

Event Management Strategy of Darussalam Gontor Modern Islamic Boarding School In Organizing Panggung Gembira 2017

Fajar Mu'arif, Abdullah

Communication Science, Faculty of Humanities, Darussalam Gontor University

Jalan Raya Siman, Km. 5, Ponorogo 63471. Indonesia

Email: muariffajar.fm@gmail.com¹, abdullah@unida.gontor.ac.id²

Abstract

The success of a performing arts event by Event Management is determined by the strategy implemented by Event Management itself. A good strategy in management is to implement four management functions; planning, organizing, actuating and controlling so that the activities has run systematically, professionally, effectively and efficiently. The purpose of this study are to explain and to describe how the strategy of Event Management Darussalam Gontor Islamic Boarding School especially when viewed from the planning, organizing, mobilization and supervision in organizing the art performance that is, Panggung Gembira. This research can also be a reference to art performances organized by various institutions, especially the education of Islamic Boarding School. The method used in this research is a qualitative descriptive. The Data were collected through observation, interview and documentation. While, data analysis where taken from data reduction, data presentation and taking conclusion. At this stage, Event Management Darussalam Gontor Islamic Boarding School could run systematically, professionally effective and efficient by applying the four management functions. In the planning function, determined goals and set implementation steps. In the second stage of organizing, assigning work and dividing the work to every member of the organization. The third stage is the actuating or movement. Mover is a leader who must have leadership and ability to communicate well to be able to run activities well. Stages of control are used to identify job standards, measure or assess work and take remedial actions in Panggung Gembira.

Keyword: *Strategy, Event Management, Panggung Gembira*

Introduction

Implementation of the management function is a condition of the susceptibility of an event or activity. However, in some cases, management often forgets some things in planning, organizing, actuating and controlling in organizing an event or activity. Therefor it can cause problems abstacles and seem less professional.

In an event or activity, it takes event management or a group of people who can manage activities in an event from start to finish. The development of event management in Indonesia is growing rapidly, judging by the many events of music festival, product exhibition, custom party and artistic merit.

The skills and strategies in event management are needed in organizing an event. The event can be managed systematically, professionally, effectively and efficiently. The success of the event is the main purpose of organizing an activity. The success of event management can be measured from the strategy on the implementation of four management functions namely planning, organizing, actuating and controlling (Torang 2016). If all four things are done well and regularly, the activity will be conceptualized well from the preparation before the event until the

implementation of the event is completed.

In this case, Allah SWT has explained in Al-Qur'an the concept of implementation of Islamic management since the time of the Prophet Muhammad SAW described in Surah As-Shaff Verses 4:

إِنَّ اللَّهَ يُحِبُّ الَّذِينَ يُقَاتِلُونَ فِي سَبِيلِهِ صَفًّا
كَأَنَّهُمْ بُنْيَانٌ مَرْصُورٌ (الصف : ٤)

Truly God loves those who fight in His cause in battle array, as if they were a solid cemented structure" (As-Shaff: 4)

According to the verse there is the word *Shaff* which means a line. The line is identical with organization or management. It can be concluded that if a management group is in a row then, the management will have a solid system such as the composition of a building. Accordingly, everything managed by the management will run in a systematic, effective and efficient.

The event is a familiar thing for the people now. The event is an activity that organized to commemorate important matters throughout human life whether individually or in groups related to customs, cultures, traditions or religions held for a particular purpose.

Various institutions, community organizations, groups, companies and even boarding school hold an event as a medium of interaction, communication, promotion, persuasion and education to a people around them. Event organized an institution requires a mature strategy in terms of management. Therefore, the goal of the event can be achieved and run as expected.

Darussalam Gontor modern Islamic boarding school is one of the educational institutions of Islamic boarding school in

East Java which organizes event of grand art performances every year. On August 19, 2017 Darussalam Gontor modern Islamic boarding school held a grand art performance that is *Panggung Gembira*. In this activity, The theme is the 6th grade of KMI Final Student (Kulliyatul al-Mu'allimin al-Islamiyah) 2017 Inspiring Generation or equivalent to grade 3 high school role as event management. The event which was attended by all KMI's Final Students as well as the students of Darussalam Gontor modern Islamic boarding school from grade 1 to grade 4 which amounted to no less than 500 people carrying the motto «With the Spirit of Gontor Struggle Unite the People, Creating Islamic Life» as the *Panggung Gembira* character of 2017.

Panggung Gembira is the last offering of one of the series of events of the week of introduction *Khutbatul Arsy* Darussalam Gontor modern Islamic boarding school Ponorogo. Implementation of the management functions of planning, organizing, actuating and controlling becomes very important to make professional art performances, effective and efficient.

