

ABSTRACT

Bandung Philharmonic is an international standard orchestra symphony with a varied presentation of masterpieces, from classical music masterpieces to the work of archipelago composers at each concert. In order to realize the international standard orchestra concert required a good management system to pre-production process, production, and post production run smoothly, which is supported by attention to several aspects such as planning, organizing, and controlling.

This study aims to determine the operational management system and operational workflow in Bandung Philharmonic, with subvariables that include ten operational management decisions.

This research is a qualitative research with descriptive presentation. Sources of data in this study are executive director, music director, artistic director, and chairman of the foundation. Data obtained by interview, observation and documentation. Data validity technique in this research use triangulation of source and method.

The results show that the operational management at Bandung Philharmonic has not been fully implemented in accordance with the existing theory, from ten operational management decisions there are only a few that have been run accordingly, namely: product design, design process, supply chain management, inventory management, and location strategy.

Based on the results of the research, then to realize a good professional orchestra concert can be done by improving its management system which includes human resources and job design, maintenance, and organizational workflow.

Keywords: Operational Management and orchestra.