

EVENT ORGANIZER STRATEGY OFFSET PRINTING DYNAMICS AS AN ENTERTAINMENT SERVICE PROVIDER

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Abstract:

This study aims to find out how the event organizer strategy Dinamika Offset Printing as an entertainment medium. As a theoretical basis in analyzing the problems in this qualitative research, theories about strategy, marketing communications and event organizers are used. The data collection technique used in this study is descriptive analysis method, namely interviews and observations and has primary data, namely the leader of the LPM Dinamika UIN SU Company and secondary data, namely the accountability report of the company division. The results of the research show that the event organizer strategy carried out by Dinamika Offset Printing is to notify their services through the events they create as well as promotions through social media.

Keywords: *Strategy, Event Organizer, Marketing Communication*

Introduction

In today's entrepreneurial world, it is inseparable from highly competent business competition between business owners who run businesses in similar fields. Various types of businesses and business owners at this time are not only owned and run by individuals or groups of people who are in the community both in large and small scope. Entrepreneurship can also be built in a campus environment where there are various kinds of activities and needs both inside and outside the campus. Entrepreneurship is a skill in making something different and new (*create new and different*) through creative thinking and innovative action in creating opportunities¹.

Dynamics Offset Printing is a business unit managed by the company division under the auspices of LPM Dynamics UINSU. The Company Division in LPM Dynamics UINSU is part of the organizational structure with the aim of building an entrepreneurial spirit and engaging in business. LPM Dynamics UINSU is a student press organization and is incorporated in a student activity unit under the auspices of the campus rectorate of the North Sumatra State Islamic University.

As a student activity unit, it does not rule out the possibility of creating opportunities and entrepreneurship within the campus environment. Dynamics Offset Printing was created and managed as a support for students who are members of LPM Dynamics UINSU in general and company divisions especially for learning and running a business. At the beginning of its formation, Dynamics Offset

¹ Simanjuntak, Mariana, et al. *Kewirausahaan: Konsep dan Strategi*. Yayasan Kita Menulis, 2021.

Printing ran a business in the field of promotion and printing. This is in line with the student activity unit because there are publications and the need to print in their activities.

At this time Dynamics Offset Printing is running its newest business in the field of event organizers. According to Siva et al *event organizer* is a business in the service sector that is officially appointed by the client as the organizer of a series of events, from concept creation, planning, preparation, execution to the completion of the entire series of events, in order to help clients achieve the goals expected through the event².

Event Organizers currently many are found engaged in the entertainment sector such as product launches, music performances, product exhibitions and wedding events³. For entertainment events, they also do not rule out the possibility of being informative, such as seminars, workshops, performances, and competitions. For Offset Printing Dynamics itself in opening service event *organizer* has several factors, namely, the many activities and events that take place on campus so that with the presence of Offset Printing Dynamics it can help students organize events and also in LPM Dynamics UINSU itself often holds various committee events so that members already understand and deepen the concept and no stranger to running event *organizer*.

Event Organizer tasked with gathering and bringing together audiences for a purpose, *event organizer* responsible for doing research, making event designs, planning, coordinating, supervising, and supervising the implementation of an event. Producing and presenting an event is part of the Event Organizer to meet the needs and desires of agencies, people, clients or organizers who have intentions. In order to run successfully and well, the event must go through a series of process stages according to Ratnawati and Shinta⁴.

Therefore, from Ratnawati and Shinta opinion, it can be concluded that the event organizer is a service provider who is responsible for the entire series of events starting from before the event runs until the event is finished with the aim of helping service users achieve their goals.

As well as Dynamics Offset Printing as a service provider event *organizer*, this is a new business that they are running and how they can introduce it to the campus and community environment. What strategy do they use to build and attract clients to use their services, especially since the service provider is under the auspices of the campus and is part of a student activity unit. Is the strategy that they do like service providers in general or have other ways. That is what the researchers used as the formulation of the problem in this study, namely how the strategy event *organizer* Dynamics of Offset Printing as an entertainment service provider?

² Siva, Hilda Ainul, Zulfan Zulfan, and Susmanto Susmanto. "Sistem Informasi Event Organization Pada Cv. Muklis Organizer Berbasis Web." *Karya Ilmiah Fakultas Teknik (KIFT)* 1.2 (2021): 63-76.

³ de Keizer, Donny Perdana. "Event Organizer sebagai Peluang Wirausaha." *Humaniora* 2.1 (2011): 855-859.

