

ABSTRACT

Indie Bash is a music festival by event organizer Optimus. Indie Bash collaborates with communities in the city of Bandung to hold the Indie Bash event on August 25, 2019. The phenomenon of organizing local music events that are still not well managed by event organizers is still common. Indie Bash event runs smoothly in accordance with the rundown that has been made and is quite successful in holding a relatively new music event, so it is interesting to research the event management process by event organizer Optimus Creative Works. In collecting research data obtained through observation, in-depth interviews, and documentation. The research method used is a case study with a constructivist paradigm because researchers get research results from various data sources to determine the process of Indie Bash event management in detail. The purpose of this research is to find out a deep understanding of Indie Bash event management by event organizer Optimus by using event management stages by Shone and Parry, namely determining event objectives, setting plans, organizing event preparation, organizing events, and event legality. The results of this study are the Indie Bash event using four stages from Shone and Parry, namely determining the purpose of the event, setting plans, arranging event preparation, and organizing the event. The legality or event evaluation has not been used by Optimus in the Indie Bash event.

Keywords : Event Management, Event Organizer, Indie Bash