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EVENT MANAGEMENT ANALYSIS OF STUDENT SPORTS

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Abstract

The purpose of this research is to find out the planning of the Student Sports Event (PORMA) event from the beginning of planning to the end of the event and to find out the function of the role of public relations at the PORMA event. This research uses a qualitative approach with descriptive research. The results of this study are: 1) Research, where the PORMA committee made observations through digital media related to things that were going viral; 2) Design, basically with a design that attracts mass attention, the PORMA committee uses the brainstorming and mindmapping stages to be able to attract the attention of participants; 3) Planning, the PORMA committee also prepares the event design according to their template that has been made before starting the tournament by holding a Technical Meeting, and this e-sports tournament is planning B of the PORMA event; 4) Coordination of the committee, participants, sponsors, and media partners by using social media in the form of Whatsapp and Zoom Meeting. 5) Evaluation of, the PORMA event to get a positive response from participants. Then the committee evaluated themselves at the PORMA event so that the mistakes and shortcomings that occurred yesterday would not be repeated at the next PORMA.

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INTRODUCTION

Entering the digital era, changes not only occur in the speed of information distribution but also the social environment to children's playing patterns (Akbar & Rizki, 2021). Traditional games such as petak umpet, congklak, and egrang are now rarely played, some even do not recognize these traditional games (Wijaya, 2021). The internet with all its dynamism can create more modern games, where currently many games are made and become Electronic, then developed through Electronic Sport (E-Sport) tournaments (Marmer, 2013). Technology in the 90s has improved very rapidly (Widodo et al., 2020). So, the game tournament developed into an online tournament and made the online tournament an E-Sport industry (Irliani & Diniati, 2021) (Iqroni, 2022) (Setiawan et al., 2022).

BEM STOK Bina Guna is one of the university-level student organizations that is quite active in organizing e-sport competitions with the activity title "STOK Bina Guna Student Sports Week (PORMA)" (Mulyana, 2021). PORMA is held once a year to strengthen ties with other campuses (Sukarmin, 2010). In 2020, this event was held in November. However, this year PORMA must be held virtually because the COVID-19 pandemic has not ended and tends to increase, especially in the city of Medan (Saputra & Sepdanius, 2019). This triggered the PORMA organizers to think of innovations so that the event could continue to run (Ananda et al., 2022). Therefore, the organizers decided to hold PORMA online to avoid crowds (Priyono, 2012) (Setiawan et al., 2022) (Iqroni, 2022).

Event management is a planning activity to gather a group of people with the purpose of celebration, education, reunion, and coordinating the supervision and realizing the presence of an activity (Yudhistira & Diniati, 2021). In this case, event management can be realized directly and will be an interesting thing for a group of people to do (Marwan et al., 2018). Event management is also carried out to enliven an ongoing activity and strengthen the relationship with the people around (Pranata et al., 2023) (Iqroni, 2022) (Setiawan et al., 2022).

The reason the researcher took the topic related to the PORMA event was because the transition from futsal and petanque tournaments turned into online which made gaming tournaments (Erta et al., 2023). This is unique in the formation of the PORMA event (Soemardiawan et al., 2019). The PORMA event, which is an art and sports event, was changed to playing games this year (Sunarno et al., 2018). Then, researchers are looking for obstacles and supporting factors from the PORMA event by looking at the SWOT analysis (Goldblatt, 2002). Cheating is a very big thing in this online event, what's more, the event does not conduct video conferences when competing.

METHODS

In this study, researchers used the constructivism paradigm (Creswell, 2010). In the social constructivism paradigm, individuals try to interpret diverse meanings. This research aims to understand social events or events that are characteristic of the constructivist paradigm. The constructivism paradigm is an attempt to understand and explain meaningful social action. The Constructivism paradigm states that reality exists in various forms of mental construction based on social experience, is local and specific, and depends on the parties concerned. In the constructivist paradigm, researchers must obtain facts from several sources to add to the data to be studied by researchers. Researchers use the constructivism paradigm because researchers want to gain an understanding of development that helps the process of interpreting an event. From this paradigm, researchers analyzed an event management study of a Student Sports Week event at STOK Bina Guna.

