

ABSTRACT

The Covid-19 pandemic that has hit Indonesia so far has made space for human movement, especially the organization of an event, unable to be carried out normally. Various innovations were created by the event organizers. Event organizers must be able to adapt to existing situations and conditions. One of the innovations and forms of adaptation is the implementation of online events. The 43rd Jazz Goes to Campus Virtual Festival is an online event. To be able to maximize the organization of the event, of course, a good event management process is needed, especially since this event is the first time in its history to be held virtually. Thus, the purpose of this study is to find out how the virtual event management process for The 43rd Jazz Goes to Campus Virtual Festival event. This research refers to the theory of Event Management Process Stages by Joe Goldblatt which consists of 5 stages namely, Research Stage, Design Stage, Planning Stage, Coordination Stage, and Evaluation Stage. The research method used in this research is qualitative using a case study approach with an interpretive paradigm. The results of this study explain how the event management process carried out by the Jazz Goes to Campus committee in the 43rd Jazz Goes to Campus Virtual Festival event to organize and manage the course of the event to achieve the purpose of the event.

Keywords: Covid-19 Pandemic, Online Event, The 43rd Jazz Goes to Campus Virtual Festival University of Indonesia