversary 2023 is collaborating with Jakarta Sneaker Day with the theme "SOLEBRATION". This event does not only focus on Marketing but focuses on maintaining and strengthening BCA's positive image on its 66th anniversary through the BCA Expoversary 2023 event.

The research paradigm used in this research constructivism, using research methods with a qualitative approach descriptive with data collection techniques through interviews, observation, documentation, and verification methods. The research subjects were 2 internal informants from KKB BCA, namely Mr. Syamsul Bachrie (Head Event Organizer), and Mr. Jaka (Staff Event Organizer). 2 BCA external informants who attended the BCA Expo 2023 were Mrs. Millah and Mrs. Dea Riska. As well as 1 BCA external informant as a validator for this activity, by conducting interviews and observations to obtain data.

The results of this research show that the BCA Event Organizer has carried out 5 stages in Event Management theory according to Dr. Joe Goldbaltt, namely, in the research stage, the BCA event organizer carried out a brainstorming process with the parties working there, in the design stage, the BCA event organizer made slight changes to provide a feeling of comfort to customers while at the event, in the planning stage, the BCA event organizer made careful planning with looking at the needs of each branch office, the BCA event organizer coordinating stage coordinates with the parties involved in the activity, the BCA event organizer evaluates at the end of the event, the things that are evaluated are regarding event sales results and receive input if there are customers who criticize regarding the management of the BCA Expo 2023 event.

Keywords: Activity, Management, Event Organizer, Maintaining an Image, BCA Expo 2023