

ABSTRAK

Ansy Nabila Putri. Implementasi *Event Management New Comers Cabaret 2026* (Studi Deskriptif pada *Event Management New Comers Cabaret 2026* di Bandung).

New Comers Cabaret Festival (NCCF) 4.0 merupakan festival seni pertunjukan kabaret yang diselenggarakan oleh *Singlet Cinema Bandung* sebagai wadah bagi para pelaku seni untuk menampilkan kreativitas dan mengembangkan kemampuan di bidang pertunjukan. Pelaksanaan dalam *New Comers Cabaret Festival 4.0* memerlukan penerapan *event management* yang baik agar seluruh rangkaian kegiatan dapat berjalan secara efektif dan mencapai tujuan yang telah ditetapkan.

Penelitian ini bertujuan untuk mengetahui pelaksanaan *event management* dalam *New Comers Cabaret Festival (NCCF) 4.0* di Bandung dengan menggunakan model *Event Management* Donald Getz yang meliputi tiga tahapan, yaitu *Pra-event*, *During event* dan *Post event*. Penelitian menggunakan metode kualitatif dengan pendekatan deskriptif. Pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi terhadap pihak-pihak yang terlibat dalam penyelenggaraan acara.

Hasil penelitian menunjukkan bahwa pelaksanaan *Event Management* dalam *New Comers Cabaret Festival (NCCF) 4.0* didukung oleh keterpaduan pengelolaan serta keselarasan antarunsur yang terlibat, sehingga setiap proses dapat berjalan secara efektif sesuai tujuan yang telah ditetapkan. Implementasi *event management* dalam *NCCF 4.0* dilaksanakan melalui tiga tahapan utama, yaitu: 1) *pra-event*, yang meliputi perencanaan konsep dan target *audiens*, strategi publikasi dan promosi, serta koordinasi panitia; 2) *during event*, yang berfokus pada pelaksanaan dan kontrol teknis acara; dan 3) *post event*, yang mencakup evaluasi, penyusunan laporan akhir, serta *press release*.

Berdasarkan hasil penelitian dapat disimpulkan bahwa penerapan ketiga tahapan tersebut telah berjalan secara berkesinambungan sehingga mampu mendukung efektivitas pelaksanaan dan keberlanjutan *New Comers Cabaret Festival (NCCF) 4.0*.

Kata kunci: *Event Management, New Comers Cabaret Festival (NCCF) 4.0, pra-event, during event, post event.*

ABSTRACT

Ansy Nabila Putri. *The Implementation of Event Management in the New Comers Cabaret Festival 2026 (A Descriptive Study of Event Management in the New Comers Cabaret Festival 2026 in Bandung).*

The New Comers Cabaret Festival (NCCF) 4.0 is a cabaret performing arts festival organised by Singlet Cinema Bandung, providing a platform for artists to showcase their creativity and develop their performance skills. The implementation of the New Comers Cabaret Festival (NCCF) 4.0 requires effective event management to ensure that all stages of the event run smoothly and achieve the intended objectives.

This study aims to examine the implementation of event management in the New Comers Cabaret Festival (NCCF) 4.0 in Bandung by applying Donald Getz's event management model, which consists of three stages: the pre-event, during-event, and post-event phases. The research employs a qualitative method with a descriptive approach. Data were collected through interviews, observations, and documentation involving parties engaged in the organisation of the event. The analysis was conducted to describe how each stage of the event management process was implemented throughout the organisation of NCCF 4.0.

The results show that the implementation of event management in the New Comers Cabaret Festival (NCCF) 4.0 was supported by well-integrated management and good coordination among all parties involved, allowing each stage of the event to run effectively according to its objectives. The implementation consisted of three main stages: 1) the pre-event stage, including concept planning and target audience identification, publication and promotion strategies, and committee coordination; 2) the during-event stage, focusing on event execution and technical control; and 3) the post-event stage, including evaluation, the preparation of the final report, and the distribution of a press release. The findings suggest that the integration of these three stages contributed to the effective implementation and continuity of the New Comers Cabaret Festival (NCCF) 4.0.

Keywords: *Event Management, New Comers Cabaret Festival (NCCF) 4.0, pre-event, during-event, post-event.*