

CHAPTER I

INTRODUCTION

1.1 Background of the Research

Sport is basically a necessity for every individual in maintaining physical and mental health. In order to maintain good health, systematic efforts and actions are needed. This health effort involves various approaches designed to achieve optimal health conditions for the community. This approach is accompanied by several aspects, namely: maintenance, health improvement (promotive), disease prevention (preventive), disease cure (curative), and health recovery. All of these health efforts must be implemented in an integrated and sustainable manner with the aim of achieving the highest possible degree of health.¹

Through sport, individuals not only interact with other people, but also with the surrounding environment, enriching social and emotional experiences. The function of exercise goes beyond the physical, as it contributes to strengthening social interactions, fostering close friendships and supporting the development of social values such as cooperation and mutual respect. It also contributes to increased self-confidence, self-esteem, and helps reduce stress and anxiety levels, which in turn improves mental and emotional well-being.²

Public participation in sports activities has increased significantly along with technological advances and the rapid development of the times. Awareness of the importance of maintaining health and physical fitness encourages more and more people to do various types of sports. In line with that, many parties are also increasingly active in organizing various sports events. These events are held at certain times with various objectives, ranging from promoting healthy lifestyles, strengthening community solidarity,

¹ Yudik Prasetyo, "Kesadaran Masyarakat Berolahraga untuk Peningkatan Kesehatan dan Pembangunan Nasional," *Medikora: Jurnal Ilmiah Kesehatan Olahraga* 11, no. 2 (2 Oktober 2013).

² Apri Agus, "Pentingnya Peran Olahraga dalam Menjaga Kesehatan dan Kebugaran Tubuh," *Fakultas Ilmu Keolahragaan Universitas Negeri Padang*, 12 November 2010.

to increasing economic and tourism potential through sports attraction, not to mention playing a strategic role in city development.³

Sporting events are activities that focus on physical activity and competition. These include: soccer, futsal, badminton, volleyball, basketball, marathon running, table tennis and swimming matches. Sports events not only attract audiences or participants, but also spectators who support their favorite teams or clubs and athletes. Of the several types of events that have been mentioned, according to the Jakpat survey, soccer is the most watched sports event by Indonesians. Here's the data:⁴



(Source: Jakpat Survey Results on January 16-23, 2024)

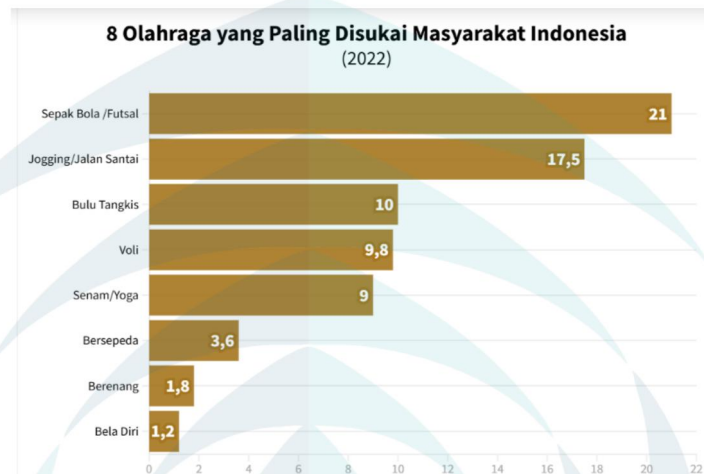
Image 1.1 Data on the most watched sporting events

The survey conducted by Jakpat involved 2,103 respondents during the period January 16-23, 2024. Of the totally 1,847 respondents who have watched sports events, either online or offline, 74% claimed to have watched soccer events. The soccer audience is dominated by men with a percentage reaching 83%, while the female audience is 63%.

³ Ghani Nurcahyadi, "Tak Cuma Sehat, Olahraga Juga Punya Manfaat Sosial," Berita, *Media Indonesia* (blog), 19 September 2019, <https://mediaindonesia.com/olahraga/260554/tak-cuma-sehat-olahraga-juga-punya-manfaat-sosial>.

⁴ Nur Aini Rasyid, "Sepak Bola Jadi Acara Olahraga yang Paling Banyak Ditonton," Lembaga Survei, *GoodStats* (blog), 7 April 2024, <https://data.goodstats.id/statistic/sepak-bola-jadi-acara-olahraga-yang-paling-banyak-ditonton-eTNX6>.

This is in line with the DataIndonesia.id survey which shows that soccer and futsal are the most preferred sports for Indonesians, with the following data:⁵



(Source: DataIndonesia.id Survey Results in 2022)

Image 1.2 Data on the 8 most favored sports in Indonesia

Various soccer events have been held in Indonesia, including: (National Sports Week) which brings together soccer teams from various regions, AFF (ASEAN Football Federation), and AFC (Asian Football Confederation) Championships which are soccer matches between countries in the Asian region. Several national competitions organized by PSSI (*Persatuan Sepak Bola Seluruh Indonesia*) are also very popular, such as: League 1, League 2, League 3, Women's League 1, President's Cup, and other tournaments.⁶ From the various types of soccer events mentioned above, it shows the high interest and enthusiasm of the community for this sport.

One of the regions that is active in organizing football events, namely (Special Capital Region) Jakarta. The latest event and the first time it was held was the 'JFX' (Jakarta Football Expo) 2024 tournament event initiated by PT Jakarta Raya League in collaboration with PT Mitra Kreasi Garmen (Mills), PT Anugerah Bisabola Indonesia (Bisabola.id), and PT Jakarta Propertindo (Jakpro), as well as sponsorship support from Pemerintah Provinsi (Provincial Government) of DKI Jakarta, PSSI (*Persatuan Sepak*

⁵ Monavia Ayu Rizaty, "Survei: Sepak Bola Jadi Olahraga yang Paling Disukai Warga RI," Lembaga Survei, *DataIndonesia.id* (blog), 14 November 2022, <https://dataindonesia.id/olahraga/detail/survei-sepak-bola-jadi-olahraga-yang-paling-disukai-warga-ri>.

