

Analisis Peran Divisi Operasional Panorama Media dalam Menjamin Kelancaran Pelaksanaan Event Mega Build Indonesia 2025 = Analysis of the Role of Panorama Media`s Operational Division in Ensuring the Smooth Implementation of the Mega Build Indonesia Event 2025

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Abstrak

Penelitian ini menganalisis peran divisi operasional Panorama Media dalam menjamin kelancaran penyelenggaraan event Mega Build Indonesia 2025. Dengan pendekatan kualitatif deskriptif, penelitian ini melibatkan wawancara mendalam, observasi, dan dokumentasi untuk memahami tanggung jawab operasional yang mencakup perencanaan venue, logistik, penyusunan floorplan, hingga evaluasi pasca-event. Hambatan yang ditemukan meliputi keterlambatan exhibitor, keterbatasan manpower, dan komunikasi internal yang kurang efektif. Divisi operasional menerapkan strategi adaptif seperti pengambilan keputusan cepat, koordinasi lintas divisi, serta evaluasi berkelanjutan. Hasil penelitian menunjukkan bahwa divisi ini memainkan peran vital dalam keberhasilan event dan membutuhkan penguatan peran serta apresiasi secara organisasi.

.....This study examines the strategic role of Panorama Media's operational division in ensuring the success of the Mega Build Indonesia 2025 event. Using a descriptive qualitative approach, data were collected through interviews, observation, and documentation. The operational division's responsibilities include venue planning, floor plan layout, logistics, technical coordination, and post-event evaluation. Challenges such as exhibitor delays, manpower limitations, and ineffective internal communication were addressed through fast decision-making, cross-division coordination, and continuous evaluation. Findings reveal the operational division is not only a technical executor but a key driver of event success, warranting enhanced organizational recognition and support.