

ABSTRAK

Sabila Khuzaimah Az-zahra: Manajemen Acara Islamic, Sains, Sport and Art Competition (ISSAC)

Manajemen acara merupakan proses perencanaan, pengorganisasian, pelaksanaan, dan evaluasi berbagai aktivitas untuk mencapai tujuan tertentu. Dalam konteks Hubungan Masyarakat, manajemen acara berfungsi sebagai sarana komunikasi strategis untuk membangun citra, meningkatkan keterlibatan, dan menjalin hubungan dengan publik. Pondok Modern Al-Aqsha memanfaatkan manajemen acara melalui penyelenggaraan *Islamic, Science, Sport and Art Competition* (ISSAC) sebagai media promosi dan komunikasi lembaga.

Penelitian ini bertujuan untuk menganalisis proses manajemen acara ISSAC di Pondok Modern Al-Aqsha.

Penelitian ini menggunakan *Event Planning Five-Phase Model* yang dikemukakan oleh Joe Goldblatt, yang meliputi tahapan *Research, Design, Planning, Coordination*, dan *Evaluation*.

Penelitian menggunakan metode deskriptif kualitatif dengan paradigma konstruktivisme untuk memahami pengalaman dan pemaknaan para penyelenggara terhadap proses manajemen acara. Data diperoleh melalui wawancara mendalam dan observasi nonpartisipan.

Hasil penelitian menunjukkan bahwa kelima tahapan *Event Planning Five-Phase Model* telah diterapkan dalam penyelenggaraan ISSAC. Tahap *Research* dan *Design* berlangsung secara bersamaan melalui identifikasi kebutuhan peserta, perumusan konsep acara, serta analisis kelayakan kegiatan. Tahap *Planning* mencakup penyusunan petunjuk teknis, timeline perencanaan, penentuan lokasi, pengaturan alur kegiatan, dan manajemen risiko. Tahap *Coordination* dilakukan melalui sistem komunikasi dan koordinasi antar panitia, termasuk dalam penanganan kendala selama pelaksanaan acara. Sementara itu, tahap *Evaluation* dilakukan untuk menilai pelaksanaan kegiatan, kinerja panitia, dan pencapaian tujuan acara.

Kata kunci: Manajemen Acara, *Event Planning Five-Phase Model*, Joe Goldblatt, Pondok Modern Al-Aqsha.

ABSTRACT

Sabila Khuzaimah Az-zahra: *Event Management Islamic, Sains, Sport and Art Competition (ISSAC)*

Event management is the process of planning, organizing, implementing, and evaluating various activities to achieve specific objectives. In the field of Public Relations, event management functions as a strategic communication tool to build organizational image, enhance public engagement, and establish relationships with stakeholders. Pondok Modern Al-Aqsha implements event management through the organization of the Islamic, Science, Sport and Art Competition (ISSAC) as a medium for institutional promotion and communication.

This study aims to analyze the event management process of ISSAC at Pondok Modern Al-Aqsha.

This study employs the Event Planning Five-Phase Model proposed by Joe Goldblatt, which consists of the stages of Research, Design, Planning, Coordination, and Evaluation.

This study used a qualitative descriptive method with a constructivist paradigm to understand the experiences and interpretations of the organizers regarding the event management process. Data were collected through in-depth interviews and non-participant observation.

The findings indicate that all five stages of the Event Planning Five-Phase Model were implemented in the organization of ISSAC. The Research and Design stages were conducted simultaneously through participant needs identification, event concept development, and feasibility analysis. The Planning stage included the preparation of technical guidelines, planning timelines, venue selection, activity flow arrangement, and risk management. The Coordination stage was carried out through communication and coordination among the organizing committee, including the handling of challenges during the event implementation. Meanwhile, the Evaluation stage focused on assessing the event implementation, committee performance, and the achievement of the event objectives.

Keywords: *Event Management, Event Planning Five-Phase Model, Joe Goldblatt, Pondok Modern Al-Aqsha.*