⁶ Danang Aji Setyawan dkk., "Peningkatan Manajemen Event Organizer melalui Stimulus Sarana dan Prasarana Olahraga Sepakbola," *Jurnal Pengabdian Olahraga Masyarakat* 5, no. 1 (2024): 66–71.

Bola Seluruh Indonesia), Bank DKI Jakarta as the main sponsor, Tribun Network as the media partner, and Difa Sportex as the jersey and apparel convection. This event was held on June 19-23, 2024 to enliven the celebration of DKI Jakarta's 497th Anniversary and promote the city of Jakarta to the public.⁷

The JFX (Jakarta Football Expo) 2024 tournament event is becoming more interesting and dynamic thanks to the high participation of the community and various supporting elements involved in this event. There are 40 teams participating with various age categories, ranging from U-9, U-11, U-13, U-15, to U-17. More than just a competition for young players to showcase their skills, the Jakarta Football Expo 2024 tournament event also provides a more complete experience through various tenants that enliven the event. These tenants offer products and services that are closely related to the world of football, ranging from information about SSB (Soccer School), tour & travel services for sports teams or clubs, to jersey and apparel sales, as well as the latest technology in sports. This makes the Jakarta Football Expo 2024 event not just a tournament, but also a platform to introduce innovations and expand networks in the soccer industry.⁸

The success of an event is inseparable from several processes that cover important stages from the first to the end of its implementation. This process starts from initial research, preparation of the event concept outline, detailed planning, to implementation, and effective coordination to ensure the smooth running of the event until the activity ends. This is done so that the event to be held runs well, according to the objectives, anticipates and minimizes the risks that may occur during the implementation of the event. In addition, a clear concept design also serves as the main guide in preparing all the needs needed before the event takes place and as a benchmark for the success of the event.⁹

The implementation of an effective event requires good event management so that the objectives that have been set can be achieved optimally. Event management is a process

⁷ Aminah, "Dukung Sepak Bola Indonesia, Jakarta Raya League Gelar Jakarta Football Expo 2024," Olahraga, 4 April 2024, <https://natmed.id/dukung-sepak-bola-indonesia-jakarta-raya-league-gelar-jakarta-football-expo-2024/>.

⁸ Rizki, "Jakarta Rayakan HUT ke-496 dengan Menggelar Jakarta Football Expo 2024," Berita, *Narasi.co* (blog), 4 April 2024, <https://www.narasi.co/jakarta-rayakan-hut-ke-496-dengan-menggelar-jakarta-football-expo-2024/>.

⁹ Thomas dan Harley Ikhsan, "Sambut HUT DKI ke-497, Jakarta Football Expo 2024 Digelar di JIS," Berita, *Liputan6.com* (blog), 28 April 2024, <https://www.liputan6.com/bola/read/5579926/sambut-hut-dki-ke-497-jakarta-football-expo-2024-digelar-di-jis?page=3>.

that includes planning, organizing, implementing, and evaluating an event or activity designed to achieve certain goals. In the process, event management involves various important stages, including logistics planning, budget management, coordination between teams and committees or organizers, marketing strategies, and risk management.¹⁰ Event management also acts as a strategic tool in communication, especially in the field of PR (Public Relations). In the context of PR, events are not only seen as more activities, but also as strategic opportunities to build, strengthen, and maintain relationships between organizations and the wider public, audience or participants.¹¹

The implementation of good event management has been proven to increase the positive image and loyalty of the audience or participants and strengthen communication between the organization and its public.¹² This is supported by several previous studies that show the positive impact of implementing effective event management. First, research conducted by Satwika Rosyida Wijyaningrum in 2018 showed that the Gumelem Ethnic Carnival event management was able to improve the positive image of Gumelem Village, thus providing benefits for the development and attractiveness of the area.¹³ Second, research by Rizki Kurnia Lahardi and Nur Aini Shofiya Asy'ari in 2023 found that the event management of the Panggung Gembira 696 Akbar Art Performance at Pondok Modern Darussalam Gontor contributed to increasing audience or participant loyalty. This is achieved through various performances that are attractive, positive, and Islamic nuances, and provide a deep experience for the audience.¹⁴ Third, research by Erta, Ramadhan Maruta Pradana, et al., in 2023 revealed that the event management strategy in sports competitions implemented by the KONI (Indonesian National Sports Committee)

¹⁰ Serli Wijaya dkk., *Manajemen Event : Konsep dan Aplikasi*, Cetakan ke-1 (Depok: PT. RajaGrafindo Persada-Rajawali Pers, 2020). Hal. 2-3

¹¹ Mutia Dewi dan Marcha Runyke, "Peran Public Relations dalam Manajemen Event (Studi Terhadap Peran Public Relations Galeria Mall dan Plaza Ambarrukmo dalam Pengelolaan Event Tahun 2013)," *Jurnal komunikasi* 8, no. 1 (2013): 79–90.

¹² Ilham Septianto, "Jakarta Football Expo: Membangkitkan Kembali Semangat Sepak Bola Jakarta," Berita, *JakartaInside.com* (blog), 23 Juni 2024, <https://jakartainside.com/jakarta-football-expo-membangkitkan-kembali-semangat-sepak-bola-jakarta/>.

¹³ Satwika Rosyida Wijyaningrum, "Analisis Manajemen Event Gumelem Ethnic Carnival Tahun 2016 dalam Melestarikan Kebudayaan di Gumelem, Banjarnegara," *Universitas Islam Indonesia*, 2 April 2018.

