

# CHAPTER 1

## INTRODUCTION

### 1.1 Overview of Research Object

During the COVID-19 pandemic, there are many impacts experienced for all aspects of life. The coronavirus has impacted the losses experienced by the industrial sector, including the event organizers. According to data that has been found by the Indonesia Event Industry Council (Ivendo), Indonesia experienced 96.4% delays in events and also as many as 84.8% of event cancellations based on official government announcements since March, 18th 2020. It has spread and occurred in 17 provinces. Adverse impacts are also obtained by Meeting, Incentive, Convention, and Exhibition (MICE) in the revenue sector ([jawapos.com](http://jawapos.com), 2022). Government policies regarding Social Distancing or maintaining physical distance from others while undergoing their activities in everyday life are also one of the things that make some policies determined regarding the procurement of offline events.

Events on a large scale are forced to change all the concepts of the event into Virtual events or with an online system (in the network). Virtual events are one way for event organizers to continue and carry out their event activities by utilizing all fields of technology and communication. Virtual events are held online, which utilizes a variety of social media platforms live, such as Youtube, Instagram, Zoom, and also various platforms where events are streamed or online. ([kemenkeu.go.id](http://kemenkeu.go.id), 2022).

Until August 2022, Indonesia's condition began to experience good improvement in dealing with the COVID-19 outbreak. This can be proven by the policy of the president of the Republic of Indonesia Joko Widodo who also emphasized that for someone who wants to travel domestically or abroad who has

been vaccinated with a complete dose there is no need for PCR or antigen swab tests. Other things, such as the existence of a policy from the Indonesian government which decided to relax the policy on wearing masks. The public is allowed not to use masks cover when doing outdoor activities or in open areas where there are not many people around (cnbcindonesia.com, 2022). Including, it is known that there is no policy of Imposing Restrictions on Community Activities which was previously strictly enforced by the government around the end of 2021 to early 2022. Finally, in the middle of 2022, various offline activities such as holding events can start to be carried out in a hybrid offline and online even fully onsite (Researcher, 2022).

Therefore, the development of a period from the beginning of the pandemic to conditions like today, in the post-pandemic, also causes the development of the form or concept of the event being held. One of the renewable event concepts that have begun to be held is the Hybrid Event. A Hybrid Event is an event concept that combines 2 different event concepts but at the same time, the event occurs. Even though the event is held in the form of a physical venue on site, other people can also participate remotely by logging into the online stream (Richards, 2019:25). One of the major events held using this concept is the 2022 Prambanan Jazz Festival.



Prambanan Jazz Festival (PJF) is one of the annual music performances that is held right in the court of the nation's Adiluhung heritage that has been recognized internationally, namely Prambanan Temple Yogyakarta. Due to a large number of visitors from all parts of Indonesia being interested in this music event, during the Prambanan Jazz Festival prior to the COVID-19 pandemic, this music concert event could be attended by more than 25,000 people per day to witness several national and even international musicians (kompas.tv, 2022). Therefore, the Prambanan Jazz Festival tries to present several International Jazz musicians every year. Starting from the first year the Prambanan Jazz Festival was held, they



attended a famous saxophone maestro from the United States, Kenny G. In the second year, to be precise, the Prambanan Jazz Festival 2016 attended Boys II Men as the main guest star, besides that there was also Rick Prince who is a famous jazz musician from Australia. At the Prambanan Jazz Festival 2017, which is the third year they have held a jazz concert event, Sarah Brightman attended as a guest star for international musicians. Furthermore, there is Diana Krall, a jazz musician from Canada who participated in enlivening the Prambanan Jazz Festival 2018. In 2019, there are many other international musicians such as Brian McKnight and also Calum Scott attended this international jazz music event (tribunnewswiki.com, 2019). Prambanan Jazz is also an event that can generate an unusually high level of tourism, media coverage, prestige, or economic impact on its host, the city of Yogyakarta. Not only that, the Prambanan Jazz Festival also generated a high level of interest for the organizer, namely Rajawali Indonesia.



