

EVENT MANAGEMENT ECONOMIC'S CARE DAY AT SDN 114/VI BANGKO VII, MERANGIN, JAMBI

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Abstract: This research aims to explore event management students as the Event Organizer (EO) on event entitled Economic's Care Day (EcoCD) in one of the partner school i.e. SDN 114/VI Bangko VII, Merangin Jambi, Indonesia. The research was conducted using qualitative approach through the method of the analysis of the Constant Comparative Method advanced by Glaser & Strauss. Research on object management event in Economic's Care Day (EcoCD) implemented by the students as the EO independently. The subject of research as well as EO is the entire Economy education study program students in STKIP YPM totally 73 people. All students that have graduated the courses certainly the introduction of management. Research data obtained through several instruments, namely; participant observation, interviews and review of documentation. Based on the results of data analysis confirmed that the ability of management student belongs to is quite good. This can be proved not only by the successful holding of the event in accordance with the planning, but very high enthusiasm of the participants of the event that follows a whole series of events from start to the end. In addition, the indicator success of event organized by students as the EO is when they get a satisfaction testimonial from the school and coordinator of the Educational area of Merangin Regency.

Keywords: Organizational Culture, Motivation, Training , Performance.

INTRODUCTION

For students, getting a new field experience is very enjoyable. Realization of theories in a field project, will make them understand directly the theory that they have got. This combination of simultaneous and balanced theoretical and practical models is applied for more optimal mastery of the students ' ability. Mastery of such skills is not only at the theoretical level

but gain direct experience of the field will enrich their knowledge and experience to be trained in finding solutions to the problems they encounter in the world Real. This concept of learning, then known as Active learning term (active learning), which currently is lively was completed by the Ministry of Technology Research and higher education to face the era of industrial revolution of 4.0. The Era of Industrial revolution is characterized by the massive use of high technology in almost all aspects of life. The machine that is then equipped with artificial intelligent that is very likely to be able to shift the workforce of human species to the workforce of robotic species. Nowadays, various fields of work have been successfully replaced by high-tech systems, for example; Ticket sales, banking transactions, food sales, beverages, clothing and other daily necessities. However, there are still some skills that people can master, and not owned by the robots equipped with artificial intelligence. Thus, the indispensable Skill of this 21st century, in addition to digital mastery, the other necessary skills are; Critical Thinking (problem solving), creativity, communication, and collaboration.

Four skills are then become the primary key for the millennial won the competition in this 21st century. So, a lecturer as a profession that has a strategic role in producing graduates who are helpless, so very high competitiveness needs to be designed active learning and effective achievement of the learning outcomes of students. To that end, the model and associated learning active on the lecture courses introduction to Management on economic education courses in STKIP YPM, then became the materials of this research. Where, one way to measure the learning outcomes of lectures based on project based learning in the form of assignment of organizing an event. Students as the Event Organizer (EO) assigned to hold the event in one of the school's educational partners. Students are required to do the planning, organizing, implementing and handed over supervision. The stages of preparation, among others; the theme of the event, location, number and type of audience, content, funding, promotion/publications and reporting activities, and evaluation.

Expressed by Sarinah and Mardalena that the planning or preparation is a series of action set up and consider aspects among others; economic, social, political and other resources related to realize the plan (2017:27)

Students are considered essential management capabilities, while acting as an EO. In addition to individual management ability, leadership, and team building becomes a requirement inevitably in the effectiveness of organizing an event. Management is very relevant in the process of achievement of goals effectively and efficiently. Robbins and Coulter (2016:39) revealed that management is a process associated with the coordination and monitoring of activities in order to complete the activity in an efficient and effective manner. Next, described by Robbins and Coulter, that efficiency is while in the achievement of the purpose of use of resources are minimalist. In the meantime, is effective when task or plan finished so that the goal can be achieved (2012:8).

Meanwhile, according to Priyono, management is a process that transforms inputs into outputs or resource or product either in the form of goods/services (2007:20).

More detail, Goldblatt revealed that management event is a professional group of people collecting activity aims, among others, celebration, education, marketing and the reunion.

A similar view then delivered by Kusuma, management said that the event is an activity gather in one place by conducting a series of activities arranged (2016:3). Goldblatt said further that to the event that is effective and efficient, then at least the stages must be started from; research, design, planning, coordination and evaluation (in Hartono, *et all* 2016:164).

