

ABSTRACT

Angklung Pride is an annual event held by Saung Angklung Udjo to commemorate the ratification of angklung as intangible cultural heritage from Indonesia. Angklung was legitimated by UNESCO as an intangible cultural heritage of the world from Indonesia on November 16th, 2010. UNESCO gives four pillars that must be realized, those four pillars are preserved, promoted, protected, and perpetuated. Saung Angklung Udjo held this event specially because Saung Angklung Udjo is one that develops angklung in West Java and helps angklung to be legitimated by UNESCO. The data was acquired by deep interviews, observations, and documentation process. This research uses a construct paradigm because the writer wants to know how the management event process that Saung Angklung Udjo has done. The writer will interpret the information by informant so the writer can make a result that is needed. In this research, the writer uses a case study approach, because the writer uses several data sources to research, analyze, and explain systematically. The objectives of this research are to obtain a deep understanding of the event management process of Angklung Pride by Saung Angklung Udjo using five stages of event planning by Joe Goldblatt, those stages are research, design, planning, coordination, and evaluation. The result of this research explains about event management that Saung Angklung Udjo has done that can support the realization of the four-pillar that UNESCO gives to angklung.

Keywords: *Event Management, Angklung Pride, Saung Angklung Udjo*