Below is the table that explain more completely about the history of Prambanan Jazz Festival from the first year of the PJF's event performance was held in 2015, until the last event of Prambanan Jazz Festival that held in virtual event in 2021.


**Table 1. 1 History of Prambanan Jazz Festival**

Place and Time	Theme	Description	Picture
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<p>October 16th 2015, Candi Prambanan Yogyakarta</p>	<p>-</p>	<p>Several domestic musicians such as Isyana Sarasvati, Tompi, Trisum and Nano Tirta &amp; Friends were also present to enliven this first Prambanan Jazz Festival.</p> <p>Kenneth Bruce Gorelick or Kenny G as the main guest star in Prambanan Jazz Festival 2015 is a saxophonist maestro from the United States.</p> <p>Kenny G once made his name in the world record books as the musician who blew the world's longest-running saxophone.</p>	 <p>Source : Instagram.com/prambananjazz</p>
<p>Agustus 20th-21st 2016, Venue Brahma and Vanue Wisnu at Candi Prambanan Yogyakarta</p>	<p>“Today is the Big Way”</p>	<p>In Prambanan Jazz Festival 2016 there is also an expo and food bazaar, so that visitors can relax enjoying the sunset sun and panorama at Prambanan Temple while being spoiled by jazz music.</p> <p>The main guest stars at</p>	 <p>Source : Instagram.com/prambananjazz</p>

		<p>Prambanan Jazz Festival 2016 were Boys II Men, winners of the Grammy Award and American Music Award (AMA).</p>	
<p>August 18th-20th 2017, Candi Prambanan Yogyakarta</p>	<p>“Art, Music &amp; Culture”</p>	<p>Prambanan Jazz Festival 2017 carries the theme of Art, Music &amp; Culture which means combining two masterpieces, namely Prambanan Temple and musical masterpieces.</p> <p>The main guest star at Prambanan Jazz Festival 2017 was Sarah Brightman, a Grammy Award nominee as well as 200 platinum and gold awards in more than 40 countries.</p>	 <p>Source : Instagram.com/prambananjazz</p>
<p>August 17th-19th 2018, Candi Prambanan Yogyakarta</p>	<p>“Art, Experience &amp; Masterpiece”</p>	<p>Thirty more musicians, both solo and group, performed on the two stages of the 4th Prambanan Jazz Festival in 2018. The festival performers at the Hanoman Stage took place in the</p>	 <p>Source : Instagram.com/prambananjazz</p>

		Vishnu Square area, while the special show swayed in Brahma Square with the stage name: Roro Jonggrang Stage.	zz
July 5th-7th 2019, Candi Prambanan Yogyakarta	“Music, Heritage, Extraordinary”	In this 5th year, Prambanan Jazz Festival 2019 features more millennial jazz musicians.  There are several main guest stars, including Calum Scott, Yanni, Brian McKnight, Arturo Sandoval, and Anggun C. Sasmi.	 <p>Source : Instagram.com/prambananja zz</p>
October 31st - November 1st 2020, Candi Prambanan Yogyakarta	“Ke Prambanan Jazz Lagi”	This year, the first time Prambanan Jazz carries a virtual concept, because of the pandemic which is still an obstacle but Prambanan Jazz still holds its annual event.	 <p>Source : Instagram.com/prambananja zz</p>

<p>November 19th-20th 2021, Candi Prambanan Yogyakarta</p>	<p>“Live in Prambanan”</p>	<p>This event is a form of Indihome and Prambanna Jazz to continue to #KaryaTanpaBatas in the midst of the COVID-19 pandemic. This program is present as a place for Kalimantan musicians to show their best potential. After going through a rigorous selection process from the jury team, 2 winning musicians were selected from Borneo Goes to Prambanan Jazz Virtual 2021.</p>	 <p>Source : Instagram.com/prambananjazz</p>
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**Source : Research Processed Result, 2022**

As shown in table 1.1 above, it is explained that the Prambanan Jazz Festival has started its jazz music show in its first year in 2015. The Prambanan Jazz Festival has passed several years after years by being located in the same place, right in the courtyard of Prambanan Temple, Yogyakarta. It can be seen that the Prambanan Jazz Festival has started its music performances live or on the spot. However, in 2020, the Prambanan Jazz Festival has started to hold its virtual event, which means that there are no visitors or viewers present in person, but the tapping of music and musical performances take place directly from Prambanan Temple.