- a. Research; in order to find out the needs of the target market and trend.
- b. Design theme and concept formulation; event through brainstorming and main mapping. Formula include decorations, entertainment, communication strategies taking into account the financial, human resources and the condition of the field.
- c. Planning the formulation of the strategy; to be implemented with include budgeting time, venue, determine work team, invited artists, and sponsors and the entire resources necessary. This stage lasts quite a long time and often occur addition, subtraction, and changes or adjustments to the idea.
- d. Coordinating; the ability of the resource management used in the fill series event. Then the necessary administrative capabilities, internal coordination of teamwork and stakeholder, vendors and sponsors.
- e. Evaluating; Evaluation can be done through review and/or thorough event satisfaction surveys or per session. Evaluation can be done by monitoring the event, or through the telephone media or email survey.

In connection with the event, it is necessary to management skills or resource management so that the event can run smoothly at the same time event objectives can be achieved. For that, Robbins & Coulter said that the series of events started from planning. It is said by them that planning related to the determination of objectives, designing strategies to achieve objectives, develop plans to be integrated and coordinated with a series of activities (2016:248).

There are at least four benefits of planning, namely;

- 1) Planning can provide direction and purpose.
- 2) Planning can reduce uncertainty/doubt.
- 3) Planning can reduce resource waste.
- 4) Planning can be a parameter or access standard.

Robbins & Coulter back say that at least there are two types of planning; strategic plans, used for the achievement of the overall objectives and operational plans, used as a reference in every stage of the event (2016:250).

Because in organizing events required at least some human resources or it can be referred to as the Committee. The Committee consists of some people with different ideas, but has the same purpose. Then organizing and teamwork are very necessary (Priyono 2007:42). Goldblatt continued that the event at least consists of three types; leisure, cultural, personal, and organizational events (in Sulistyowati 2016:18).

RESEARCH METHODS

This study was conducted using a qualitative approach through Constant Comparative Method analysis method expressed by Glaser & Strauss. The research object is a management event on Economic's Care Day (EcoCD) which was implemented by students as EO independently. The subject of research as well as the EO is all students of the Economic Education Study Program at STKIP YPM which around to 73 people. All students are confirmed to have graduated from the introductory management course. Research data were obtained through several instruments, namely; Participant observation and interviews.

Research Data is analyzed using the Constant Comparative Method, by going through the stages; Data reduction, categorization, synthesizing, and work hypotheses.

The research informant, among others; Head of economic education, STKIP YPM, principal of SDN 114/VI Bangko VII, director of Bank 9 of Bangko Branch, committee Chairman, committee member, and event participant.

FINDINGS AND DISCUSSION

Based on data obtained then confirmed that the Economic's Care Day which was held on Tuesday June 24, 2019 at SDN 114/VI VII Bangko, Merangin Jambi, Indonesia. The event held for a day, started from 08.00 AM until 12.30 PM. The preparation was carried out by the committee since April 2019. After going through various preparation, coordination and promotion of the Event then implemented according to plan, that is, Tuesday June 24th, 2019. As for the stages of preparation until the execution of the event, as follows:

a. *Research* .

Students as well as also the EO of the subject carrying out research far before the event is implemented i.e. starting on April 8th, 2019. Research has done in order to know the conditions and situation of the location of the event at SDN 114/VI Bangko. This research was carried out by the methods of survey and interviews with school partners. Considering the event was designed, funded and carried out independently by the student as the EO. Then research done more to willingness and EO with the perception of the equations of the school.

At the time of research, the interview was conducted by representatives of the EO directly with the school principles of the SDN 114/VI Bangko VII on Monday, April 8th 2019.

In relation to pre event research, Goldblatt (in Hartono 2016:166) presents at least three types of research, namely quantitative research, qualitative, and or mixed. The Event Economic's Care Day (EcoCD) uses qualitative type research. This is because the required data is not very complicated. The school's willingness to be a major thing is known at research. This is because the event is designed, funded and implemented independently by students who simultaneously act as an EO.

The first research conducted by this EO representative by meeting the principal. Starting research, EO made a presentation related to the event that will be held. The presentation is done by showing the exonation that comes with the event planning video that lasts about 3 minutes.

