

Special Event Management of Pertiwi Exhibition X Saturday Project 2024: An Evaluation of Its Implementation at Universitas Pertiwi

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Abstract

Pertiwi Exhibition X Saturday Project 2024 is an annual special event organized by Universitas Pertiwi through the collaboration between the D4 Convention and Event Management (MICE) Study Program and the Visual Communication Design (DKV) Study Program. The event was designed to provide a platform for young people to express themselves freely through the integration of fashion, beauty, art, and music. To accomplish this objective, the organizers presented an exhibition featuring students' design works, ten booths displaying new and trendy products, thirteen food and beverage booths, and a live performance by the indie band MANEROLE. This study adopted Joe Goldblatt's Special Event Management Process as its conceptual framework, which consists of five stages: research, design, planning, coordination, and evaluation. A qualitative approach employing an evaluative method was used to assess the implementation of the event by comparing it with the previous editions held in 2022 and 2023. The research stage involved interviews and focus group discussions with youth communities to identify their entertainment preferences. The planning stage focused on event preparation, while the coordination stage emphasized communication among the MICE organizing committee, the DKV team, the supervising lecturer, and the Student Executive Board (BEM). The evaluation stage identified the strengths and challenges encountered during the event implementation and was supported by a SWOT analysis of the overall special event management process. The evaluation, based on Dunn's five criteria—effectiveness, adequacy, implementation, responsiveness, and appropriateness—revealed that the event strategy shifted from a talent competition format to an exhibition and bazaar concept. Nevertheless, challenges related to achieving visitor targets and exhibitor satisfaction continued to recur throughout all three editions of the event.

Keywords: Special Event Management, Pertiwi Exhibition, Special Event

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INTRODUCTION

Special events have become an effective promotional strategy for companies, brands, and institutions seeking to strengthen their relationships with target audiences. Through various experiential activities, special events enable organizations to interact more closely with participants while creating memorable experiences that enhance brand awareness and public engagement. The increasing demand for unique and meaningful experiences has encouraged organizations to continuously develop innovative event concepts capable of leaving lasting impressions on participants. Well-designed event programs combined with positive interactions among stakeholders provide valuable experiences for visitors,

foster stronger relationships, and increase public trust in a particular brand or institution. Nevertheless, many special events still encounter managerial challenges during their implementation, resulting in various shortcomings and, in some cases, unsuccessful event execution.

Similar challenges have also been identified in the implementation of special events at Universitas Pertiwi. The first event, Pertiwi Exhibition 2022, was held on July 23, 2022, under the theme “Show Us Your Interest n Talent.” The event successfully attracted public enthusiasm through ten food and beverage booths and various talent performances presented by registered participants. However, the evaluation indicated that the targeted number of visitors was not achieved despite free admission. Furthermore, participants in the Got Talent competition experienced coordination problems regarding competition categories, resulting in several complaints.

The second event, Pertiwi Exhibition 2023, was organized on July 8, 2023, with the theme “Unlimited Creative.” The program included singing competitions, traditional and modern dance competitions, fashion shows, aerobics competitions, and ten exhibition booths. Although the organizing committee attempted to improve the previous event by introducing clearer competition categories, the number of participants remained below the expected target. The evaluation revealed that relatively high registration fees discouraged potential participants from joining the competitions. In addition, insufficient communication between the organizing committee and participants negatively affected the overall event implementation. The limited number of visitors also generated complaints from exhibitors because many food products remained unsold, leading to financial losses.

These previous experiences indicate that special events organized by Universitas Pertiwi continue to face challenges in attracting visitors and encouraging active participation throughout the event activities. As one of the universities in Jakarta offering Convention and Event Management (MICE) and Visual Communication Design (DKV) study programs, Universitas Pertiwi subsequently collaborated to organize Pertiwi Exhibition X Saturday Project 2024, which also featured an exhibition of digital artworks created by DKV students.

Pertiwi Exhibition X Saturday Project 2024 is an annual campus event organized by Universitas Pertiwi with fourth-semester students from the MICE and DKV Study Programs serving as the organizing committee. During its third implementation, the committee sought to learn from the experiences of the previous two events by introducing several strategic improvements. Consequently, the author became interested in analyzing and evaluating the implementation of Pertiwi Exhibition X Saturday Project 2024 to identify both its strengths and the challenges encountered during the event.