¹⁴ Rizki Kurnia Lahardi dan Nur Aini Shofiya Asy'ari, "Manajemen Spesial Event Panggung Gembira 696 Pondok Modern Darussalam Gontor," *Sahafa Journal of Islamic Communication* 6, no. 1 (23 Juli 2023).

management of East Java Province succeeded in increasing public interest in exercising during the Covid-19 pandemic. In addition, this event also strengthens communication between KONI administrators and residents in East Java Province.¹⁵

Some previous studies that have been conducted by previous researchers provide great benefit to the author in studying event management. However, there are still few studies that specifically discuss event management in the context of sports events, especially in organizing soccer tournaments. Therefore, this research will examine sports event management in organizing the Jakarta Football Expo 2024 tournament event using the event management theory proposed by Joe Goldblatt. According to Goldblatt, there are five main stages that need to be considered to create an effective and efficient event. The five stages include: research, design, planning, coordination, and evaluation.¹⁶

Based on the background described above, the author is interested in conducting research that focuses on sports event management. This research was compiled with the title ***“Sports Event Management: A Study in Organizing the Jakarta Football Expo 2024 Tournament”***.

1.2 Formulation of the Problem

Based on the background of the research above, the formulation of the problem taken are: How is event management in organizing the Jakarta Football Expo 2024 tournament?

1.3 The Objective of the Study

Based on the formulation of the problem above, the objective of this study is to find out how event management is carried out in organizing the Jakarta Football Expo 2024 tournament.

¹⁵ Ramadhan Maruta dkk., “Strategi Manajemen Event Pertandingan Olahraga di Masa Pandemi Covid-19 pada Pengurus KONI Provinsi Jawa Timur,” *JOSSAE (Journal of Sport Science and Education)* 7, no. 2 (30 Januari 2023): 98–106, <https://doi.org/10.26740/jossae.v7n2.p98-106>.

¹⁶ Johan Bhimo Sukoco dkk., “Manajemen Event Pagelaran Kesenian Reog dalam Mewujudkan Tata Kelola Logistik Bidang Pariwisata di Kabupaten Ponorogo,” *Jurnal Ilmiah Wahana Bhakti Praja* 12, no. 2 (1 Februari 2023): 76–88, <https://doi.org/10.33701/jiwbp.v12i2.2710>.

1.4 Benefit of the Study

1.4.1 Theoretically Benefit

Theoretically, this research is expected to enrich references in the field of Public Relations studies, especially related to the theory or concept of event management in the Communication Science study program. In addition, this research can also be used as a review and referral for other research related to event management.

1.4.2 Practical Benefit

Practically, the results of this study are expected to be useful for the committee or organizer of the Jakarta Football Expo 2024 tournament event in increasing the success of the event and providing valuable input for organizing future events.

1.5 Review of Literature

According to Purwono, a literature review is any effort made by researchers and writers to gather information that is relevant to the topic or problem that will or is being studied.¹⁷ In writing this thesis, researchers explore information from previous studies as reference and comparison material, both regarding existing shortcomings or advantages. In addition, researchers also explore information from books, thesis, and journals in order to obtain pre-existing information about theories related to the title to obtain a scientific theoretical basis.

1.5.1 Previous Study

First, research was conducted by Elsa Kristiansen, Birgit A.A. Solem, et al., in 2021 entitled “Stakeholder Management of Temporary Sport Event Organizations.” This research uses stakeholder management theory and a qualitative approach with case studies to analyze the research. The results of this study have significant implications for committees or event organizers who face similar resource challenges and must manage complex stakeholder networks and stakeholder theory in relation to the special challenges arising

¹⁷ Muhammad Yoritazkia Wibowo, “Analisis Dampak Event Sepak Bola Terhadap Perekonomian UMKM [Studi Kasus Pada Klub Persija Jakarta di Stadion Gelora Bung Karno]” (PhD Thesis, Universitas Islam Indonesia, 2024).

from the temporary nature of committees or organizers and their evolution through different phases.¹⁸

The similarities between this research and previous research are in the type of event used, previous research used the type of sports event with a focus on cycling championships. The differences between previous research and this study are in theory and research methods. Previous research used stakeholder management theory and qualitative approach methods with case studies, while this research used event management theory and qualitative descriptive approach methods.

Second, research was conducted by Satwika Rosyida Wijayaningrum in 2018 entitled “Analysis of the 2016 Gumelem Ethnic Carnival Event Management in Preserving Culture in Gumelem, Banjarnegara”. This research uses the event management theory initiated by Joe Goldblatt and the theory of the event planning process initiated by Any Noor. A descriptive qualitative approach with data analysis is used to find the conclusion of this research. The results of this study illustrate that the 2016 Gumelem Ethnic Carnival event divided the event management process into five stages, namely: research, design, planning, coordination, and evaluation.¹⁹

The similarities between this research and previous research are in the theories and methods used. Previous research used the event management theory initiated by Joe Goldblatt and used a qualitative descriptive approach method by analyzing data to find research conclusions. The difference between this research and previous research is in the object under study. Previous research took the object of the 2016 Gumelem Ethnic Carnival event management, while this research took the object of the Jakarta Football Expo 2024 tournament event management.

¹⁸ Elsa Kristiansen dkk., “Stakeholder Management of Temporary Sport Event Organizations,” *Ingenta Connect* 25, no. 6 (3 Desember 2021): 619–39.

¹⁹ Wijayaningrum, “Analisis Manajemen Event Gumelem Ethnic Carnival Tahun 2016 dalam Melestarikan Kebudayaan di Gumelem, Banjarnegara.”

Third, research conducted by Rizki Kurnia Lahardi and Nur Aini Shofiya Asy'ari in 2023 entitled “Special Event Management of Stage Gembira 696 Pondok Modern Darussalam Gontor.” This study uses the event management theory initiated by Joe Goldblatt. A qualitative approach with a case study method was used in this research. The results showed that the special event management of Panggung Gembira 696 at Pondok Modern Darussalam Gontor has implemented Joe Goldblatt's theory of special event management, namely: research, design, planning, coordination, and evaluation however, there is no visible effort in coordination related to the marketing field.²⁰

The similarities between previous research and this study are in the theory used. Previous research used the event management theory initiated by Joe Goldblatt. The difference between previous research and this study is in the object of research. Previous research took the object of special event management of Stage Gembira 696 Pondok Modern Darussalam Gontor in Ponorogo, while this research took the object of event management in organizing the Jakarta Football Expo 2024 tournament in Jakarta.

