

Abstrak

SABEKRAF (Sabilulungan Ekonomi Kreatif *Fair*) merupakan *event* rutin yang dilaksanakan oleh Dinas Pariwisata dan Kebudayaan Kabupaten Bandung, dengan maksud membina para pelaku Ekonomi Kreatif *Fair* ditengah kondisi covid-19. Tujuan penelitian adalah untuk mengetahui karakteristik *event* SABEKRAF, proses berjalannya *event* SABEKRAF dalam situasi pandemi covid-19, dan alasan Dinas Pariwisata dan Kebudayaan Kabupaten Bandung mengadakan *event Sabilulungan* Ekonomi Kreatif *Fair*. Metode penelitian menggunakan kualitatif studi kasus. Teknik pengumpulan data secara primer dengan wawancara dan observasi, serta secara sekunder dengan referensi buku, skripsi penelitian terdahulu, *internet searching*. Teknik penentuan informasi dilakukan secara *purposive sampling*. Teknik keabsahan data menggunakan triangulasi sumber. Hasil dari penelitian proses berjalannya *event* pada tahap *research* meliputi tujuannya sebagai sarana berekspresi pelaku Ekraf, target masyarakat Kabupaten Bandung, membentuk struktur dan tanggung jawab kepanitiaan internal dan eksternal. Tahap *design* meliputi *brainstorming* tema dan menentukan kegiatan di *event*, penentuan dana hadiah, penentuan komunitas Slogi sebagai pengisi acara, penentuan dekorasi minimalis, serta membuat poster. Tahap *planning* meliputi pembuatan teknis penyelenggaraan sesuai protokol kesehatan, serta menyediakan mobil pemadam kebakaran dan *ambulance*. Tahap *coordinating* meliputi rapat berkala dengan pihak internal dan eksternal, koordinasi melalui *whatsapp group*, serta survei lokasi *event (Sabilulungan)*. Selanjutnya tahap *evaluation* meliputi rapat evaluasi dengan pihak internal dan eksternal, serta faktor penghambatnya jika pengunjung tidak mematuhi protokol kesehatan.

Kata Kunci: Bauran Promosi, Strategi *Event*, SABEKRAF

Abstract

SABEKRAF (Sabilulungan Ekonomi Kreatif Fair) is a routine event held by Dinas Pariwisata dan Kebudayaan Kabupaten Bandung, with the intention of fostering perpetrators Creative Economy Fair in the midst of the Covid-19 condition. The purpose of study was to determine characteristics of the SABEKRAF event, process SABEKRAF event in the Covid-19 pandemic situation, and to find out why Dinas Pariwisata dan Kebudayaan Kabupaten Bandung held the Sabilulungan Ekonomi Kreatif Fair event. The research method used is a qualitative case study. While the primary data collection technique is to conduct interviews and observations, and secondaryly with book references, previous research thesis, internet searching and documents. The technique of determining information is done by purposive sampling. The data validity technique was carried out using source triangulation. The results of this research from process of running objective program at the "research" stage are the goals of SABEKRAF as the means of expression for Creative Economy actors, target community of Bandung Regency, forming the structure and responsibilities of internal and external committees. The design phase includes brainstorming themes and determining activities at the event, determining the prize funds, determining the Slogi community as performers, determining minimalist decorations, and making posters. The planning stage includes making technical implementations according to health protocols, as well as providing fire engines and ambulances. The coordinating stage includes periodic meetings with internal and external parties, coordination through whatsapp groups, and surveys of event locations (Sabilulungan). Furthermore, the evaluation stage includes evaluation meetings with internal and external parties, as well as inhibiting factors if visitors do not comply with health protocols.

Keywords: Promotion mix, Event Strategy, SABEKRAF