

ABSTRACT

Paskal 23 as a fashion thematic mall in Bandung read the needs of target market by holding an annual event, 23 Fashion District, which holds for 3 days, since 2017 till present. This event is expected to strengthen the Paskal 23 tagline, "inspiringly yours", by giving special inspiration in the fashion sector. The successes of this event is very depend on a good management in coordinating the implementation. This study was meant to describe and analyze the event management strategies undertaken by 23 Paskal in organizing 23 Fashion District. The method used is qualitative with a constructivist paradigm, with the process of collecting data in the form of library research, interviews, participatory observation, and documentation. The results of this study suggest that Paskal 23 Mall implements event management starting from the research step to determine themes, concepts, and target markets, then the design process begins with brainstorming, gathering ideas from each division and collected into a blueprint, which becomes a guide in the next planning step. The next step, planning, includes setting the timing, space and tempo of work to utilize the best and efficient resources. The coordination step was divided into two communication streams, organizing committee which related to the monitoring process and marketing; and production management which related to the technical process of the event. The final step is evaluation through surveys, direct monitoring, exposure events, and visitor traffic. The event management process implemented by Paskal 23 strongly supports the success of the 23 Fashion District special events.

Keywords: Event Managemet, Special Event, 23 Fashion District, Paskal 23