Fourth, the research was conducted by Johan Bhimo Sukoco, Wulan Kinasih, et al. in 2022 entitled “Event Management of Reyog Art Performance in Realizing Tourism Supply Chain in Ponorogo Regency, East Java Province”. This research uses the event management theory initiated by Joe Goldblatt. A descriptive qualitative approach with data analysis was used to find research conclusions. The results showed that the Reyog Art Performance in Ponorogo Regency has fulfilled the five stages in event management. However, there are still some stages that are not optimal, so they need more attention, such as mapping the needs of the audience in the research stage, increasing promotion in the coordination stage, to the opportunity for the audience to provide criticism and suggestions at the evaluation stage.²¹

²⁰ Lahardi dan Asy'ari, “Manajemen Spesial Event Panggung Gembira 696 Pondok Modern Darussalam Gontor.”

²¹ Sukoco dkk., “Manajemen Event Pagelaran Kesenian Reog dalam Mewujudkan Tata Kelola Logistik Bidang Pariwisata di Kabupaten Ponorogo.”

The similarities between previous research and this study are in the theory and methods used. Previous research used the event management theory initiated by Joe Goldblatt and used a qualitative descriptive approach method by analyzing data to find research conclusions. The difference between previous research and this research is in the object of research. Previous research took the object of Reyog Art Performance event management in Ponorogo Regency, East Java Province, while this research took the object of event management for the Jakarta Football Expo 2024 tournament in South Jakarta City, DKI Jakarta Province.

Fifth, research was conducted by Erta, Ramadhan Maruta Pradana, et al., in 2023 entitled “Event Management Strategy for Sports Competitions during the Covid-19 Pandemic in the East Java Provincial KONI Management.” This study uses the management strategy theory initiated by Any Noor with various aspects, namely: planning, organizing, actuating, and controlling. A qualitative approach with a case study was used to analyze this research. The results of this study obtained several themes, namely good planning will minimize the occurrence of risks, organizing the division of tasks to speed up work, actuating the practical application of sports events, and controlling to improve quality. Careful planning and implementation can make it easier to manage sports competition event management during a pandemic.²²

The similarities between previous research and this study are in the types of events studied. Previous research took the type of sports event that focused on sports competition events during the co-19 pandemic on the East Java Provincial KONI board. The difference between previous research and this study is in the theory and type of research method and object used. Previous research used the theory of management strategies initiated by Any Noor and used a type of qualitative approach method with case studies to analyze the research, while this study used the theory of event management initiated by Joe

²² Maruta dkk., “Strategi Manajemen Event Pertandingan Olahraga di Masa Pandemi Covid-19 pada Pengurus KONI Provinsi Jawa Timur.”

Goldblatt and used a type of qualitative descriptive approach method with data analysis to find research conclusions. The object of previous research took the event management of sports competitions during the Covid-19 pandemic on the KONI Management of East Java Province, while this research took the event management of the Jakarta Football Expo 2024 tournament in DKI Jakarta Province.

1.5.2 Conceptual Review

1.5.2.1 Management

Management comes from the French 'menegement' which means the art of organizing or managing something. In English, the word 'manage' means to control or manage. Etymologically, the definition of management is an art that directs others to achieve the main objectives of an organization through the process of planning, organizing, managing, and supervising resources in an effective and efficient manner.²³ According to Joe Goldblatt, an internationally recognized academic, author, and practitioner in the field of event management provides a definition of management as a process of planning, organizing, directing, implementing, controlling, and evaluating to achieve certain goals effectively and efficiently. In a specific context, such as event management, he emphasizes the importance of managing complex details to create a memorable experience for the audience or participants.²⁴

Referring to his book “Special Events: A New Generation and the Next Frontier”, Goldblatt explains that the success of an event

²³ Edward Mesak, “Pengertian Manajemen, Fungsi dan Unsur-Unsurnya,” Berita, *mekari.com* (blog), 21 September 2023, <https://mekari.com/blog/pengertian-manajemen/>.

²⁴ Joe Goldblatt, *Special Events: A New Generation and The Next Frontier*, Ke-4, vol. 13 (Canada: John Wiley & Sons, 2010). Hal. 5-6

depends on the elements contained in the definition of management itself. These elements include:²⁵

1. Planning: The initial step in determining the purpose, vision, and mission of the event which includes identifying the needs of the audience or participants, budget, location, and venue, as well as the time of implementation.
2. Organizing human resources, time, budget, and logistics so that all elements work synergistically, which is important to define the roles and responsibilities of each team member.
3. Leading: The ability to lead the team, inspire and ensure all members understand the event objectives and demands good communication and coordination skills to overcome challenges in the field.
4. Executing: The implementation of the plan that has been made by involving direct supervision of event operations, including the management of guests, sponsors, vendors, logistics, and others.
5. Controlling: The process of monitoring, measuring, and evaluating to ensure the event is on track and if problems occur, corrective steps are taken to improve the situation.
6. Evaluation: The final stage to assess the success of the event based on the initial objectives that have been set which involves collecting data, such as audience or participant feedback, analyzing the budget and achieving targets.

These elements are interrelated and need to be managed holistically. Each stage has an important role in the running of the management process specifically for the success of an event.

²⁵ Goldblatt. Hal. 226-227

1.5.2.2 Event

Event comes from the Latin “eventus”, which means “occurrence” or “event”. The word was introduced into the English dictionary through the development of other languages, such as French “evenement”, and Old English “event”. In general, the word “event” is used to refer to an occurrence or activity that happens at a particular time and place with the implication that it has some meaning, relevance or impact. Goldblatt defines an event as follows:

“A unique moment in time celebrated with ceremony and ritual to achieve specific outcomes.”