Figure 1. Poster of Pertiwi Exhibition X Saturday Project 2024

Source : Organizing Committee Documentation 2024



In promoting Pertiwi Exhibition X Saturday Project 2024 to its target audience, Universitas Pertiwi designed an event integrating two primary concepts: exhibition and euphoria. Held on Saturday, July 20, 2024, the event invited visitors to experience shopping activities while enjoying live musical performances. Beauty and personal appearance were highlighted as major attractions, including skincare and makeup products for women as well as perfumes, clothing, and footwear for men. Consequently,

the event was developed as a multidimensional program combining music, entrepreneurship, beauty, fashion, and creative industries. Besides musical performances, the exhibition area was occupied by creative micro, small, and medium enterprises (MSMEs) displaying innovative products, allowing participating brands to interact directly with their intended market segments.

The success of a special event is influenced by numerous interrelated factors, making comprehensive planning and effective management essential to achieving the intended objectives. The special event management approach adopted by Universitas Pertiwi in organizing Pertiwi Exhibition X Saturday Project 2024 motivated the author to conduct this research entitled “An Evaluative Study of Pertiwi Exhibition X Saturday Project 2024.” This study adopts Joe Goldblatt’s Special Event Management Process as its conceptual framework while limiting its scope to evaluating the implementation of the event.

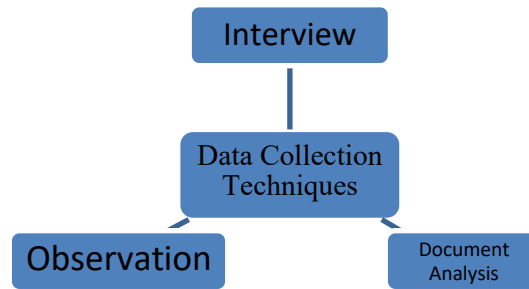
METHOD

This study employed a qualitative approach using an evaluative research method. Qualitative research is not intended to obtain frequency-based data but rather to explore and analyze phenomena in depth in order to understand a particular reality comprehensively. According to Bogdan and Taylor, as cited in Moleong (2015), qualitative research is a research procedure that produces descriptive data in the form of written or spoken words and observable behaviors. It aims to provide a detailed and comprehensive explanation of the phenomena being investigated.

An evaluative method refers to a set of systematic procedures used to assess whether a program, activity, or policy should be maintained, improved, modified, or discontinued based on empirical findings (Bungin, 2016). This study was conducted to examine the implementation process of Pertiwi Exhibition X Saturday Project 2024, organized by fourth-semester students of the Convention and Event Management (MICE) Study Program at Universitas Pertiwi. Through this approach, the researcher evaluated the event management process to determine how effectively the event achieved its intended objectives. The qualitative evaluative approach was considered appropriate because it enabled an in-depth exploration of both the strengths and weaknesses of the event implementation.

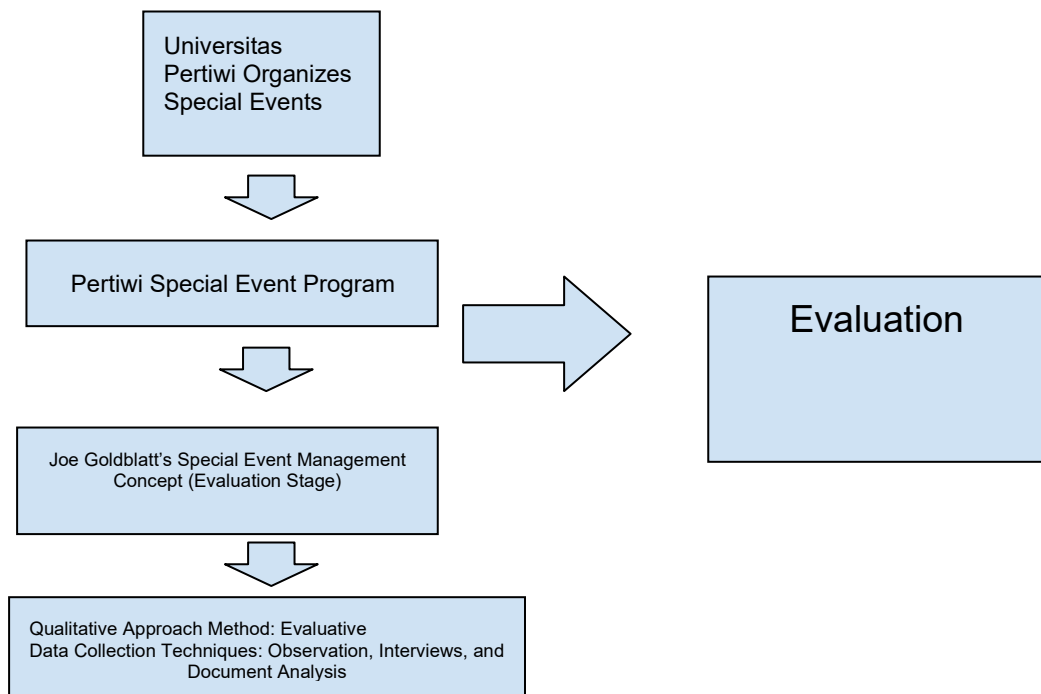
Data were collected using three techniques. Observation was conducted through direct participation in the main event of Pertiwi Exhibition X Saturday Project 2024, held at Universitas Pertiwi, Cililitan, East Jakarta. By attending the event, the researcher was able to observe firsthand the event implementation, visitor interactions, venue conditions, and supporting facilities provided by the university. The observational findings served as supporting data for the overall analysis. Interviews were conducted to obtain comprehensive information regarding the implementation of the event and visitors’ perceptions of both the event and Universitas Pertiwi. Open-ended interviews allowed informants to express their experiences, knowledge, and opinions freely. The interview questions covered the entire event process, including the pre-event, event implementation, and post-event stages. Document analysis was also employed to support the findings obtained through observation and interviews. Various documents, including photographs, videos, reports, and related articles, were examined to provide additional evidence and strengthen the research findings.