Based on description, the formulation of the problem in this research is how event management strategy Darussalam Gontor modern Islamic boarding school in organizing *Panggung Gembira* 2017.

Literature Review

The term strategy is often called a long-term plan, followed by the actions shown to achieve a particular goal. (Sedarmayanti, 2014). Meanwhile, according to Onong Uchjana Effendy (2008), the strategy is essentially planning and management to achieve a goal.

Management comes from the word «to manage» which means to organize or manage. From this meaning, substantively, the

meaning of management contains elements of activities that are regulating, guiding and leading all the people who become assistants for the business being done can achieve the goals set previously. (Soemirat, 2007).

An organization will run effectively if the management in it can optimize the potentials to have the desired goal can be achieved. As stated by James A. F Stoner, management is the process of planning, organizing, leadership, and control efforts of members of the organization and the use of resources that exist in the organization to achieve organizational goals that have been set previously. (Sedarmayanti, 2014).

Management is seen as a process of a number of interconnected functions. To achieve the goal to be achieved then an implementation team of activities required to be able to carry out management functions.

George R. Terry proposed four management functions known as POAC (planning, organizing, actuating and controlling (Nurzaman, 2014). The management function is judged appropriate to examine the planning or preparation of an event management event in organizing an event or event. Without planning activities and objectives, organizing, actuating and controlling, the implementation of tasks will not be achieved effective management and it will affect the activities organized.

Research methods

In this research, researchers used a qualitative descriptive approach that describes the event management strategy of Darussalam Gontor Islamic boarding school in organizing the Panggung Gembira 2017. The research subject is located in Darussalam Gontor Islamic boarding school on the grounds that the boarding school is one of

the modern boarding schools that every year perform art performances. In addition, Gontor Islamic boarding school became one of the largest referrals for dozens of huts and branches of hundreds of alumni huts. The subject of study is determined based on the criteria (1) Darussalam Gontor Islamic boarding school (2) Teachers or students of Darussalam Gontor Islamic boarding school (3) Supervising or organizing committee Panggung Gembira 2017. Based on the criteria, the subject of research consists of 1 teacher in charge of the public activities of the stage happily, 1 Teacher and 1 Chairman of the stage activity committee happy.

The data analysis technique uses Miles and Huberman (1986) analysis model which states that the qualitative data analysis uses words that are always compiled in an expanded text or described as giving meaning to the data collected, the data being analysed and interpreted. (Ghony, 2013). These activities are data reduction, data display, and conclusion drawing / verification. The technique of data validity is done by member checking and triangulation on the data source. (Moleong, 1998).

Results and Discussion

Profile of Informant

Profile of research subjects are as follows:

1. Aip Wahidulatif, S.H.I: Teacher, General Responsible Person
2. Muhammad Agus Setiawan: The Advisory Teacher
3. Fanhas Midari Abdillah: Chairman of the Panggung Gembira Committee

Planning

It is an attempt at establishing or setting objectives and management steps.

Planning is a major function in management that must be passed and formulated by Event Management in the determination of work, implementation process and responsible for the implementation of an activity. Planning is defined as setting some actions to achieve an effective and efficient goal (Manulang 1981 in Torang, 2016).

From the results of interviews with 3 research subjects in the planning process of art performance 2017, the first step that they did was set the objectives of the activity. Purpose is a statement of the desired state in which the organization or management intends to make it happen and a statement about the future state in which the organization as a collectivity tries to inflict it. The purpose of holding the stage happily listed on the document proposal *Panggung Gembira* and appropriate interviews with the three research subjects are as follows: (1) Thankful for the blessings and grace of Allah SWT in the form of increase of 5th grade students KMI to Class 6 KMI. (2) Introduce to the new students about the existence of art at Darussalam Gontor modern Islamic boarding school. (3) Exploring the art potential of all students in grades 1-6 KMI to be expressed in an entertaining and educational Art Performance. (4) Educate and train santri skills in leadership, cooperation, responsibility, spirit of thinking and hard work. (5) Strengthening make inter-Islamic friendship between students Darussalam Gontor modern Islamic boarding school. (*Panggung Gembira Proposal*, 2017)

Then, the second step in planning the stage activities of 2017 is to prepare the implementation plan. The execution plan is a description of a way of achieving goals. There are three main activities that need to be considered in developing the implementation

plan; (1) to identify the activity steps, (2) to Allocate power summers, (3) to Prepare schedule of activities.

In determining the activity plan for the execution of the Performing Arts, Event Management the *Panggung Gembira* identifies steps to be achieved and divides the plan into three key elements: (1) Correspondence. This element generally refers to the activity of the intent through the letter from one party to another. It includes everything related to activity proposals and budget events. (2) Property and accessories. The properties and accessories in the stage performance arts glee is a dead object used on stage as a tool of support and success of the event. For example, Baground stage (using a plywood background with carved paintings form a building), gardening, tables, benches and so forth. (3) Events. Events are performances that will be displayed when the stage activities happily lasted. Examples are Dance, Musical Drama, Pantomime and all the actions or deeds performed on stage.