From the historical journey of the Prambanan Jazz Festival event described above, it can be seen that there are many differences and also the

diversity of event concepts that were held before, during, and after the pandemic was over, so the author will explain various explanations regarding the event starting from what main definition of Event itself, Virtual events, and also Hybrid Events.

So, Event is an agenda, activity or certain festival that shows, displays and celebrates to commemorate important things that are held at a certain time with the aim of communicating messages to visitors. Events are activities that can be carried out every day, month or year by an organization by bringing people to a place so that they can get important information or experience as well as other goals organized by the organizers (kajianpustaka.com, 2019).

The Virtual Event is any event that can brings people together at the same time digitally. A virtual event typically happens live over video on platforms such as Zoom, Facebook Live, or Crowdcast and ranges from a small group conversation to a panel, fireside chat, or direct video livestream lecture, demonstration, or class (mightynetworks.com, 2023). During the COVID-19 pandemic, Virtual Events were very familiar with their existence because this concept was a substitute for organizing events which were usually held directly at the venue starting from the vanue, stage, and also the event's visitors.

The Hybrid Event is renewable concept that uses a combination of in-person and digital elements, tailored to each audience for optimal experiences. The concept with face-to-face audiences gain more experience due to the on-site touch that helps the event's existence, whereas virtual audiences can explore event content and make new connections, easily from the comfort of their homes (freeman.com, 2023).

The Prambanan Jazz Festival began to hold its first virtual or online performance in 2020, on 31 October -1 November 2020, which was held within 2



days. They did this so that they could continue to hold Prambanan Jazz as a well-known jazz music event to present several performances featuring Jazz music performances so that its existence would continue to arise in the minds of the people. At that time, the Prambanan Jazz Festival successfully held its event. It was known because when the world was still trying to adapt to the current situation and conditions due to the COVID-19 pandemic, the Prambanan Jazz Festival was still able to reach more than 20,000 spectators from home. Prambanan Jazz Online Festival 2020 which lasts about 120 minutes is a form of the challenge as a result of the COVID-19 pandemic, by changing the concept of the event online, Prambanan Jazz also makes humanitarian donations for event and art workers affected by the COVID-19 pandemic (harianmerapi.com , 2020).

In this special year, in 2022 the Prambanan Jazz Festival held its Hybrid event. The hybrid event they hold is an event concept in which the Prambanan Jazz event is divided into 2 concepts, namely online and offline systems. The concept of online or virtual events is held by utilizing various streaming platforms directly from Prambanan Temple Yogyakarta, through the various online live streaming platforms they provide such as Indihome TV, iKonser Channel, and also through Tiketapasaja.com. While the offline concept is presented directly by implementing health protocols that run systematically and become the standard for organizing an event in the current new normal phase.

The problem with this year's Prambanan Jazz Festival is that because of the concept they present in holding this annual event, where Hybrid Event Management is a renewable event concept in Prambanan Jazz Festival 2022 that Rajawali Indonesia held as the event promoter due to the ongoing pandemic. The Hybrid event concept is here because the event organizers think about how the event can survive even though it is in the COVID-19 pandemic. The presence of a Hybrid Event concept is something new in the event industry itself because it is this novelty that makes event organizers must be able to learn about the system of

organizing events that have rarely even been held before using the Hybrid event concept. Despite concerns over declining in-person attendance rates, data shows that physical face-to-face participation is increasing with Hybrid events. Hybrid events also expand the reach and applicability of event content, enabling companies to find new target markets, gain new attendees/users, and open doors to more business opportunities and engagement (Chodor and Cyranski, 2020:18). So from this, event organizers are trying to adapt again to be able to organize events properly even in the midst of the COVID-19 pandemic which has made boundaries between visitors and also the event taking place.