This research uses a qualitative approach with a descriptive research type (Sugiyono, 2016). The process of conducting qualitative research includes initial considerations, steps or stages in the process, and overall considerations used in the process. In this process, qualitative research has the same general characteristics. The reason researchers use this approach and type of research

is because they want to provide a factual description of Bina Guna's PORMA STOK event management analysis.

The research subject is where the researcher gets the research variable data. The research subject is the most important informant in this research and can go deeper into the research object. This research utilizes the organizing committee, especially the Public Relations of the PORMA event to serve as the research subject. The object of research is a person, object, or activity with certain changes, and these changes are determined and concluded by the researcher. The object of this research is the e-sport tournament event organized by BEM STOK Bina Guna, where this event is one of the virtual events organized by BEM STOK Bina Guna during the COVID-19 pandemic.

The research data collection technique uses observation, interviews, and documentation. Observation is one of the data collection tools in qualitative research. Observing field phenomena through the five senses of the researcher, using instruments or equipment and recording them for scientific purposes. Researchers made observations to dig deeper related to the planning of the PORMA event.

The interview technique in this research was carried out using a semi-structured method. Semi-structured interviews are an interview process that uses interview guidelines sourced from the topic being developed and provides more flexible questions. Interviews were conducted by directly asking informants to explore and obtain information related to the data needed. The last data technique used by the author is documentation, which seeks strong data from specialized sources of information. What is meant by special sources is data from journals, documentation of activities, and social media posts provided by the organizer.

RESULTS & DISCUSSIONS

Results

The PORMA event has been established since 2012, approximately 10 years the PORMA event has been operating. The purpose of this PORMA event is to accommodate the interests and talents of students in the field of sports and also as a tie between students. However, in the last two years, the PORMA event has only been within the scope of STOK Bina Guna, which is only followed by the STOK Bina Guna community, because the event was organized by BEM STOK Bina Guna. However, in the last two years, starting from last year until now, the PORMA event has been open to the public, meaning that not only STOK Bina Guna students can take part in the tournament, but students throughout Medan City and even outside North Sumatra Province have participated.

For 2019, the PORMA event was open throughout Medan City because the PORMA event was held offline which involved futsal and petanque tournaments, and was held before the pandemic. During the implementation of 2020, the PORMA event was opened to all students in Indonesia, especially external students outside the city/district of Medan. The expansion of the open target participants is because since 2020 during the pandemic, the PORMA event has been held online, and the tournament held is e-sport, which changes all tournament concepts, which the chief organizer and event division of the PORMA event said that: "This PORMA event changed the concept drastically from a futsal and petanque tournament to an e-sport tournament. This is due to the pandemic which makes it impossible to create a large crowd of people. This e-sport tournament is Plan B for the PORMA committee if the PORMA event cannot hold futsal and petanque tournaments. The e-sport tournament itself is divided into 2 branches, namely the PUBG tournament and mobile legends.

Discussions

The PORMA event organizers have prepared to attract the attention of many participants who will take part in the e-sport tournament at the PORMA event. In the interview, the event division said "For the target participants of the PORMA participants in the PUBG tournament there are 25 teams and for the mobile legends tournament there are 16 teams."

The target set by the PORMA committee has reached the limit, even the word from an event division said it had exceeded the registration limit and many wanted to register for the PUBG and Mobile Legends tournaments. The participants were not only students from STOK Bina Guna and not only from Medan, but all provinces also participated in the PORMA event e-sport tournament. In creating an event, you will establish a relationship with a media partner. Based on the interview it was said that "In establishing relationships with media partners, each media partner usually has a contact that can be contacted. We get these contacts from those listed on the partner's social media. After getting the contact, we contacted him to propose cooperation. Then the media partner will provide rules on how to work with them. When an agreement is reached, we just have to carry out and accept the agreement that has been made."

