

ABSTRACT

The existence of people with disabilities in Indonesia is still less attention from the government/community. This is behind Louversal to organize an event in commemoration of disability day aimed at increasing public awareness of people with disabilities. This research discusses the stages of virtual event implementation in the Louversal 2020 event. The purpose of this study is to find out the stages of the implementation of the Virtual Louversal 2020 event in commemoration of international disability day. Methods using constructivism paradigm with descriptive qualitative approach. Data collection techniques are conducted by interviews, observations, documentation, and literature studies. The theoretical foundation used by this research is the virtual stage of the event by Rubinger, et al (2020) namely Pre-plan, Plan, Accomplishing, Response and Engage. The results of the study describe Louversal 2020 doing all stages of Rubinger, et al (2020) although some stages are done differently. Pre-plan, Louversal 2020 performs all stages but is not suitable for the formation of the organizing team at the beginning because the Chief Executive is actually elected after several team members are selected. Plan, Louversal does all the stages but the stages of determining the source of income, Louversal 2020 does different things with the theory. Rubinger, et al (2020) recommend using a payment system when registering, while Louversal 2020 does not take ticket money but donations and income comes from internal funds. Accomplish, Louversal 2020 conducts a different form of interaction with Rubinger, et al (2020). The theory describes interaction with introductions and chats at the beginning of the session, while Louversal 2020 interacts with audiences through The Youtube Live Comment Platform. At the Response and Engage stage Louversal 2020 does everything that the theory spells out, but the way Louversal 2020 looks at participants' responses is minimal and not yet maximal.

Keywords: Event, Virtual Event, International Disability Day, Louversal.