Figure 2. Data Collection Techniques



Source : Herdiansyah, Haris. 2013. Interview, Observation, dan Focus Groups. Jakarta: Rajagrafindo Persada, hal. 29

Evaluation Framework



Source: Herdiansyah, H. (2013). Interviews, Observation, and Focus Groups. Jakarta: Rajagrafindo Persada, p. 29.

The collected data were analyzed using qualitative data analysis techniques. According to Herdiansyah (2013), data analysis is the process of organizing, interpreting, and drawing meaning from collected data in order to identify patterns, relationships, trends, and significant findings. The purpose of qualitative data analysis is not only to generate new insights but also to support or confirm existing theories and concepts.

Furthermore, Noeng Muhadjir, as cited in Rijali (2019), explains that qualitative data analysis involves systematically organizing observation records, interview transcripts, and other research materials to enhance the researcher's understanding of the investigated case while presenting meaningful findings for readers. Therefore, after organizing the collected data, the researcher interpreted the findings by identifying their meanings and relationships to the Special Event Management Process proposed by Joe Goldblatt.

The analytical framework of this study was based on Joe Goldblatt's Special Event Management Process, consisting of five stages: Research, Design, Planning, Coordination, and Evaluation. These stages served as the primary framework for evaluating the implementation of Pertiwi Exhibition X Saturday Project 2024. Data obtained from observations, interviews, and document analysis were integrated throughout the evaluation process to provide a comprehensive assessment of the event management practices implemented by Universitas Pertiwi.

RESULT AND DISCUSSION

The implementation of Pertiwi Exhibition X Saturday Project 2024 was evaluated by comparing three consecutive events organized by Universitas Pertiwi, namely Pertiwi Exhibition 2022, Pertiwi Exhibition 2023, and Pertiwi Exhibition X Saturday Project 2024. The evaluation adopted Dunn's five evaluation criteria: effectiveness, adequacy, implementation, responsiveness, and appropriateness. This comparison was conducted to determine how the organizing committee improved the event management process based on experiences from previous years.

Effectiveness

Based on the evaluation results, all three events generally achieved their intended objectives, although the event concept changed significantly over time. Pertiwi Exhibition 2022 and 2023 focused on talent competitions, including singing, dancing, fashion shows, and other performance categories. Although improvements were made in 2023 by introducing clearer competition categories, participant registration remained below expectations.

Learning from these experiences, the organizing committee redesigned the 2024 event by replacing the talent competition with an exhibition and bazaar concept. The event featured an art exhibition displaying digital artworks created by DKV students and provided exhibition booths for creative MSMEs. This strategic change reflected the findings obtained during the research stage, which indicated that young people preferred entertainment combining shopping experiences, live music, and visual exhibitions rather than paid competitions.

The findings demonstrate that the Research and Design stages proposed by Joe Goldblatt were successfully implemented, allowing the organizing committee to redesign the event according to the interests and preferences of its target audience.