The PORMA event also has its characteristics "The characteristics of the PORMA event itself are that we hold this tournament for the participants are not limited by age, so for all groups, we can also take part in this tournament, starting from those who are still in school, those who are still in college and even those who are already working there are those who take part in this tournament so we are open to the public, so anyone can take part in this tournament."

In this case, the PORMA event does not look at age in finding participants. However, this PORMA event prioritizes students from outside the STOK Bina Guna campus to take part in the e-sport tournament. This year PORMA takes the theme and concept of the Viking nation where "The theme of PORMA STOK Bina Guna 2020 is the theme of "erobreren av have" which means the conqueror of the ocean, Erobreren Av Havet comes from Norwegian which means the conqueror of the ocean where Norway is where the Vikings are, Vikings are a nation of ocean explorers who have high courage and enthusiasm to be able to conquer the oceans, and it is likened to us in the concept that can be implemented into PORMA that the theme of Erobreren Av Havet all PORMA committees even though in a pandemic, we can carry out this event successfully. "

This theme and concept is inspired by the Viking pirates who were the conquerors of the ocean. Therefore, the entire committee must have high ambition and enthusiasm like the Vikings, even though the PORMA event was hit by the COVID-19 pandemic, the committee must remain enthusiastic and fight all the obstacles that exist so that the PORMA event runs successfully and satisfactorily. In creating an event, you also have to create a mind-mapping concept where the event must be structured in running it. Irfan said in an interview that "For the PORMA event, we use the concept of mind mapping because in our event we have to organize first, we have to find first what are the problems we will face, then what obstacles we will go through too, then later we make it, how do we solve these obstacles, Yes, we have to discuss it with all the committee too, not only the core team but all division members too, we have to coordinate with each other and I also as the chief executive also make mind mapping, I first map out what the obstacles are, after knowing the obstacles, we discuss with the core starting from the head of the new division, Habid, we have discussed it, then executed it with the division members if they have obtained the results of the discussion. "

For the implementation of the PORMA event, the time is held for 2 weeks which is carried out from November 13, 2020, to November 22, 2020. In the PORMA event proposal. for the first week, a PUBG tournament was held and for the second week, a Mobile Legends tournament was held. For registration, Irfan had previously been asked through pre-research where registration for this e-sport tournament was opened from October 10 to November 10, 2020. For the venue, the organizers gathered in Medan and gathered in a residential area around the campus to coordinate with each other, and for participants to do at their respective homes.

"So before we hold the tournament, we hold a Technical Meeting first, where we provide the rules when competing in the PORMA tournament and agreed upon by all PORMA participants. And at the technical meeting, the people in charge of the tournament provide a complete schedule to the participants. Then when the day of the match starts we can only sound to the participants through a group containing team representatives to prepare for the match, and

all teams must be present at the game approximately 15 minutes before the match starts. If it is more than 15 minutes, it will be declared a WO or forfeit."

The purpose of the Technical Meeting is to make regulations on what is allowed during the tournament and what should not be done during the tournament. These rules must also be agreed upon by the committee and participants, if some regulations or rules are not pleasing then participants may provide suggestions so that no party is burdened. Technical Meeting takes place H-1 before the tournament takes place. The Technical Meeting not only negotiates regulations for the tournament, but also provides information regarding the schedule for participants who will play on that day. The Technical Meeting took place via Zoom provided by the PORMA event committee. During the tournament, live streaming was held by the PORMA committee which was broadcast via the BEM STOK Bina Guna YouTube channel. There is a live broadcast of the ongoing competition and this is one way to attract the attention of participants and other audiences to get to know more about the PORMA event.

To communicate among organizers, participants, and media partners using social media such as WhatsApp and Line as well, if for core and plenary meetings using Zoom meetings. In this case, the way to coordinate the committee, participants, and media partners who participated in the PORMA event. For the flow of communication is "The way of communication is horizontal, for example from the staff who want to convey opinions through the head of the division and then the head of the division conveys to the chief executive."

To do promotion, of course, use social media such as Instagram to post a poster related to the PORMA event, and all committees are required to share the poster to attract more masses, then share it to other social media such as Whatsapp and Telegram groups.

