

ABSTRAK

Muhammad Ali Akbar Rahadian: Analisis *Event Management* Pentas Seni F2WL 2026 (Studi Deskriptif di SMA Negeri 2 Kota Bandung)

From 2 With Love (F2WL) merupakan pentas seni pelajar berskala besar yang diselenggarakan secara konsisten oleh SMA Negeri 2 Bandung sejak tahun 1993 dengan kepanitiaan yang sepenuhnya dijalankan oleh siswa secara non-profesional dan berbasis regenerasi tahunan, sementara kajian akademik mengenai praktik *event management* pada event pelajar masih relatif terbatas. Penelitian ini bertujuan untuk mengetahui proses riset, desain, perencanaan, koordinasi, dan evaluasi yang dilakukan panitia dalam penyelenggaraan F2WL.

Penelitian menggunakan paradigma konstruktivisme dengan pendekatan kualitatif deskriptif, dianalisis melalui kerangka *Event Planning Five-Phase Model* Joe Goldblatt. Data primer diperoleh melalui wawancara mendalam dan observasi partisipasi pasif terhadap Ketua Pelaksana, Ketua Divisi Acara, dan Anggota Panitia Divisi Acara F2WL yang dipilih secara purposif, dilengkapi data sekunder berupa dokumentasi dan publikasi media, dengan keabsahan data diperiksa melalui triangulasi dan *member check*.

Hasil penelitian menunjukkan bahwa kelima tahap *Event Planning Five-Phase Model* membentuk satu siklus manajerial yang saling berkaitan: tahap *research* menjadi sumber legitimasi tema sekaligus dasar pengambilan keputusan; tahap *design* menerjemahkan tema Fata Morgana secara konsisten menjadi konsep oasis di tengah gurun pada elemen visual acara; tahap *planning* membangun struktur organisasi yang menjamin keselarasan antardivisi melalui posisi General Manager; tahap *coordination* bertumpu pada mekanisme komunikasi lintas divisi yang dirancang sejak perencanaan; dan tahap *evaluation* berfungsi sebagai jembatan pengetahuan antargenerasi kepanitiaan melalui mentoring personal. Penelitian ini menyimpulkan bahwa organisasi kepanitiaan pelajar yang non-profesional dan berbasis regenerasi tahunan tetap mampu menjalankan siklus *event management* secara sistematis apabila didukung mekanisme pengetahuan dan pengawasan yang memadai.

Kata Kunci: *Event Management, Event Planning Five-Phase Model, Pentas Seni, From 2 With Love (F2WL)*

ABSTRACT

Muhammad Ali Akbar Rahadian: Event Management Analysis of the F2WL 2026 Art Performance (A Descriptive Study at SMA Negeri 2 Kota Bandung)

From 2 With Love (F2WL) is a large-scale student art performance that has been consistently held by SMA Negeri 2 Bandung since 1993, organized entirely by a non-professional student committee that regenerates annually, while academic studies on event management practices in student-run events remain relatively limited. This study aims to identify the research, design, planning, coordination, and evaluation processes carried out by the committee in organizing F2WL.

The study employs a constructivist paradigm with a qualitative descriptive approach, analyzed through Joe Goldblatt's Event Planning Five-Phase Model. Primary data were obtained through in-depth interviews and passive-participant observation of the Chief Organizer, the Head of the Program Division, and members of the Program Division, selected purposively, complemented by secondary data from documentation and media publications, with data validity examined through triangulation and member checking.

The findings show that the five phases of the Event Planning Five-Phase Model form an interconnected managerial cycle: the research phase serves as both the legitimizing source of the event theme and the basis for decision-making; the design phase consistently translates the Fata Morgana theme into an oasis-in-the-desert concept across the event's visual elements; the planning phase builds an organizational structure that ensures alignment among divisions through the General Manager position; the coordination phase relies on cross-division communication mechanisms established since the planning stage; and the evaluation phase functions as a knowledge bridge between generations of committee members through personal mentoring. The study concludes that a non-professional, annually regenerating student committee organization can still carry out the event management cycle systematically when supported by adequate knowledge-transfer and oversight mechanisms.

Keywords: Event Management, Event Planning Five-Phase Model, Art Performance, From 2 With Love (F2WL)