ABSTRACT

This study discusses how event management manages the Telkom University Virtual Run 2020 event. This research was conducted with the aim of knowing in detail and in depth how the Telkom University Virtual Run 2020 Event Management Analysis. This study utilizes the concept of five stages of event management Joe Goldblatt (2013) as the basic concept. This study uses a qualitative approach with a descriptive type of research. Data collection was carried out by means of interviews, observations, and documentation at the Telkom University Virtual Run 2020 event. This study uses the concept of five stages of Joe Goldblatt event management (2013), namely 1) Research, where the TUVR 2020 committee observes or participatesdirectly in similar events; 2) Design, determine the concept and theme so that this event is more interesting where the concept of this event is at the same time to celebrate the anniversary of Telkom University with the theme of West Java culture; 3) Planning, planning a strategy to attract the interest of participants, one of whichis to do a live Instagram; 4) Coordinating, where the committees have coordinated with collaborating parties such as sponsors, media partners, and vendors via chat; 5) Evaluation, conduct an evaluation through a zoom meeting after the closing of theevent so that it can be seen what are the shortcomings and advantages of this event to be a record for the next event.

Keywords: Event Management, Telkom University Run, Virtual Run