

ABSTRACT

SPORT EVENT MANAGEMENT: A STUDY IN ORGANIZING THE JAKARTA FOOTBALL EXPO 2024 TOURNAMENT

Sport is basically an essential need for every individual in maintaining physical and mental health. In line with the increasing interest in physical activity, various parties are increasingly active in organizing sports events. The organization of sports events requires careful management in order to run well and achieve the goals that have been set. This study aims to analyze the event management process applied by the committee or organizer in organizing the Jakarta Football Expo 2024 tournament. The research method used is qualitative with a descriptive approach to describe the phenomenon of organizing the event. Data collection is done through in-depth interviews and documentation related to the implementation of the event. The analysis of this research refers to the event management theory proposed by Joe Goldblatt which includes five main stages, namely research, design, planning, coordination, and evaluation. The results showed that the committee or organizer of the Jakarta Football Expo 2024 tournament event has implemented event management systematically, although there are still several aspects that need to be improved. At the research stage, the committee or organizer analyzes the soccer community and evaluates the previous competition system. At the design stage, the event concept is designed with the theme "*Jakarta Kota Bola, Kami Rindu Juara*" which intends to promote the development of young player talent. In the planning stage, the committee or organizer compiles the organizational structure of the event and carries out a detailed division of tasks to ensure smooth implementation. At the coordination stage, communication is carried out through various platforms, both online and offline to maintain the involvement of all related parties. Meanwhile, at the evaluation stage, the committee or organizer assesses the success of the event based on audience or participant participation, the effectiveness of match management, as well as financial and promotional aspects.

Keywords: Event Management, Football Tournament, Jakarta Football Expo, Sports Event.

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ABSTRAK

MANAJEMEN *EVENT* OLAHRAGA: STUDI DALAM PENYELENGGARAAN TURNAMEN *JAKARTA FOOTBALL EXPO 2024*

Olahraga pada dasarnya merupakan kebutuhan esensial bagi setiap individu dalam menjaga kesehatan fisik dan mental. Sejalan dengan meningkatnya minat terhadap aktivitas fisik, berbagai pihak pun semakin aktif dalam menyelenggarakan *event* olahraga. Penyelenggaraan *event* olahraga memerlukan manajemen yang matang agar dapat berjalan dengan baik dan mencapai tujuan yang telah ditetapkan. Penelitian ini bertujuan untuk menganalisis proses manajemen *event* yang diterapkan oleh panitia atau penyelenggara dalam menyelenggarakan turnamen *Jakarta Football Expo 2024*. Metode penelitian yang digunakan adalah kualitatif dengan pendekatan deskriptif untuk menggambarkan fenomena penyelenggaraan *event* tersebut. Pengumpulan data dilakukan melalui wawancara secara mendalam dan dokumentasi terkait pelaksanaan *event*. Analisis penelitian ini mengacu pada teori manajemen *event* yang dikemukakan oleh Joe Goldblatt dengan mencakup lima tahap utama, yaitu *research* (riset), *design* (konsep *event*), *planning* (perencanaan), *coordination* (koordinasi) dan *evaluation* (evaluasi). Hasil penelitian menunjukkan bahwa panitia atau penyelenggara *event* turnamen *Jakarta Football Expo 2024* telah menerapkan manajemen *event* secara sistematis, meskipun masih terdapat beberapa aspek yang perlu diperbaiki. Pada tahap riset, panitia atau penyelenggara melakukan analisis terhadap komunitas sepak bola serta evaluasi sistem kompetisi sebelumnya. Pada tahap desain, konsep *event* dirancang dengan mengusung tema “Jakarta Kota Bola, Kami Rindu Juara” yang bermaksud untuk mempromosikan pengembangan bakat pemain muda. Dalam tahap perencanaan, panitia atau penyelenggara menyusun struktur organisasi *event* serta melakukan pembagian tugas secara terperinci guna memastikan kelancaran pelaksanaan. Pada tahap koordinasi, komunikasi dilakukan melalui berbagai *platform*, baik secara daring maupun luring untuk menjaga keterlibatan seluruh pihak terkait. Sementara itu, pada tahap evaluasi, panitia atau penyelenggara menilai keberhasilan *event* berdasarkan partisipasi audiens atau peserta, efektivitas manajemen pertandingan, serta aspek finansial dan promosi.

Kata Kunci: Manajemen *Event*, Turnamen Sepak Bola, *Jakarta Football Expo*, *Event* Olahraga.

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Ponorogo, March 15, 2025

Author

Fairuzzabadi

MOTTO

“Mens sana in corpore sano”

“Healthy soul with sports”

“العقل السليم في الجسم السليم”

“This principle emphasizes the importance of maintaining physical health as the foundation for clarity of thought and mental strength. Through sports, people are invited to maintain their body fitness to gain mental health, maintain positive energy, and increase productivity in pursuing goals, dreams, and hopes. With a healthy body, the spirit to achieve success is even greater.”

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