After determining the steps of action, the next planning process is to allocate the available resources. In the utilization of resources, Event Management Darussalam Gontor modern Islamic boarding school divides these resources into two parts namely, human resources and non-human resources. The allocation of human resources is allocated to two parts. First is the committee, which covers certain parts in the execution of its duties. The second allocation of human resources is the event attendees. The non-human resources include budget, facilities and equipment. Budget implementation of art performances in get from tuition of 6th grade Darussalam Gontor modern Islamic boarding school and budget proposal of activities

that have been submitted by officer of fund from student submitted to certain company, institution or individual. Event Management utilizes resources owned by Pondok Gontor in the form of facilities and equipment available.

The final process in developing the implementation plan is to determine the schedule for the implementation of the activity. The execution of the stage happily held on a regular basis every mid-month of Dzulkordah and this year is scheduled on August 19, 2017 as has been specified by Kiai of Darussalam Gontor modern Islamic boarding school.

Organizing

Organizing is the process of organizing the organizational structure in accordance with the goals of the organization, its resources and the environment. (Heni, 2014). Structuring and managing a management is one of the problems that always require special attention in the framework of the preparation so that effectiveness, efficiency and rationality can be realized as expected by all management members who cooperate from various activities.

This organizing is related to equipment or facilities (non-human resources) and to human resources in management. Event Management Panggung Gembira Darussalam Gontor modern Islamic boarding school divides the organizing function into two things namely, division of labor and committees.

The division of labour is an activity that undertaken by managers to provide function or authority to all members of the organization in each work unit so that it has clarity of tasks to be done and the path of responsibility to the implementation of the work has clarity as well. The division of labor in this arts event like the statement of the three subjects of research is given in accordance with the abilities and the

existing part of the organization. The division of labor is held every routine coordination meeting of the organizing committee every three days.

In addition to the division of labor, in the organizing function, there are organizational structure that can support the success of the implementation of Panggung Gembira 2017. Based on the interview of the subject of research, the committee of art performances in Darussalam Gontor modern Islamic boarding school is divided into 2, namely: Committee of supervisor and committee of student's class 6. The committee of the supervising teacher has the duty to oversee and control the committee of the 6th grade students. The gracious stage organizing committee of the 6th grade was formed on 15th Ramadhan 1438/10 June 2017. There are sixteen parts in the 2017 stage committee structure consisting of chairman, secretary, treasurer to sponsorship and events.

Actuating

According to Terry, actuating is to make all group members want to achieve goals willingly and in accordance with managerial planning and organizing efforts. Then, Terry added that actuating is doing execution through others. So actuating is «action», because something will not happen without action. (Torang, 2016).

Actuating within an organization is a conscious effort or action based on quick and appropriate thoughts by various levels of leadership in order to improve, or create willingness so as to make members of management understand the work, duties and responsibilities that have been entrusted or given to him in accordance with the predetermined plan.

Actuating is always related to humans, Therefore, it took skill or ability and skills

to direct others, generate work morale, guide towards the achievement of goals, and so forth. (Makmur, 2009). Actuating means to lead, the movements in this event management activities embraces the hallmark of leadership in Darussalam Gontor modern Islamic boarding school on the seven methods of leader cadreization. This is supported by Agus (Advisory Teacher) as follows: «Steps in leadership by using the characteristics of education in gontor namely; direction, training, assignment, habituation, escort, *Uswatun Hasanah* (good example) and approach «.

In Event Management Darussalam Gontor modern Islamic boarding school, communication ability is needed by the chairman and supervisor, because they are in charge of directing, motivating, evaluating and improving members of management. As the result of a research interview with Agus (Advisory Teacher) he says that «There are motivational and stressful activities to grade 6 students. Every night doing motivation, evaluation and improvisation.» And it is closely related to the ability to communicate.

Based on interviews to the three research subjects. There are several ways to create effective communication between members of the organization and the chairman is; (1) Communicate every time meet, (2) Provide response, (3) Provide motivation and evaluation, (4) Participate in all activities, (5) Master the problem, (6) Have openness between members and chairman.

Controlling

Controlling is the last function of the management function. According to George R. Terry is a process of determination, what should be achieved is what the standard is doing the implementation, assessing

the implementation and if necessary improvements, so that the implementation in accordance with the plan in harmony and standards.

Soekarno (1982), argued that control is the control or control intended for; 1) to know the suitability of the competence possessed by a person with the task given to him (the right man on the right place), and 2) to know the suitability of time with the work. (Torang, 2016).