The sentence has a broad meaning that explains the nature and essence of an event. In his book, “Special Events: The Art and Science of Celebration”, he emphasizes several important elements of an event, namely:²⁶

1. Unique: Every event is unique, differing from one another in terms of context, purpose and experience offered.
2. Moment in Time: Events are planned to create an experience that is tied to and occurs at a specific time.
3. Celebration with Ceremony or Ritual: Events often involve elements such as celebrations, formal ceremonies or rituals that are central to the event experience.
4. Specific Purpose: Every event is held for a specific purpose, be it social, cultural, commercial, educational or entertainment.

Events are not just a collection of activities, but also moments that have been planned in detail with some of the elements mentioned above. Each part of the event must be designed properly to create a

²⁶ Joe Goldblatt, *Special Events: The Art and Science of Celebration* (New York: CABI Digital Library, 1991). Hal. 15-20

meaningful experience for the audience or participants, the committee or organizer and other parties.

1.5.2.3 Sport Event Management

Event management is a series of activities that support the implementation of the event definition. By implementing proper event management, the event can achieve its goals, provide experiences, and create a significant impact on the various parties involved in it.²⁷ According to Joe Goldblatt, event management is a professional activity that gathers and brings together a group of people for a specific purpose by researching, designing activities, planning, and carrying out coordination, and supervision to realize the presence of an event or activity.²⁸ It involves understanding the needs and desires of the client, identifying the target audience or participants, organizing logistics, managing the budget, promotion, and implementing the event effectively and efficiently.

As Goldblatt has previously explained, sport event management has close similarities with event management in general. Sports event management requires research, activity design, and careful planning. However, there are specific aspects that need to be considered, such as the management of sports facilities, coordination with athletes or players, teams or clubs, and the preparation of appropriate match schedules. In addition, understanding the needs of clients in sports events can include managing the expectations of sponsors, fans, and committees or organizers, while the target audience or participants are spectators who come directly or who follow through online media.²⁹

²⁷ Admin, "Event Management: Tugas dan Tanggung Jawab," Berita, *Binus University* (blog), 7 Juli 2023, <https://binus.ac.id/malang/2023/07/event-management-tugas-dan-tanggung-jawab/>.

²⁸ Joe Goldblatt, *Special Events: Creating and Sustaining a New World for Celebration*, 7 ed., 394.26 Gol-s (Canada: John Wiley & Sons, 2013). Hal. 70-72

²⁹ Goldblatt, *Special Events: A New Generation and The Next Frontier*. Hal. 95-96

The logistical arrangements in sports event management include the arrangement of sports equipment and equipment, transportation management, accommodation for athletes or players, and of course the supervision of the course of the event in accordance with applicable schedules and protocols. Budget management is also very important, considering that sports events often involve very large costs, both for infrastructure, promotion and honoraria for audiences or participants.³⁰ Overall, sports event management requires effective and efficient management with a focus on the successful implementation of the event as well as the satisfaction of the various parties involved ranging from the audience or participants, committee or organizers, spectators, sponsors to other stakeholders.

1.5.3 Theoretical Review

1.5.3.1 Event Management

According to Joe Goldblatt, there are five steps to produce an effective and efficient event, namely the stages of research, design, planning, coordination, and evaluation.³¹ This is done to minimize unwanted dangers that may arise during the event or activity and to ensure the event goes according to plan. The idea of an event is also a benchmark for the success of the event and a way to determine what conditions must be met before the event is held. Goldblatt defines event management as a series of activities planned and designed to achieve goals in a certain time and space. The following is an arrangement of the stages of event management theory initiated by Joe Goldblatt:³²

³⁰ Anton Shone dan Bryn Parry, *Successful Event Management: a Practical Handbook* (Hoa Sen University: Cengage Learning, 2019). Hal. 101-103

³¹ Goldblatt, Joe. 2002. *Special Events*. New York: John Wiley and Sons. Hal. 62

³² Dewi Erlina Syahlindra Rahmat, "Evaluasi Special Events Periodik Lenmarc Mall 2013," *Jurnal E-Komunikasi* 2, no. 2 (2014).



(Source: Joe Goldblatt (in Rahmat, 2013))

Image 1.3 Joe Goldblatt's Event Management Model

Based on the structure of the event organizing process above, Goldblatt divides event planning into 5 stages, these stages include:³³

1. Research

This stage involves gathering information to understand the needs, expectations, and characteristics of the audience or participants. The main purpose of research is to ensure that the event to be organized is in accordance with the needs and target audience or participants. Research also includes analyzing the resources required, understanding the market, and risks that may be faced during the event.

2. Design

This stage begins the formation of the event concept design which includes the development of the theme, atmosphere, and visual elements, as well as the program that will be displayed during the event. This stage is important because it will provide a unique experience for the audience or participants and distinguish the event from other events. The design also

³³ Goldblatt, *Special Events: Creating and Sustaining a New World for Celebration*. Hal. 120-125

includes aesthetic aspects, including the layout and decoration of the event.

3. Planning

The planning stage includes operational details of the event, such as: budget, location, permits, event schedule, logistics, sponsors, and service providers or vendors. Planning must be done in detail so that all aspects of the event run smoothly and in accordance with the objectives. In addition, planning also includes identifying the committee or organizing team and the responsibilities of each member.

4. Coordination

The coordination stage is the execution of the plan that has been made. At this stage, all elements of the event are managed and organized to work in accordance with the predetermined planning, starting from the departure of guests, their arrival to their return. Coordination between the committee or organizing team, sponsors, service providers, and all related parties is also very important to ensure the event runs without a hitch. Effective communication and quick problem-solving are needed to overcome any changes or obstacles that may occur.

5. Evaluation

The evaluation stage is carried out to assess the success of the event based on the objectives, plans and coordination that have been set. This includes collecting feedback from the audience or participants, team or club, and all other related parties to understand the strengths and weaknesses of the event. Evaluation helps identify what aspects need to be improved, what is already good, and what needs to be maintained and provides insights for future event improvements.