After the presentation, the headmaster gave a response as follows:

"In principle we are willing. This Event is very positive. Event content can be discussed leisurely later on the road only, informal, via Chat. This plan we welcome, and surely we support, because the event is edutainment that can hone creativity and introduction of entrepreneurship early to the students "

On the next occasion on April 15th, 2019, a representative of EO re-researched. This time the data that want to be excavated more to the number of participants, condition of location (outdoor), hours of entry and exit of school, activities/school agenda. Another important Data to be excavated is the potential date of event implementation.

The school principal in his interview reveals:

"The school would be less Agenda was at the end of the exam, called by Classmeeting, which took place from 24-28 June 2019".

Based on the results of the discussion, the implementation of the event is very potential held on Monday on 24 June 2019. Research conducted by the next EO on 22 April 2019 focus discussion on event content. EO asks school response and suggestion related to the event series.

"Based on the previous presentation, we agreed with the rest of the event. It is ensured that students will be very enthusiastic, considering this is the first edutainment event in our school. What makes this special event is, EO, the concept and the pure funds of the students. Amazingly inspiring".

b. Design.

Event planning then continued with the design stage. After data needs, concepts and other preparations, the EO begins to design the event more concrete. EO starts design the name, theme and icon of the event. Based on the discussion with the head of the Economic Education (PE) STKIP YPM on April, 29th 2019, the Event was named Economic's Care Day or later abbreviated to EcoCD. Chief of Economics study program gave response to the EO plan, as follows:

"This is the first event in the history of the establishment of YPM STKIP that designed, implemented independently and professionally by economics education students. I strongly support this event, and we will facilitate. Use the word Economic education and orange color, as the color of the Economics program.

The event concept is explained by the committee chairman, Frandi Suntoro, as follows:

"Our idea is to give an introduction to entrepreneurship and hone the creativity of students through some content, among others; Entrepreneurial, team building games, and environmental care. In addition, our EO team agreed to be given the name White Team, so that later EO dress code will use white color".

The design process according to Goldblatt (in Hartono, 2016:167) begins with brainstorming between EO White Team members in discovering interesting ideas and themes. These early ideas then collapse into the mindmap for a conceptualized and realistic idea. Mindmap is done by linking ideas with 5W 1H question (what, when, where, who, why and How) to help develop the idea of the event concept.

Based on special event categories in Goldblatt (2014:16), EcoCD is a leisure event, but nevertheless, the series of events still have educative content or known as edutainment. The educative content is an introduction about entrepreneurship by making simple cake processed but economic value. Participants were invited to make "chohochip" then asked to sell it to fellow friends, teachers and school employees. The sales will then be calculated, the highest sales gainers will be rewarded. Other educational content is participants are invited to care about the environment by making a simple hydroponic plant using used bottles.

c. Planning.

Mature planning becomes a reference in preparation, implementation to an event evaluation. Planning according to Cutlip, et al is drafting a series of events that consider the fact data of the field, policies, procedures, themes and ability of funds and support of the related parties (in Hartono, et al 2016:167).

The Interview with Dr. Sarinah, M. Pd as chairman of Prodi PE said that:

"The Event is packed with interesting content that is educational yet enjoyable. For example, important educational games are introduced in order to teach participants about the cooperation".

As such, the EO must plan the event by packing it to be attractive but still educating. Goldblatt added that there were no three things to be planned, namely: time, place, and tempo. Therefore EO EcoCD has planned as follows:

1) Time

The planning of EcoCD event has been started from April 2019 to mid-June 2019. So the EO has a long enough time to do the planning. In this stage use EO to plan the types and shapes of events, as well as the parties involved.

2) Place

In connection with the venue, EcoCD is held by one of the partner schools, SDN 114/VI Bangko VII. EO has already researched and asked the school's willingness to be the location of EcoCD events. Event is outdoor activity, so the field of SDN 114/VI Bangko VII become venue event. This location is considered representative in accommodating all participants with a series of outdoor activities.

3) Tempo

Tempo is related to work rhythm. As the EO has a preparation time of around two months more than work rhythm and coordination are judged quite 'relaxed'. This is made easy with the help of online communication technology. So that coordination with all parties is easy to do anywhere and anytime.

d. Coordinating.

