

ANALYSIS OF EVENT MANAGEMENT FOR THE SINGING COMPETITION AT POLBENG BUSINESS EXPO CHAPTER II (CASE STUDY OF PROJECT MANAGER)

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ABSTRACT

This study aims to analyze the role of the Project Manager in organizing the Singing Competition at Polbeng Business Expo Chapter II, particularly in facing obstacles during the planning and implementation of the event. This study uses a descriptive method with data collection techniques through interviews and observations, as well as data analysis using the Miles and Huberman model with an event management framework based on Goldblatt's five stages. The results show that the Project Manager plays an important role in planning, coordination, and decision-making, with the main obstacles being the limited number of participants, schedule arrangements, and technical readiness of the event. These obstacles were overcome through adaptive strategies such as strengthening team coordination, mapping problems from the outset, and collaborating with the Arts SME to increase the appeal of the event. This study confirms that the success of event management is not only determined by the suitability of the theoretical stages, but also by the flexibility of the Project Manager in responding to field conditions.

Keywords: *Event Management, Singing Competition, Project Manager, Obstacles and Strategy, Goldblatt.*