1.5.4 Framework of Thought

Based on the results of the preliminary study that has been carried out previously with the theoretical basis presented, the researchers set the framework in this study as follows:



(Source: Processed by Researcher)

Image 1.4 Framework of Thought

The framework in this study starts from the event management theory put forward by Joe Goldblatt. Researchers will examine how event management is carried out by the committee or organizer in organizing the Jakarta Football Expo 2024 tournament event through the five stages of the event management theory.

The first indicator related to research, researchers want to know how information collection is carried out by the committee or organizer related to the needs, expectations, and characteristics of the audience or participants. Researchers also want to know how to analyze the resources needed, market understanding, and risks faced during the event.

The second indicator related to design, the researcher wants to know how the event concept design carried out by the committee or organizer is related to the development of the theme, atmosphere, and visual elements, as well as the program that will be displayed during the event. Researchers also want to know how the aesthetic aspects include the layout and decoration of the event.

The third indicator is related to planning, researchers want to know how the committee or organizer plans events related to budget, location, licensing,

event schedule, logistics, sponsors, and service providers or vendors. Researchers also want to know how the identification of the committee or organizer team and the responsibilities of each member.

The fourth indicator related to coordination, the researcher wants to know how the coordination carried out by the committee or organizer is related to the execution of the plan that has been set, starting from the departure of guests, their arrival to their return, coordination between the committee or organizing team, sponsors, service providers, and all related parties. Researchers also want to know how communication is carried out by the committee or organizer effectively and problem solving.

The last indicator related to evaluation, researchers want to know how the committee or organizer evaluates the success of the event. This relates to collecting feedback from audiences or participants, teams or clubs, and all parties involved to understand the strengths and weaknesses of the event. Researchers also want to know how to identify what aspects need to be improved, what is already good, and what needs to be maintained and insights for future event improvements.

1.6 Research Methodology

1.6.1 Type of Research

According to Sugiyono, research type is a classification of methods or approaches used in the research process to collect, analyze, and interpret data. The type of research is determined based on the objectives, approach, and nature of the problem to be studied. This research uses descriptive qualitative research that focuses on describing the phenomenon of the Jakarta Football Expo 2024 tournament event.³⁴

³⁴ Sugiyono. Hal. 52

1.6.2 Kind of Research

According to Sugiyono, the kind of research is a method used by researchers to collect, analyze, and compile data to answer research.³⁵ This study uses a type of research with a qualitative approach that analyzes data to find conclusions. According to Creswell, a qualitative approach is a research and understanding process based on a methodology that investigates a social phenomenon and human problems.³⁶ This qualitative research aims to explain the phenomenon in the deepest possible way through the collection of data that is as clear as possible.³⁷

The researcher chose the qualitative method in this study because it views the Jakarta Football Expo 2024 tournament event as an in-depth approach to exploring and understanding the phenomenon in a complex manner, with a focus on description and interpretation. This method allows researchers to capture the context and meaning underlying the behavior, opinions, and experiences of research subjects. The strength of qualitative methods lies in their ability to provide rich and nuanced insights into various social, cultural and psychological aspects.³⁸

1.6.3 Object of Research

According to Supranto, the object of research is a set of elements that can be in the form of people or people, organizations or goods to be studied. Then it is emphasized by Anto Dayan who explains that the object of research is the subject matter to be studied to obtain complete and more directed data.³⁹

³⁵ Sugiyono. Hal. 54

³⁶ John W. Creswell, *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, 4 ed. (Los Angeles: Sage Publication, 2016). Hal. 34

³⁷ Sugiyono, "Penelitian Kualitatif (Metode): Penjelasan Lengkap," *Statikian*, 2016,

<https://www.statistikian.com/2012/10/penelitian-kualitatif.html>. Hal. 60

³⁸ A. Muri Yusuf, *Metode Penelitian Kuantitatif, Kualitatif & Penelitian Gabungan* (Jakarta: Kencana, 2014).

³⁹ Tia Nuraprianti, Jepri Priono, dan Alifian Pratama, "Strategi Komunikasi Pemasaran Klinik Kecantikan Stephanie Skin and Body Care dalam Mempertahankan Loyalitas Pelanggan di Sepatan Tangerang," *Eksplorasi Nuansa Akademik dan Riset Aplikatif dalam Budaya, Sastra dan Komunikasi (E-Narasi)* 1, no. 1 (2023): 7–17.

The object of this research is the event management of the Jakarta Football Expo 2024 tournament.

1.6.4 Subject of Research

According to Sugiyono, research subjects are people or individuals who are sources of data or informants in research.⁴⁰ Meanwhile, according to Arikunto, the research subject provides research boundaries as objects, things or a place where data for research variables are attached and at issue.⁴¹ In qualitative research, the research subject has a very strategic role and this research subject is the people involved in the committee of the Jakarta Football Expo 2024 tournament event. The sampling method in this study used purposive sampling. Purposive sampling is a technique of taking data source informants with various considerations of how much we know about what we expect or about him as the ruler is considered to facilitate researchers as the purpose of their social situation.⁴² The informants in this study are as follows:

Table 1.1 Research Informants

No.	Name	Position	Reason
1.	Taufik Jursal Effendi, B.Sc.	Chief Executive of the Event	General responsible for the event.
2.	Nanda Pratama, S.Kom.	Committee or Organizer (Club and Player Data Collection)	In charge and chairman of the Club and Player Data Collection Division.
3.	Muhammad Siradjudin	Committee or Organizer (General Operations)	In charge and chairman of the General Operations Division.

⁴⁰ Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (Bandung: Alfabeta, 2016), Hal. 70.

