

Analisis Strategi Event Management Berbasis Collaborative Governance dalam Penyelenggaraan Konstruksi Indonesia 2024 oleh PT Debindo Group = Analysis of Event Management Strategies Based on Collaborative Governance in the Organizing of Konstruksi Indonesia 2024 by PT Debindo Group

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Abstrak

Skripsi ini mengkaji Konstruksi Indonesia 2024, sebuah acara tahunan berskala nasional di bawah Kementerian PUPR yang bertujuan memperkuat daya saing sektor konstruksi melalui sinergi pemerintah, industri, dan masyarakat. Fokus utama penelitian adalah menganalisis strategi manajemen acara serta penerapan collaborative governance oleh PT Debindo Group sebagai penyelenggara. Penelitian menggunakan pendekatan kualitatif deskriptif dengan metode studi kasus. Data dikumpulkan melalui wawancara mendalam, dokumentasi internal, dan kajian lima artikel ilmiah. Hasil penelitian menunjukkan bahwa strategi event management yang diterapkan bersifat sistematis dan terstruktur. Hal ini tercermin dari perencanaan yang matang, keberagaman program, serta keterlibatan multipihak sejak awal hingga akhir. PT Debindo berhasil mengemas pameran, konferensi, peluncuran produk, dan kompetisi ke dalam satu kesatuan acara yang efektif. Penerapan collaborative governance tampak melalui kerja sama antara kementerian, asosiasi industri, pelaku usaha, akademisi, dan masyarakat melalui forum seperti business matching, diskusi kebijakan, serta kampanye Gernas BBI dan BBWI. Dampak positifnya mencakup meningkatnya partisipasi, terbentuknya jejaring bisnis, serta rekomendasi kebijakan sektoral. Keterbatasan studi ini adalah minimnya data dari peserta umum dan belum adanya evaluasi dampak jangka menengah. Penelitian lanjutan disarankan untuk menelusuri pengaruh strategis acara terhadap arah kebijakan konstruksi nasional.

.....This thesis examines Konstruksi Indonesia 2024, a national-scale annual event under the Ministry of Public Works and Housing (PUPR), aimed at strengthening the competitiveness of the construction sector through synergy among government, industry, and society. The main focus of this research is to analyze the event management strategy and the application of collaborative governance by PT Debindo Group as the main organizer. The study uses a descriptive qualitative approach with a case study method. Data were collected through in-depth interviews, internal documentation, and a review of five relevant academic articles. The results show that the event management strategy implemented by PT Debindo is systematic and well-structured. This is reflected in thorough planning, a diverse agenda, and multi-stakeholder involvement throughout the event. PT Debindo successfully integrated exhibitions, conferences, product launches, and competitions into a single effective national event. The collaborative governance model is evident through cooperation among ministries, industry associations, business actors, academics, and the public via forums such as business matching, policy discussions, and national campaigns (Gernas BBI and BBWI). Positive outcomes include increased participation, new business networks, and the formulation of sectoral policy recommendations. The study's limitations include the lack of data from general participants and the absence of a mid-term impact evaluation. Further research is needed to assess the event's strategic influence on national construction policy.