Adequacy

The evaluation also indicates that the event produced satisfactory outcomes in terms of participant enthusiasm. During all three editions, participants and exhibitors expressed positive responses toward the event implementation. However, this positive perception should be interpreted carefully because visitor attendance consistently failed to reach the predetermined target.

Although the implementation process was considered satisfactory, the quantitative indicators showed that the expected number of visitors had not been achieved. Therefore, the adequacy of the event can be viewed from the quality of participants' experiences rather than solely from attendance figures.

Implementation

Regarding implementation, the evaluation found improvements in financial planning and resource management. During the 2022 and 2023 events, funding was allocated appropriately according to the event plan. However, the organizing committees did not seek sponsorship support from the university rectorate, resulting in limited financial resources.

In contrast, the 2024 organizing committee actively sought financial support over a four-month preparation period. Funding was obtained through booth rental, university support, and other available resources. This improvement reflects better coordination

among the MICE organizing committee, the DKV Study Program, supervising lecturers, and the Student Executive Board (BEM). These findings indicate that the Coordination stage within Goldblatt's Special Event Management Process was implemented more effectively than in previous years.

Responsiveness

Responsiveness remained the most challenging aspect throughout the three event implementations. During the 2022 and 2023 exhibitions, food and beverage exhibitors reported dissatisfaction because visitor attendance reached only approximately 70% of the expected target.

Although the event concept was redesigned in 2024, similar challenges persisted. Approximately half of the exhibitors expressed satisfaction with their participation, while the remaining exhibitors considered their sales below expectations due to the limited number of visitors.

These recurring findings suggest that the primary challenge does not lie in the event concept itself but rather in promotional strategies and visitor attraction efforts. Therefore, improving marketing communication should become the main priority for future event organizers.

Appropriateness

Unlike the previous evaluation criteria, appropriateness consistently demonstrated positive results across all three events. The exhibition successfully provided practical learning opportunities for students while benefiting the surrounding community.

The collaboration between the Convention and Event Management (MICE) and Visual Communication Design (DKV) Study Programs also strengthened the educational value of the event by allowing students to apply their academic knowledge in a real event management environment.

Consequently, the success of Pertiwi Exhibition X Saturday Project 2024 should not be measured solely by visitor attendance but also by its contribution to students' learning experiences and institutional development. Overall, the findings indicate that Pertiwi Exhibition X Saturday Project 2024 represents a continuous learning process for Universitas Pertiwi. The event demonstrates improvements in several stages of Goldblatt's Special Event Management Process, particularly in Research, Design, Planning, and Coordination. However, the Evaluation stage reveals that attracting visitors and improving exhibitor satisfaction remain significant challenges requiring further attention. These findings suggest that future organizing committees should strengthen promotional strategies, expand audience engagement, and improve communication with potential visitors to achieve better event performance.

CONCLUSION

Universitas Pertiwi has utilized special events not only as a promotional strategy but also as a platform for students to develop creativity and innovation through practical event management activities. Pertiwi Exhibition X Saturday Project 2024 successfully brought together students from the Convention and Event Management (MICE) and Visual Communication Design (DKV) Study Programs by organizing an event featuring art exhibitions, fashion exhibitors, and food and beverage booths. The findings indicate that the event planning process included determining the event objectives, concept, target audience, licensing, program schedule, and promotional activities through social media platforms. During the implementation stage, several challenges were identified, particularly delays in the event schedule. Based on Dunn's evaluation criteria, the event demonstrated significant improvements compared to previous editions, particularly through the transition from a talent competition to an exhibition and bazaar concept and the adoption of a more proactive funding strategy. However, the evaluation also revealed that the main challenge remained unchanged across the three event implementations. The

target number of visitors was not fully achieved, resulting in lower exhibitor satisfaction. Therefore, future organizing committees are encouraged to strengthen promotional strategies, expand audience engagement, and improve communication with potential visitors to increase event attendance and exhibitor satisfaction. Overall, Pertiwi Exhibition X Saturday Project 2024 provides valuable practical learning experiences for students while contributing to the promotion of Universitas Pertiwi. Continuous evaluation and improvement are essential to ensure the sustainability and success of future events.

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AUTHOR CONTRIBUTION STATEMENT

F was responsible for the research design, data collection, data analysis, interpretation of the findings, and manuscript preparation. The author has read and approved the final version of the manuscript.

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