⁴¹ Arikunto Suharsimi dan others, "Prosedur Penelitian Suatu Pendekatan Praktik," *Jakarta: Rineka Cipta* 134 (2006): 252. Hal. 87

⁴² Sugiyono, *Metode Penelitian Kombinasi* (Bandung: Alfabeta cv, 2018) Hal. 95

(Source: Processed by Researcher)

1.6.4.1 Research Time and Location

a) Time

This research was carried out with a period of implementation in 7 months starting from October 2024 to April 2025, as described below:

Table 1.2 Research Time

No.	Activities	Implementation Time
1	Preparation of Thesis Proposal	October 2024 - November 2024
2	Thesis Proposal Exam	November 2024
3	Research	December 2024 - January 2025
4	Preparation of Final Report	January 2025 - March 2025
5	Thesis Examination	April 2025
6	Journal Publication	April 2025

(Source: Processed by Researcher)

b) Location

The location of this research is located at Graha Surveyor Indonesia, Jl. Gatot Subroto Lt. 16 Kuningan Timur, Setiabudi District, South Jakarta City, DKI Jakarta. Located at PT Jakarta Raya League which is the committee or organizer of the Jakarta Football Expo 2024 tournament event and on Jl. Panglima Polim No. 116 I Melawai Village, Kebayoran Baru District, South Jakarta City, DKI Jakarta. Located at PT Anugerah Bisabola Indonesia (Bisabola.id) which is a supporting party for the Jakarta Football Expo 2024 tournament event.

1.6.5 Data Source

Data sources in research refer to individuals, groups or objects that provide relevant information for research. These data sources are places or people that provide data to be collected and analyzed in order to answer

research questions. Data sources can be people (informants), documents, physical objects, or phenomena that can provide the information needed. Data sources in qualitative research can be primary, secondary, and tertiary.⁴³ As for this research, the data sources are:

1.6.5.1 Primary Data Source

Primary data sources are data obtained directly from original sources, without going through intermediaries or prior processing. This data is generated directly by the researcher from the research subject which is the focus of the study, so it is more authentic and relevant to the research needs.⁴⁴ The primary data source in this research is interviews, namely answers or information provided by sources or informants directly to researchers.

1.6.5.2 Secondary Data Source

Secondary data sources are data obtained from existing sources, namely data that has been previously collected, processed, and published by other parties. Secondary data is usually used as a complement or comparison to primary data in research.⁴⁵ The secondary data sources in this research are documentation, namely event activity proposals, event activity reports, event-related journal articles, and other official documents.

1.6.6 Data Collection Technique

According to Sugiyono, data collection techniques are the most strategic step in research, because the main purpose of research is to get data. Data collection can be done in various settings, various sources, and various ways.⁴⁶ As according to Creswell, data collection techniques in research can be

⁴³ Sugiyono, "Metode Penelitian Kuantitatif, Kualitatif dan R&D." Hal. 56

⁴⁴ Sugiyono. Hal. 58

⁴⁵ Sugiyono. Hal. 60

⁴⁶ Sugiyono, *Metode Penelitian Kualitatif*, ed. oleh Sofia Yustiyani Suryandari, S.E., M.E., ke-3 (Alfabeta, Bandung, 2023). Hal. 110

distinguished based on the approach used, each approach has different data collection techniques to obtain relevant information according to the research objectives.⁴⁷ This study used several data collection techniques in qualitative research, namely interviews and documentation.

1.6.6.1 Interview

According to Esterberg, an interview is a meeting of two people to exchange information and ideas through questions and answers, so that meaning can be constructed on a particular topic. Interviews are used as a data collection technique to find out things from sources or informants in depth.⁴⁸ Susan Stainback stated that with the interview, the researcher will find out more in-depth things about the informant in interpreting the situation and phenomena that occur.⁴⁹ Esterberg suggests that there are several kinds of interviews, namely: structured, semi-structured, and unstructured interviews.⁵⁰ In this research, the interviews used were semi-structured interviews.

Semi-structured interviews are included in the category of in-depth interviews, where the implementation is freer when compared to structured interviews. This type of interview aims to find problems more openly, the interviewees are asked for their opinions and ideas.⁵¹ The researcher met directly with the selected informant, Mr. Taufik Jursal Effendi, at the ALatief Mosque, Pasaraya Blok M, Melawai, Kec. Kebayoran Baru, South Jakarta City, DKI Jakarta, on January 6, 2025. During the meeting, the researcher confirmed his availability and asked questions based on an interview guide prepared in accordance with the indicators of event management theory developed by Joe Goldblatt. Meanwhile, interviews with two other informants

⁴⁷ Creswell, *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. Hal. 147

⁴⁸ Sugiyono, *Metode Penelitian Kualitatif*. Hal. 113

⁴⁹ Sugiyono. Hal. 114

⁵⁰ Sugiyono. Hal. 115

⁵¹ Sugiyono. Hal. 115-116

were conducted online through Google Meet, namely with Nanda Pratama on January 9, 2025 and Muhammad Siradjudin on February 12, 2025.

All interviews were recorded using a mobile phone recorder for in-person interviews and a desktop or laptop recording feature for online interviews. Documentation was done through photographs for in-person interviews and screenshots for online interviews. Next, the researcher transcribed the data obtained into interview texts. During the interview process, the researcher listened carefully and recorded the information conveyed by the informants.

1.6.6.2 Documentation

According to Sugiyono, documentation is a record of events that have passed and can take the form of writing, pictures or monumental works of a person. Research results from interviews, will be more credible or reliable with documentation.⁵² Researchers will search for and complete documentation with various supporting documents that can help complete the data. In this study, the documentation techniques that researchers need to support the results of interviews are proposals and reports on event activities along with notes from the committee or organizers of the Jakarta Football Expo 2024 tournament event in the form of news and articles that have been published on websites or blogs on the internet as well as photos and videos during the event.

