

ABSTRACT

One form of event that has the most interest in Indonesia is music concert events. The Covid-19 pandemic has brought all kinds of activities in the field of events to a halt for connoisseurs, organizers, and stakeholders involved in the field of events. As a result of the pandemic, various companies in the field of events have come to a standstill and even went bankrupt because they could not organize events. However, after the pandemic ended, one of the first concerts held in Bandung was the Dewa-19 People's Party Concert. This research aims to find out the stages of MCM Live Production's event management in organizing the Pesta Rakyat Dewa-19 event. This research refers to the concept of Event Management Stages by Joe Goldblatt with 5 stages namely Research, Design, Planning, Coordination and Evaluation. The research method used is Qualitative Method with the approach of Case Study. The case study used is the Pesta Rakyat dewa-19 Bandung Year 2023 organized by MCM Live Production. The stages carried out are in line with what is stated with Goldblatt's concept but with a slight difference where in organizing this event, the Design and Planning stages become the same stage.

Key Points: *Event Management, Covid-19 Pandemics, MCM Live Production, Dewa-19*