Controlling in management is a very important thing because the control is useful to know the existence of deficiencies, obstacles, weaknesses, errors and the failure of an activity that has been set before, then look for ways to overcome them. The purpose of the controlling is to see if all work is done smoothly and efficiently in accordance with the given plans, instructions, and instructions, and to find a way out to correct errors, deficiencies and failures and prevent the occurrence of the same.

In terms of control, event management Darussalam Gontor modern Islamic boarding school set three control measures. First, set the standard. Control performed by the chairman and mentor in this arts activities use two kinds of techniques or ways of controlling, namely; direct control, which is controlled by the chairman and supervisor. control indirectly, conducted through the making of reports in the form of oral, written and photographs. Reports could be incidental and periodic depending on the needs and growing situation to ensure the realization of health management.

This is supported by Agus (Advisory Teacher): «Must see real. Written there, the eye is there and the most important is the photo in his report «. (Interview result 15 Januari 2018).

Second, Measure or rate performance. This is so that possible deviations can be known first. The performance comparison of Event Management Stage Happy with performance should be 60% - 40%. This is exactly what the Aip (General Responsibility Teacher) expressed: «Comparison 60% to 40%». This is according to Agus in interviews due to high expected standards while insufficient human resources, the comparison overlaps (not as expected) although sometimes the performance of each individual committee is quite good. Examples of less standard organizational performance is when the committee forgot to install baliho *Panggung Gembira* that contain sponsorships. The committee should install balihosponsorships on a predetermined schedule. Third, corrective action. The monitoring process is incomplete if no action is taken to correct the deviation. This third step is intended to improve and improve all activities, policies and work that are inconsistent with the plan or standard.

In this case, the responsibility in making improvements to the deviations that occur in the process of Panggung Gembira is the chairman and teacher mentors. Repairing irregularities is done in two ways; (1). Directly, that is when irregularities occur in the workplace and can be corrected when the deviation occurs (2). Indirectly, that is an evaluation or improvement made when the Event Management coordination. This is in accordance with the exposure of two research subjects, first Agus (Teacher Advisor): «In particular, correction is done directly. In general, correction is also performed on associations. «And Aip (Teacher Responsible General):» Conduct evaluation. For the committee is held when the association, which is 3 days once and for the public held every

after the rehearsal. «

Conclusion

Based on all the results of research stages on Event Management Strategy Darussalam Gontor modern Islamic boarding school in organizing the Happy Stage in 2017, it can be concluded that the activity of Panggung Gembira in *Pondok Modern Darussalam Gontor* begins with the appointment of the chairman of Panggung Gembira committee of Grade 6 PMDG students and followed by the establishment of the organizing committee. And the committee is assisted by several Mentors.

Darussalam Gontor modern Islamic boarding school implements four POAC functions proposed by George R Terry in management theory. In the planning function, Gontor formulated the purpose of the stage activities of joy that become the reference activity and develop the implementation plan work which includes; 1) determine the steps of activities, 2) allocate resources and 3) set the schedule of activities to be implemented. To realize the planning that has been prepared, Gontor organize that is by doing the division of labor and assign staff in the committee according to ability. Then in actuating, Darussalam Gontor modern Islamic boarding school move the *Panggung Gembira* that is by using the steps Gontor characteristic movement that is; direction, training, assignment, escort, uswatun hasanah (good example) and approach. In the final process, supervision on art performance is by establishing supervisory measures in work and measuring or assessing performance. This form of oversight is in the form of guarding when work and evaluation are conducted and evaluated in the end of each activity.

Bibliography

- Nurzaman, K. (2014). *Manajemen Perusahaan*. Bandung: Pustaka Setia
- Moleong, L.J. (1998). *Metodologi Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya
- Ghony M.D & Almanshur, F. (2013). *Metode Penelitian Kualitatif*. Jogjakarta: Ar-Ruzz Media
- Makmur. (2009). *Teori Manajemen Strategik dalam Pemerintahan dan Pembangunan*. Reflika Aditama.
- Effendy, O.U. (2008). *Dinamika Komunikasi*. Bandung: Remaja Rosda
- Pondok Modern Darussalam Gontor. (2017). *Proposal Panggung Gembira 692*.
- Sedarmayanti. (2014). *Strategi Manajemen*. Bandung: Refika Aditama
- Soemirat & Ardianto, E. (2007). *Dasar-dasar Public Relation*. Bandung: PT Remaja Rosdakarya
- Sunaryanti, H. (2014). *Pengorganisasian Sebagai Fungsi Manajemen*. *Jurnal Jkem-u Vol VI*.
- Torang, S. (2016). *Organisasi dan Manajemen*. Bandung: Alfabeta