1.6.7 Data Analysis Technique

According to Sugiyono, qualitative research obtains data from various sources using the data collection techniques described above and is carried out continuously until the data is saturated.⁵³ This shows that data analysis is an interrelated process and takes place simultaneously. In qualitative research,

⁵² Sugiyono. Hal. 124-125

⁵³ Sugiyono. Hal. 129-130

data analysis aims to answer the questions presented, is dynamic, and causes the data analysis process to occur before, during and after the research goes to the field.⁵⁴ This study explores the application of event management in organizing the Jakarta Football Expo 2024 tournament event. Miles and Huberman suggested that activities in qualitative data analysis are carried out interactively and take place until completion, namely data reduction, data display (data presentation), and conclusion drawing or verification.⁵⁵

1.6.7.1 Data Reduction

Sugiyono explained that data reduction is the initial stage in qualitative data analysis, where researchers filter and select relevant data, compile summaries, and make data groupings based on certain themes or categories. Thus, the data will become easier to manage and interpret.⁵⁶ In reducing data, each researcher will be guided by the objectives to be achieved. The main purpose of qualitative research is the findings. So that if everything is found that is considered foreign, unfamiliar, does not yet have a pattern, that is precisely what the researcher must pay attention to in reducing the data.⁵⁷ The data reduction process in this study will begin with determining the phenomenon that will be used as research material and the theory to be applied, then the researcher will select and sort the data obtained in accordance with the theme of this study, namely related to event management in organizing the Jakarta Football Expo 2024 tournament.

1.6.7.2 Data Presentation

After the data has been reduced, the next step is to display or present the data. In qualitative research, data presentation can be done

⁵⁴ Rachmat Kriyantono, "Teknik Praktis Riset Komunikasi Kuantitatif dan Kualitatif," *Jakarta: Prenadamedia Group* 30 (2020). Hal. 140

⁵⁵ Sugiyono, *Metode Penelitian Kualitatif*. Hal. 132-133

⁵⁶ Sugiyono, "Metode Penelitian Kuantitatif, Kualitatif dan R&D." Hal. 338

⁵⁷ Sugiyono, *Metode Penelitian Kualitatif*. Hal. 137

in the form of brief descriptions, charts, relationships between categories, flowcharts, and the like. Miles and Huberman stated that the most commonly used to present data in qualitative research is narrative text.⁵⁸ Presentation of data in this study is in the form of narrative text obtained through the process of drawing conclusions and taking previous actions, and it is possible that researchers will include charts or flowcharts in the presentation of data.

1.6.7.3 Conclusion Drawing and Verification

The third step in qualitative data analysis is conclusion drawing and verification. The initial conclusions put forward are still temporary and will change if no strong and supporting evidence is found at the next data collection stage. But if the conclusions put forward at an early stage are supported by valid and consistent evidence when researchers return to the field collecting data, then the conclusions put forward are credible conclusions.⁵⁹

According to Sugiyono, conclusions in qualitative research are new findings that have never existed before. Findings can be in the form of a description or description of an object that was previously dim or dark so that after research it becomes clear and can be a causal or interactive relationship, hypothesis or theory. In this study, researchers will conclude the data obtained from interviews and documentation after going through the data reduction and data presentation process. The data will become a finding in the form of a description or description of an object that was previously unclear and the findings can also take the form of hypotheses and theories.

1.6.8 Data Validity

According to Sugiyono, data validity is the level of validity and accuracy of the data obtained in a study. In qualitative research, data validity

⁵⁸ Sugiyono. Hal. 137

⁵⁹ Sugiyono. Hal. 141-142

aims to ensure that the data collected reflects the reality or truth of the phenomenon under study. Data validity guarantees that the research results are truly reliable and unbiased.⁶⁰ In qualitative research, there are several ways used to develop data validity. Researchers will check the validity of the data using triangulation techniques. Triangulation is defined as a way of collecting data that combines various data collection techniques and data sources that already exist. By collecting data, the researcher also tests the credibility of the data.⁶¹ Triangulation in this credibility test is checking data from various sources in various ways and various times. Thus there is source triangulation, triangulation of data collection techniques, and time triangulation.⁶² In this study, researchers will use two ways of triangulation, namely triangulation of sources and triangulation of data collection techniques.

1.6.8.1 Source Triangulation

According to Sugiyono, source triangulation is a method of data validity in qualitative research that involves collecting data from various sources to ensure consistency and accuracy of information. In source triangulation, data obtained from one source is compared with data from other sources to see if there is a match or difference.⁶³ The way to implement source triangulation is that researchers will collect information or data from several different informants, then the data will be described, categorized, find out which views are the same, which are different, and which are specific among these informants.

1.6.8.2 Triangulation Technique

Researchers also use triangulation techniques to test data credibility. According to Sugiyono, triangulation technique is a method of data validity in qualitative research which is carried out using various data collection techniques to confirm the consistency of

⁶⁰ Sugiyono, "Metode Penelitian Kuantitatif, Kualitatif dan R&D." Hal. 369

⁶¹ Sugiyono, *Metode Penelitian Kualitatif*. Hal. 125

⁶² Sugiyono. Hal. 127

⁶³ Sugiyono, "Metode Penelitian Kuantitatif, Kualitatif dan R&D." Hal. 372

findings.⁶⁴ The way to implement triangulation techniques is that researchers will combine several techniques, such as interviews and documentation that can compare the results of various approaches and ensure that the data obtained is accurate and consistent.

1.6.9 Systematization of Discussion

In outline, this research consists of five chapters with several sub-chapters. The following is a systematic discussion:

CHAPTER I : Introduction

This chapter contains an introduction that organizes the form of the thesis content and consists of the background of the problem, research focus, research objectives, research benefits, previous research, conceptual foundation, and theory, as well as research methods.

CHAPTER II : Object of Research

This chapter contains an overview of the object of research.

CHAPTER III : Research Subject

This chapter contains an overview of the research subject.

CHAPTER IV : Results and Discussion

This chapter contains a discussion of research results from various data collection and analysis obtained from research.

CHAPTER V : The Concluding

This last chapter, contains conclusions from the entire discussion and recommendations from the final results of the study.

⁶⁴ Sugiyono. Hal. 373