

ABSTRACT

This study examines the major event management strategy to strengthen Telkom University's image, using a case study of the 2024 Telkom University Anniversary event. Employing a qualitative approach with a case study method, the research aims to understand social realities through interaction and communication within the event's organizing body.

Findings show that Telkom University adopts a self-managed strategy for its annual event, involving three main stages: planning, implementation, and evaluation. The study also develops a conceptual model of event communication, describing the process across all stages.

Communication plays a central role, with two main forms observed: institutional communication (formal, structured) and technical communication (interpersonal, flexible). These occur during pre-event, internal, and external phases. Institutional communication is effective for strategic coordination and stakeholder alignment, while technical communication supports rapid problem-solving within the core team. Core institutional values—harmony, collaboration, and adaptability—support smooth execution and foster stakeholder ownership.

The anniversary event produced strategic impacts, such as reinforcing institutional image, improving audience understanding, and expanding collaboration opportunities. Practical impacts included increased social media engagement, positive sentiment generation, and a decline in negative coverage. These outcomes reflect the success of Telkom University's communication and event management strategies in strengthening its image and supporting the SDGs.

Keywords: Communication Patterns, Event Management Strategy, Institutional Image.