

ABSTRACT

This research was conducted to find out the planning flow related to the Sports Week (PEKOR) event, Faculty of Communication and Business, Telkom University and to find out the obstacles or obstacles that occurred during the implementation of the PEKOR event in the form of an online e-sport tournament during the COVID 19 pandemic. The purpose of this study is to determine the planning of the PEKOR event from the beginning of planning to the end of the event, and to determine the function of the role of public relations in the PEKOR event. The theory used in this study is the event management concept proposed by Goldblatt which states that there are five stages in event management, namely research, design, planning, coordination, and evaluation. This study uses a qualitative approach with a descriptive type of research. The results of this study are: 1) Research, where the PEKOR committee observes through related digital media that is booming to target the masses so that they can register for the tournament at the PEKOR 2), Design, Basically, with a design that attracts the attention of the masses, the PEKOR committee uses brainstorming and mindmapping stages to be able to attract the attention of the participants. 3) Planning, the PEKOR Committee also prepares event plans according to their templates which have been made before the tournament starts holding a Technical Meeting, and this e-sports tournament is planning B of the PEKOR event. 4) Coordination of the committee, participants, sponsors and media partners using social media in the form of Whatsapp, Line and Zoom Meeting. 5) Evaluation of the PEKOR event in order to get a positive response from participants. Then the committees evaluate themselves on the PEKOR event, so that the mistakes and shortcomings that occurred yesterday will not be repeated in the next PEKOR.

Keywords: event management, online e-sport tournament, public relations, social media, sports week.