EcoCD's event management involves students ranging from 73 people assisted by the lecturers and officers of the student Prodi. The Committee was headed by Frandi Suntoro sixth semester student. Then, the core Committee was assisted by secretaries and treasurer as well as six-man field coordinator; Gymnastics, games, entrepreneurship, hidroponics, documentation, and public relations.

Coordination is carried out with a variety of methods, both internally and externally, among others: meetings, simulations, and discussion via WhatsApp Group (WAG).

"WAG is very easy to coordinate, during the bustle of each student. Even with the school head, he is pleased to be contacted via WA, if it is not possible to meet face to face", said Frandi Suntoro.

e. Evaluating.

Based on the results of the evaluation during the activity, several phases of evaluation can be categorized as follows:

1) Preparation Stage

Preparations were made from April 2019 to mid-June 2019. EO faced the biggest obstacle of coordinating with all members of the EO ranging from 73 people. The constraints occurred because the team members were large enough to come from three different generations, ranging from two, four and six semester students. The student is busy with each lecture schedule, so while the huge simulation of the whole member is never realized. If students are present but do not come on time simultaneously, because they have different lecture schedules in each class and each generation.

"Our class can not participate in the simulation if held Dihari-hari we lecture from Monday to Wednesday we lecture solid", said Bari Ramadani, one of the two semester students.

Several simulation events are used for holidays that are on Saturdays and Sundays. However, this is not a matter of obstacles. This is because as students are Ngekos, and on Sunday they use to go home their parents are completed their respective pages. So that the students who can attend not maximum.

"Monday on Friday we stayed at rent room, so Saturday and Sunday we back home in the village. Sunday afternoon we go back for a Monday lecture", said Bedriyanti student from outside the city, Sungai Manau.

So for the solution, the chairman of EO advised each field to set the preparation in the respective fields first, then done twice the simulation with the entire members.

In H-1, all members of "compulsory" follow the resident rehearses at SDN 114/VI Bangko VII.

2) Implementation Stages

At the stage of implementation in general there is no obstacle means because the event runs quite smoothly, according to planning. Only, when the opening is underway that starts right at 08.00 AM, for a moment a power outage occurs. Genesis lasts about 3 minutes, while the agenda of the welcome and the opening of the EcoCd event is officially by the chairman of STKIP YPM which in this case is represented by the vice chairman of the academic field, Dr. Mardalena.

"At the beginning I greet the participants with a loud voice without the help of mic because the power goes out. So I chose to stand under the podium, closer to the participants so that the sound can be heard by all participants numbering approximately 210 students. However, it was about 2-3 minutes later the electricity came back and I returned to the stage continuing the reception and opening the event officially, said Dr. Mardalena when interviewed by one of the documentation division.

In general, the event runs very smoothly, and participants are very enthusiastic to follow the entire series of events from 07.30 AM to 12.30 PM.

"We are very grateful and flattered because the EcoCD event is held in our schools. Alhamdulillah event went smoothly so there was no correction from us. Thus we are very impressed and hope this event can be done at least the annual agenda ", said the principal Andri, S. Pd during interview by EO Field documentation, Misbahuddin.

3) Reporting Stages

Post-event, most of the EO members have carried out its duties. Just left for the field of documentation and the Secretary alone who are working to complete the report on both the activity report and the realization of the use of funds to then will be dikaporkan to the responsible event namely the Chairman of the Economics study program. Because all financial transactions and activities are well recorded during the activity so that there is no significant constraints.

"All the shopping notes are ready then it is not difficult for me to prepare the report on the realization of use of funds", said Siti Nurniawati as treasurer.

Likewise with members of the documentation field. They are tasked with documenting all stages of events, both photos and videos. The documentation must be published using student social media. Because the event has been documented, so that it does not suffer any significant constraints. They just have to do the editing, because their publication video is limited to just a maximum of 3 minutes.

CONCLUSION

Based on the data and results of the confirmed research analysis that the EO has carried out all phases in the management event so that the event is carried out well and smoothly according to planning. It is characterized by the testimonials submitted by the school, among others;

Principals, teachers, and students. In addition, the sponsors give their appreciation to this event in the form of giving donations.

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