

## **ABSTRACT**

*Economic growth in a rural area really needs more attention, so the INNOVILLAGE event was born with a breakthrough in building a better village. This study was conducted with the aim of knowing the analysis of Telkom University 2020 INNOVILLAGE event management during the covid -19 pandemic. The theory used in this study is the concept of event management described by Goldblatt, this study uses a qualitative approach with a descriptive type of research. The results of this study are: 1) Research, conducting observations first regarding the major obstacles that greatly impact this Covid-19; 2) Design. By using a design that gives an idea to the audience that village development in the economic and social sector can develop by conducting brainstorming and mindmapping stages to get the attention of the participants; 3) Planning. The committee formed the planning of this INNVOILLAGE event by forming digital talent now and in the future for students; 4) Coordination of the committee, participants, sponsors and media partners using social media such as Whatsapp, Line and Zoom Meetings. 5) The results of the evaluation at the INNOVILLAGE event received a positive response from the participants and gave a great knowledge impact for the participants. This study uses a qualitative method with a descriptive type of research,*

**Keywords:** *events, event management, INNOVILLAGE, pandemic covid – 19, public relations*