

ABSTRACT

Yogyakarta Gamelan Festival has been present since 1995, starting from the unrest of Sapto Raharjo as the Founding Father of Yogyakarta Gamelan Festival who feels gamelan music has begun to be abandoned by the younger generation because it is identified with ancient and mystical music so that Sapto Raharjo feels gamelan needs to be preserved more through an event he initiated. Yogyakarta Gamelan Festival event is routinely held every year since 1995, in 2020 and 2021 the event was turned into virtual due to pandemic conditions. The purpose of this research is to find out how the management of Yogyakarta gamelan festival 2021 event virtually during the Covid-19 pandemic. Research methods use case study methods with constructivism paradigms. Data collection techniques are conducted by interviews, documentation, and observations participating directly. The basis of the concept used in this research is the Stage of Virtual Event Implementation by Rubinger, et al (2020) which contains 4 stages, namely Pre-Plan, Plan, Accomplishing, Response and Engage. The conclusion of this study shows that Yogyakarta Gamelan Festival 2021 in conducting virtual event management has many similarities with the concept of The Stage of Virtual Event Implementation by Rubinger, et al (2020), although the management of this event is done by way of declining and self-taught tradition. Since the beginning of this event, this event has remained committed not to take advantage materially.

Keywords: Virtual Event, Yogyakarta Gamelan Festival, Stage of Virtual Event Implementation.