⁴ Ratnawati, Shinta. "Analisis SWOT Dalam Menentukan Strategi Pemasaran (Studi Kasus di Kantor Pos Kota Magelang 56100)." *Jurnal Ilmu Manajemen* 17.2 (2020): 58-70.

Strategy

At first the strategy is management and planning in achieving a goal. Strategy is a combination of communication planning and communication management in achieving a goal. Communication strategies in the form of macro and micro have the function of disseminating instructive, informative and persuasive communication messages systematically to targets to obtain optimal results⁵.

The stages of strategy consist of three stages, namely strategy formulation, strategy implementation and strategy evaluation. Formulation of the strategy consists of activities, setting the long-term goals of the organization, making alternative strategies for the organization and selecting strategies to use. Implementation of strategy namely, setting annual goals, formulating policies, allocating resources, changing organizational structures, adjusting production processes and developing effective member resource functions. Strategy Evaluation is to examine the internal and external factors that form the basis for formulating strategies, measuring performance, and taking corrective actions to demand changes⁶.

Communication strategy is part of the steps to organize the implementation of communication operations to be successful. Communication strategy is essentially a management (*management*) and planning (*planning*) in achieving a goal. A communication planning expert, Middleton makes a definition of communication strategy by revealing that communication strategies ranging from communicators, messages, media, recipients, to influences are designed to achieve optimal communication⁷.

Marketing Communications

In business communication was initially an important factor in the achievement and success of a business. By having good communication, businesses can offer and sell well-owned services and avoid misunderstandings between service users and service providers. In business activities, such as marketing, of course, requires competent communication, especially to consumers so that the services owned are fully received⁸.

Marketing communication becomes an important role in companies engaged in the service sector. This can be explained that in meeting the needs of life, service users will seek information about brands, products or various types of businesses before using or buying. They will seek information as complete and as detailed as possible according to their needs and desires. Therefore, why do business people need to capture and understand the opportunities that exist in society by establishing good communication relationships with them⁹.

⁵ Alkhajar, Eka Nada Shofa, and Sri Herwindya Baskara Wijaya. "Dinamika komunikasi." (2020).

⁶ Arifudin, Opan. "Manajemen Strategik Teori Dan Implementasi." (2021).

⁷ Milyane, Tita Melia, et al. *Pengantar ilmu komunikasi*. Penerbit Widina, 2022.

⁸ Sudaryono, S. P. *Komunikasi Bisnis*. Prenada Media, 2022.

⁹ Arifin, Nurul Amalia, Asni Djamereng, And Suryani Musi. "Strategi Komunikasi Pemasaran Event Organizer Pt. Tiga Production Dalam Mendapatkan Kepercayaan Pelanggan." *Washiyah: Jurnal Kajian Dakwah dan Komunikasi* 1.3 (2020).

Understanding this phenomenon, understanding the communication process is very important for business people, especially those who serve as public relations within the company. One's job public *relation* is to build a corporate image that influences customer ratings to use company services¹⁰.

Event Organizer

According to Ferdiansyah and Aswar event organizers are responsible for planning, coordinating and executing events such as conferences, conventions, trade shows, festivals and concerts. The event organizer's strategic background or context can vary depending on the event's specific goals and objectives, as well as the target audience and available resources. Some common factors that can influence an event organizer's strategy include¹¹.

Event purpose: Is the event intended to generate revenue, increase brand awareness, educate attendees, or achieve some other goal? The event objective will help define the event type, location and target audience. **Target audience:** Who is this event for? Understanding the demographics, interests and needs of the target audience will help event organizers tailor events to appeal to that audience.

Budget: Event organizers need to consider the costs associated with planning and running the event, such as venue rentals, catering, transportation, and marketing. The budget will also affect the scale and scope of the event. **Competition:** If there are other events in the same industry or location, the event organizer may need to consider ways to differentiate their event and make it stand out from the competition.

Location: Event location can affect the logistics of planning and executing the event, as well as the potential audience. Event organizers need to consider the accessibility, facilities and potential attractiveness of the location. **Timing:** The timing of events can affect attendance, as well as the availability of resources such as venues and vendors. Event organizers need to consider potential conflicts or trends that could affect the timing of the event.

Research Method

In this study, researchers used a type of qualitative research and applied descriptive methods. The Descriptive Method was formed to collect information about events and real conditions that are currently happening. According to Hidayat and Purwokerto the descriptive method is a method used as a benchmark for examining the status of a class of events at the moment, an object, a system of thought, a human group or a set of conditions¹².