In creating an event, there must be many obstacles, obstacles that often occur are miss communication with fellow committees, or from the committee to the participants and also the committee to media partners. In this case, due to the online tournament, more obstacles have sprung up such as "The obstacle when creating the PORMA event is because there is this covid pandemic, The obstacles are also lack of communication, the difference between face-to-face communication and communication via cellphone or laptop is definitely going to be different, there will definitely be such a thing as miscommunication, and we also have difficulty finding sponsors, namely because of this pandemic, there are also many companies that want to go out of business or companies that are losing money, so they refuse to work with us, and there is also a network problem because at that time on the second day of the PUBG tournament in Medan, it was a rainstorm season so it disrupted the quality of the network so that the connection was down in the room, There were many complaints from the participants that it became an obstacle because this is an online event so many of the organizers disappeared and there was no news. "

In a match there must be such a thing as cheating, in this case, the PORMA event ensures that no one cheats in this e-sport tournament. There is one team that feels aggrieved and says that the opponent is said to be using an illegal program. However, after a long conversation, the aggrieved party could not send proof that his opponent was using an illegal program. As a result, the opponent was not disqualified due to a lack of evidence regarding the illegal program.

At the end of the event, the committee conducted an evaluation where the committee gave their complaints when running an event. The response given by the PORMA committee was positive where "The response of the committee is the same, all of us from the beginning have a basic from tournaments in the field of physical sports so that on average all of the PORMA committees who register, they understand about sports so few understand about this e-sport tournament, so we also lack Human Resources. We also actually learn a lot from other tournaments by participating in events from other tournaments and we also hold simulations. We simulated almost 6 times holding simulations that we used to hold offline tournaments suddenly turned into this, we can't just do it carelessly. We must have careful preparation too. All committees also feel dizzy and feel burdened, especially the event division and the publication

and documentation division, the event division has to change the total concept and the publication and documentation division has an additional task, namely making live streaming."

For solutions to communication barriers, it must be more intense to avoid miscommunication and more frequent communication between the committee as well as communication to participants, the point is to communicate frequently so that there is no miscommunication.

In this case, event management with HUMAS is very related, and the function of HUMAS at an event is very important, because public relations is the bridge to the audience and the media and sponsors. Because the task of public relations is to raise the image of a unit and must be able to attract attention to the audiences out there. As is known, the task of PR at the PORMA event is where "Public Relations at PORMA is tasked with disseminating information about PORMA to the general public. So it is hoped that when people find out about PORMA, they will be interested and register for the tournament."

The way the PORMA public relations division disseminates information about PORMA is by cooperating with media partners, and then looking for various media partners to work with PORMA in disseminating information about PORMA. The media partners that PORMA public relations are looking for are divided into two, namely internal STOK Bina Guna (consisting of BEM, HIMA, UKM, and others), and external STOK Bina Guna (consisting of well-known city accounts, BEM / HIMA / UKM accounts from campuses outside STOK Bina Guna media partners specializing in competition info, and others). After all the requirements given by the media partner have been met, the PORMA event poster will be posted on the media partner's accounts by the agreement.

CONCLUSION

Based on the results of the research that the researchers described, it can be concluded that the PORMA event was held to accommodate the interests and talents of people in Indonesia so that they could be channeled into the field of e-sports. Basically, a lot of young people like to play online games, so many are interested in participating in the e-sport tournament from this PORMA event. The PORMA committee applies the concept of event management where there are five stages in shaping an event. The first stage is to conduct research which is looking for tournaments that are booming and are in great demand by participants. The second stage determines the concept and theme, where the theme chosen is Erobren Av Havet which comes from Norwegian and means "conqueror of the ocean". The third stage is planning, where this e-sport tournament is a backup plan for the PORMA event, the first concept is a Futsal and Petanque tournament. The fourth stage is coordination carried out by the committee with participants, sponsors, and media partners through three social media, namely via WhatsApp and Zoom meetings. In the last stage, namely evaluation, the organizer received positive feedback from participants who did not expect the PORMA event to register outside the city/district and even province.

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