

## Analyzing the resilience of Cantrik ACL: Post pandemic challenges in event management = Analisis ketahanan Cantrik ACL: Tantangan pasca pandemi dalam event management

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### Abstrak

Pandemi COVID-19 secara signifikan mengganggu industri acara global, termasuk Cantrik ACL, penyelenggara acara kreatif yang berspesialisasi dalam acara olahraga dan budaya. Laporan magang ini mengeksplorasi strategi pemulihan keuangan perusahaan dan adaptasi bisnis di era pasca pandemi. Melalui metode kualitatif seperti wawancara dan observasi, studi ini menganalisis dampak finansial dari pandemi, integrasi alat digital, dan diversifikasi lini bisnis. Strategi utama termasuk pergeseran ke format acara hibrida, investasi dalam pemasaran digital, dan perluasan layanan seperti produksi dan desain serta manajemen media sosial. Temuan ini menunjukkan bagaimana Cantrik ACL memanfaatkan inovasi dan kemampuan beradaptasi untuk memulihkan secara finansial dan mempertahankan operasi. Laporan ini memberikan wawasan berharga bagi usaha kecil hingga menengah di industri acara untuk membangun ketahanan dan membuktikan bisnis mereka di masa depan terhadap krisis serupa.

.....The COVID-19 pandemic significantly disrupted the global event industry, including Cantrik ACL, a creative event organizer specializing in sports and cultural events. This internship report explores the company's financial recovery strategies and business adaptations in the post- pandemic era. Through qualitative methods such as interviews and observations, the study analyzes the financial impact of the pandemic, the integration of digital tools, and the diversification of business lines. Key strategies include the shift to hybrid event formats, investment in digital marketing, and the expansion of services like production and design as well as social media management. The findings demonstrate how Cantrik ACL leveraged innovation and adaptability to recover financially and sustain operations. This report provides valuable insights for small-to-medium-sized enterprises in the event industry to build resilience and future- proof their businesses against similar crises.