

ABSTRACT

Balik Arah Coffee is a coffee shop that has just moved its location so the owner of Balik Arah Coffee wants to organize an event aimed at inaugurating a new place, building brand awareness for a wide audience, and reviving coffee shops and events during endemic times. Steven Wijaya as the owner of Balik Arah Coffee decided to hold a competition event between baristas in making coffee manually called BATTLE V60. The event organized by Balik Arah Coffee has a national standard with compulsory assessment techniques and open service from national and international jury which is the first to be held in the Bekasi City area, especially Grand Galaxy City. The purpose of this research is to find out how to manage the BATTLE V60 event. The method used in this research is a qualitative method with a case study approach. Data collection techniques were carried out by interviews and observations of the Balik Arah Coffee social media. The basic concept used in this study is Event Management by (Goldblatt, 2013), which contains 5 stages, namely Research, Design, Planning, Coordinating, and Evaluation. The conclusion in this study is that researchers conducted research on the BATTLE V60 event organized by Balik Arah Coffee using the Event Management concept put forward by (Goldblatt, 2013), even though the event organizer team still has to pay attention to the evaluation for the next event.

Keywords: Event, Event BATTLE V60, Balik Arah Coffee, Event Management