There are several previous studies regarding the implementation of the event. One of them is the research that has been carried out by Hanum Sekar Kinanti (2021) regarding "Twilight Drive-In Event Management Analysis by Catharsis Live as a Trendsetter for Drive-In Cinema Indonesia in the Covid 19 Pandemic Era" with the results of the Live Catharsis Event in holding the Twilight Drive-In Indonesian Cinema. Drive-In Twilight uses the concept of event management or planning in Goldblatt's opinion. Where the planning is carried out such as conducting research on their competitors, location permits, and finding vendors who want to work together according to the concept that will be implemented by Catharsis Live. Other studies, such as those conducted by Nugroho Adjie, Susanne Dida, and Hanny Hafiar (2016), regarding the event management strategy carried out by Jakarta Goes Pink in expressing the vision of campaigning for breast cancer. The event was organized based on the classification of research planning, design, planning, coordination, and evaluation conducted by Jakarta Goes Pink. Then there are other studies such as what has been done by Riwangga Wildan Pangestu (2018) regarding the Analysis of the Jogja Fashion Festival 2016 Event Management for Strengthening the Image of Plaza Ambarukmo as a Fashion Trendsetter in Yogyakarta. Which describes Joe Goldblatt's event management consisting of Research, Design, Planning, Coordinating, and Evaluation. The purpose of explaining these previous studies is

to explain that there are several studies that use Goldblatt's event management theory in examining what steps have been taken in running an event. This previous research also serves as a reference or support for the research that the writer made in analyzing the management of Hybrid Event events, the concept of which has recently begun to be widely used after the world has started to improve after facing the COVID-19 pandemic, this current condition is commonly referred to as post- pandemic era.

Based on the explanation that has been described above, the writer is interested in conducting this research because the writer wants to analyze how the Hybrid Event is implemented at the Prambanan Jazz Festival 2022 so that it becomes a jazz music event that is unique and different from offline concerts that existed before the COVID-19 pandemic. There are still few previous studies that discuss hybrid events. The novelty exists in the world of this event so the writer want to describe the stages of implementing a hybrid event, therefore this research will be entitled “Analysis of Hybrid Event Management of the Prambanan Jazz Festival 2022 in the Post-Pandemic Era”. Thus, this renewable event organizing system with the hybrid event concept is expected to create a phenomenon and also the latest breakthrough regarding management in an event. The hybrid event is a concept for organizing a new event that is held after 2 years of the creative industry such as the event stopping during its active period. This can be strengthened by what Biaett and Richards (2020:281) said, an event can clearly be shown and influenced both through the personal characteristics of the event visitor audience, as well as the contextual elements of the event that occurred, one of which is the place where the event was held, the design events, and also event execution programming. Another reason why the writer chose the Prambanan Jazz Festival 2022 as the subject the writer chose is that the Prambanan Jazz Festival 2022 is known as an event that has revived by holding its events offline after the COVID-19 pandemic ended and the PPKM period (Enforcement of Restrictions on Community Activities) began to level down from level 3 to level 2

starting April 19, 2022 (warta.jogjakota.go.id, 2022), but still implementing supervision of the implementation of the health protocol.

According to the data obtained, there are indeed many Hybrid events in Indonesia that will be held starting in 2020-2021, such as similar music festivals such as the MTV World Stage Indonesia 2020 which takes place virtually, and the Jogja Violin Fest 2021 (indonesia.travel, 2022). But from the hybrid event referred to in the event Previously, all spectators continued to watch the event from home via the online channel that the program used, it's just that the event was held on the spot, not the audience. So that at the beginning of 2022, the Prambanan Jazz Festival 2022 is a hybrid event that organizes the event directly on the spot, with viewers who can watch live on the spot or through their live streaming.

Based on the description and elaboration that the writer has done above, the topic regarding the implementation of the 2022 Prambanan Jazz hybrid event is interesting to discuss, so the writer has formulated the title, namely "Analysis of Hybrid Event Management of the Prambanan Jazz Festival 2022 in the Post-Pandemic Era".

