

ABSTRACT

The Drive-in Senja event is an entertainment event with the concept of a drive-in cinema and walk out city with an 80's theme organized by Katarsis Live as the event organizer. Drive-in Senja comes with entertainment in the form of watching movies in a car with a maximum number of passengers half the capacity of the car parked on a large yard or what can be called a modern stepping screen with audio connected via FM radio frequency transfer in the car. With the concept of walk out city, this events are held in various big cities in Indonesia. The purpose of this research is to analyze in depth the event management carried out by Katarsis Live in the Drive-in Senja event. In this research, the writer using the concept of the event management cycle by Joe Goldblatt is focused on 5 stages, namely research, design, planning, coordination, and evaluation. The research method used in this research is qualitative using a case study approach with a constructivist paradigm. The results of this study explain the event management carried out by Katarsis Live in the Drive-in Senja event to organize, to arrange and to achieve the purpose of this event.

Keyword: Drive-in Senja, Event Management, Event Organizer.