The qualitative method itself is research that does not use populations and samples and does not depart from theory but is based on real phenomena. The qualitative research method itself refers to observations or observations made by researchers in which there are research tracings and interviews that are

¹⁰ Filayly, Tri Nurul, and Poppy Ruliana. "Strategi Public Relations dalam Memulihkan Citra Perusahaan." *Parahita: Jurnal Pengabdian kepada Masyarakat* 3.1 (2022): 29-40.

¹¹ Ferdiansyah, Aswar. "Komunikasi Pemasaran Pariwisata di Provinsi Sulawesi Selatan (Studi Kasus: Bidang Pengembangan Pemasaran Dinas Kebudayaan Dan Kepariwisata Provinsi Sulawesi Selatan)." (2019).

¹² Hidayat, Taufik, and U. M. Purwokerto. "Pembahasan studi kasus sebagai bagian metodologi penelitian." *Jurnal Study Kasus* (2019): 1-13.

descriptive in nature using observational data and interview information which until now has led to various in-depth explanations concerning interrelated theories¹³.

In qualitative research the main (primary) data source is data obtained directly at the research location or a place that is the object of research so that the researcher can have precise and accurate information. The data collection and retrieval used the interview method with sources without intermediaries, namely the Leader of LPM Dynamics UINSU Company which has responsibility for Offset Printing Dynamics. The determinants of data sources in the informants will be selected with the appropriate objectives and considerations. The determination of information providers as data sources in research is based on subjects who know the main objectives of the researcher¹⁴.

While secondary data from this study used references to books, journals, statutes and bylaws of LPM Dynamics UINSU, as well as company division accountability reports related to this research. Qualitative methods have a very important thing in exploring data as an effort to understand broadly. Triangulation is a step that is mostly carried out by qualitative researchers such as interviews, observation, documentation, and deepening by validating data in an effort to understand the process, find patterns, themes, models by collecting data that varies widely. The validity of data in qualitative research is the equivalent of a concept validity and reliability in research. Determining the validity of data really needs implementation and inspection techniques, where inspection techniques are based on a number of certain criteria.

In maintaining the validity of the data in this study the researchers used the technique of maintaining the validity of triangulation data¹⁵, namely the activity of re-checking data that has been obtained from informants with three types of triangulation checks, namely time triangulation, data collection technique triangulation, and source triangulation.

Results and Discussion

Dynamics Offset Printing is located at the secretariat of LPM Dynamics UINSU, UKK/UKM building, It.1 located on Campus II UINSU Jl. Willem Iskandar Psr. V Medan Estate Village, Kec. Percut Sei Tuan, Kab. Deli Serdang (20371). Based on the information the researchers obtained from the history of LPM Dynamics and the Company Division, it was revealed that the Company Division was formed during the leadership of Maulana Muhammad Hasan as general leader in an extraordinary meeting in 2010. For Offset Printing Dynamics itself, it began to stand up and run during the leadership of Edo Putra Tanjung as company leader for the 2013-2014 period.

Draftevent organizer itself has been running within LPM Dynamics because it has a committee work program and also organizes internal and external events such as inauguration, what's up with campus dynamics (AKDK), basic journalism

¹³ Wijaya, Hengki. *Analisis Data Kualitatif: Sebuah Tinjauan Teori & Praktik*. Sekolah Tinggi Theologia Jaffray, 2019.

¹⁴ Burhan, Imron, Nurul Afifah, and Sri Nirmala Sari. *Metode penelitian kuantitatif*. Insan Cendekia Mandiri, 2022.

¹⁵ Octaviani, Rika, and Elma Sutriani. "Analisis data dan pengecekan keabsahan data." (2019).

training (PJTD), national student press training (Pena Persma), recruiting new members, journalism classes and so on. Where is the concept event *organizer* which was formed in LPM Dynamics itself in the form of forming an event committee consisting of a chairman, secretary and treasurer of the committee and overseeing several fields including, the fields of events, publications, public relations, equipment, consumption, and documentation.

During the leadership of Agung Prasetya, the Company Leader for the 2020-2021 period, a new business unit was formed, namely event *organizer* where this business is held and managed by marketing. As a start to promote Dynamics Offset Printing as a service *event organizer* they held a webinar with the theme "The Importance of a Communicative Approach in Building a Business" ' which was held on December 30, 2020. In this webinar, a registration fee of ten thousand was charged and this fee was donated and the facilities obtained were in the form of electronic certificates, discounts on Offset Printing Dynamics and knowledge beneficial.