In this study, the writer used descriptive qualitative methods. The writer conducted interviews with parties who have a role and contribute directly to the Hybrid Event Stage conducted by the Prambanan Jazz Festival 2022. Research interviews were also conducted with experts in the world of events, as well as observation and collection of literature data related to the Prambanan Jazz Festival 2022.

## **1.2 Research Focused**

The research focus of this study is the Analysis of Hybrid Event Management of the 2022 Prambanan Jazz Festival in the Post-Pandemic Era.

### 1.3 Research Identification

Based on the research background that has been explained above, the writer raised 5 problem situations which will be described as follows:

1. What are the **Research** stages of the implementation of the Hybrid Event in the Prambanan Jazz Hybrid Festival 2022?
2. What are the **Design** stages of implementing the Hybrid Event in the Prambanan Jazz Hybrid Festival 2022?
3. What are the **Planning** stages of the implementation of the Hybrid Event in the Prambanan Jazz Hybrid Festival 2022?
4. What are the **Coordinating** stages of the implementation of the Hybrid Event in the Prambanan Jazz Hybrid Festival 2022?
5. What are the **Evaluation** stages of the Hybrid Event at the Prambanan Jazz Hybrid Festival 2022?

### 1.4 Research Objective

Based on the explanation of the problem formulation above, the research objective that the writer wants to find from this research are:

1. To know the **Research** stages of the implementation of the Hybrid Event in the Prambanan Jazz Hybrid Festival 2022
2. To know the **Design** stages of the implementation of the Hybrid Event in the Prambanan Jazz Hybrid Festival 2022
3. To know the **Planning** stages of the implementation of the Hybrid Event in the Prambanan Jazz Hybrid Festival 2022
4. To know the **Coordinating** stages of the implementation of the Hybrid Event in the Prambanan Jazz Hybrid Festival 2022
5. To know the **Evaluation** stages of the implementation of the Hybrid Event in the Prambanan Jazz Hybrid Festival 2022

## 1.5 Research Benefit

### 1.5.1 Theoretical Benefit

Theoretically, this research is expected to be useful for deepening and expanding communication knowledge and knowledge about Event Implementation, especially in hybrid events. This research is also expected to contribute and as a reference in research in the field of Communication Studies. Especially those related to the implementation of hybrid events.

### 1.5.2 Practical Benefit

Practically, this research is expected to be used to develop a better Hybrid Event Management strategy at Prambanan Jazz in the future. This research is also expected to be a reference and advice to organizations that will organize Hybrid Events.

## 1.6 Research Time and Periods

The table below is a breakdown of the time and period of research that writer will do:

**Table 1.2 Time and Period of Research**

No	Tahapan	Tahun 2022										Tahun 2023	
		Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	
1	Submission of Topics and Titles												
2	Preparation of Chapter I to Chapter III												

3	Desk Evaluation											
4	Revision of Desk Evaluation											
5	Preparation of Chapter IV to Chapter V											
6	Thesis Defence											

Source: Research Processed Results, 2022

### **CHAPTER I INTRODUCTION**

This chapter contains the background, problem identification, research objectives, benefits of research, time and period of writing, as well as writing systematics.

### **CHAPTER II LITERATURE REVIEW**

This chapter contains a Literature Review on Communication, Marketing Communication, Events, Event Management and Event Characteristics of the 2022 Prambanan Jazz Festival, Hybrid Events. By using this literature, a series of stages will be formed that will produce a theoretical research framework to be used as the basis for this research.

### **CHAPTER III RESEARCH METHOD**

This chapter contains the research method approach that writer use, the place and time of research, data collection techniques, data collection methods, and data analysis.

### **CHAPTER IV RESEARCH RESULT AND DISCUSSION**

This chapter contains data analysis and a discussion of research results.

### **CHAPTER V CONCLUSION AND SUGGESTION**

This chapter contains conclusions regarding the Analysis of Hybrid Event Management of the Prambanan Jazz Festival 2022 in the Post-Pandemic Era based on the stages of the Event Management Planning Process from Goldblatt