

ABSTRACT

The development of the period from the beginning of the pandemic to the current conditions led to the development of the concept of the event being held. One of the renewable event concepts that has started to be held is the Hybrid Event. The Prambanan Jazz Festival 2022 is an international-scale jazz music festival that is being held with a hybrid event concept, where the event concept is divided into 2, namely online and offline systems. The virtual concept is held through the live-streaming platform tiketapasaja.com directly from Prambanan Temple, Yogyakarta. This study aims to analyze the hybrid event management conducted by the Prambanan Jazz Festival 2022. The theoretical basis of this research is the event management cycle concept by Joe Goldblatt focusing on 5 stages, namely Research, Design, Planning, Coordination, & Evaluation. The research method uses the Constructivism paradigm with a qualitative approach. Apart from interviews, data collection was carried out by observation, documentation, and literature studies. The results of this study explain that the Prambanan Jazz Festival 2022 has carried out all stages of Goldblatt et al (2013), namely the Research stage. Design Stage, Prambanan Jazz Festival 2022 brainstormed to determine concept ideas and apply them into an illustration art design with the theme "Sewindu Celebrates Rindu". In the planning stage, the Prambanan Jazz Festival 2022 determines the point time event on 1-3 July 2022, taking place at the Prambanan temple Brahma field, and there is only 1 rundown plan. Coordination Stage, team communication is directly involved with related parties and involves the Project Manager and Division Manager so they can get it done as quickly as possible. Evaluation Stage, the 2022 Prambanan Jazz Festival conducts direct evaluations if problems occur, and daily evaluations at the end of the event that day.

Keywords: Hybrid Event, Event Management, Prambanan Jazz Festival 2022