In carrying out the webinar, it can be seen that the purpose of holding the event is as personal branding so that Dynamics Offset Printing can hold events. Draft Event *organizer* increasingly unning and structured during the leadership period of M. Fitrah Hidayat Company Leader for the 2021-2022 Period where *event organizer* formed into a team as the person in charge and the drafter of how the business goes with members from all divisions of the company. When the team was formed, within the company division there was a new business unit, namely DOP Event Organizer.

In promoting the DOP Event Organizer, the company's division creates video content that is posted to Instagram lpm dynamics and dolph dinas where the content explains that they offer Instagram followers and those who view the video as event organizer services at an affordable and reliable price. In the video there is a problem that, "holding an event certainly requires careful planning and concepts. But sometimes we don't have experience in holding an event." And DOP Event Organizer is here as a solution to assist clients in organizing an event. The services offered in the video are in the form of helping and making events such as seminars, webinars, talk shows and also being able to attend events and include moderators, presenters, MCs, or coordinators to ensure the event runs properly. The target of this content is to promote students who want to make good events for organizational, faculty, majors, and coursework needs.

During this period the DOP Event Organizer held 3 webinar events, namely, two entrepreneur webinars where the DOP Event Organizer served as the organizer and one stock webinar where the Risk Taker Community as a client collaborated and used the services of an event organizer. For the first webinar, "Tips for Building an Entrepreneur's Mentality," they used online promotions through social media. To attract potential participants, this webinar uses a presale system and also provides door prizes and this event will be held on September 18, 2021.

The webinar that collaborates with the Risk Taker Community will be held free of charge on September 26, 2021 with the theme "Learning Stocks for Beginners," this theme is very interesting for potential participants because at that time the discussion about stocks was very lively. And the last webinar in the form

of an entrepreneur talk show "How to Achieve Financial Freedom at the Age of 25," the event was held on January 30, 2022 and was held free of charge because it saw the enthusiasm from the event's theme which was also busy being discussed on social media at that time.

At this time the Company Leader is led by Lolita Yoanda for the 2022-2023 period, during her leadership the DOP Event Organizer is still running today and continues to promote her business so that she can be known in the environment and the community and find clients who want to use these services. Based on the information that researchers got from current company leaders, they said that the strategy used was to use online media by making flyers and contacting contact persons for an event to invite collaboration to help make their event a success.

Event organizer there are no bolts for this year, but the DOP Event Organizer collaborates with organizations providing motivational seminars in the city of Medan, namely the "Best Seminar at the End of 2022" in the event the DOP Event Organizer as the driving committee where services are used as, documentation, administration, fencing ayu, operator and consumption. The event was successfully carried out in November

DOP Event Organizer applies a marketing communication mix which in general includes public relations, personal selling, advertising and sales promotion¹⁶. However, the implementation itself is still inconsistent considering that the business unit is not privately owned but managed jointly and under the auspices of the campus. Of course there are still obstacles and limitations in implementing the event organizer strategy because the members also have other tasks to do and are not just focused on that business unit.

The business unit was originally created as a medium of learning and profit was not the main focus. The strategies and things they learn and apply in running the business unit can be used when finished by LPM Dynamics UINSU to open a new business. For the campus environment, the business unit can be said to be good at running its business and in the future it can compete with businesses outside the campus.

Conclusion

Regarding the research above, the researcher concludes that the event organizer strategy for Offset Printing Dynamics as an entertainment medium is still carried out and applied fundamentally because the business is managed by students in student activity units and is under the auspices of the campus. The event organizer strategy carried out by Dinamika Offset Printing was also carried out in a less than optimal manner because this business is a place of learning and also does not stand alone. Their strategy refers to the activities and work programs carried out in the student activity unit.

In promoting their services, Offset Printing Dynamics shows that they can make events, this is shown by the webinars that have been carried out and also the several collaborations that they have done. This strategy is carried out to prove to prospective clients and at the same time portfolio when promoting their services.

¹⁶ Pramezwary, Amelda, Arifin Djakasaputra, and Sri Aprianti Tarigan. *Dasar-dasar Pemasaran*. Penerbit NEM, 2022.

DOP Event Organizer itself apart from providing comprehensive services but can also provide certain needs such as individuals and equipment for event needs.

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