

Analisis Event Management dalam Penyelenggaraan Iron-Summit & Exhibition Indonesia 2025: Melalui Pendekatan Teori Event Management Goldblatt & Embok = Event Management Analysis in the Implementation of Iron-Summit & Exhibition Indonesia 2025: through the Event Management Goldblatt & Embok Theory

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Abstrak

Penelitian ini membahas strategi manajemen acara dalam penyelenggaraan Iron-Summit & Exhibition of Indonesia 2025. Dengan berkembangnya industri pameran di Indonesia, diperlukan pendekatan yang efektif dalam mengelola event agar dapat mencapai target audiens dan tujuan bisnis yang diharapkan. Penelitian ini menggunakan model Event Management Body of Knowledge (EMBOK) dan teori Event Management Dr. Joe Goldblatt untuk memberikan kerangka kerja dalam perencanaan, pelaksanaan, dan evaluasi acara. Metode penelitian yang digunakan adalah kualitatif, dengan teknik pengumpulan data melalui wawancara semi-terstruktur, observasi, dan studi dokumen. Hasil penelitian menunjukkan bahwa strategi berbasis EMBOK dan teori Goldblatt berkontribusi terhadap efektivitas manajemen acara, terutama pada desain program, koordinasi sumber daya, serta pengelolaan risiko dan logistik. Temuan juga menyoroti pentingnya kolaborasi lintas sektor, penggunaan teknologi, dan pemahaman terhadap profil peserta sebagai kunci keberhasilan acara.

.....This study discusses event management strategies in organizing the Iron-Summit & Exhibition of Indonesia 2025. With the growing exhibition industry in Indonesia, effective approaches are needed to manage events to reach the target audience and achieve desired business goals. This research applies the Event Management Body of Knowledge (EMBOK) model and Dr. Joe Goldblatt's Event Management theory to provide a framework for planning, executing, and evaluating the event. The research method used is qualitative, with data collected through semi-structured interviews, direct observations, and document analysis. The findings show that strategies based on EMBOK and Goldblatt's theory significantly enhance the effectiveness of event management, particularly in program design, resource coordination, and logistics and risk management. The study also emphasizes the importance of cross-sector collaboration, the use of technology, and a deep understanding of participant profiles as key factors for event success.