

ABSTRAK

Event Warung Koplo cakra superstar merupakan *event* rutin Radio Cakra 90.5 FM Bandung yang diselenggarakan pada setiap hari sabtu setiap pukul 20.00-22.00 WIB dengan maksud untuk memperkenalkan radio dangdut kepada generasi muda terutama Radio Cakra 90.5 FM Bandung, dan meningkatkan *brand awarenees* Radio cakra 90.5 FM bandung serta untuk menarik jumlah pendengar baru dan tetap mempertahankan pendengar lama. Tujuan penelitian adalah untuk mengetahui implementasi konsep management *special event* pada *event* warung koplo cakra superstar, hambatan strategi event management Radio Cakra 90.5 FM Bandung untuk mempertahankan pendengar, dan alasan Radio cakra 90.5 FM Bandung Menyenggarakan event Warung Koplo cakra Superstar. Metode penelitian menggunakan kualitatif studi kasus. Teknik pengumpulan data secara primer dengan wawancara dan observasi, serta secara sekunder dengan referensi buku, skripsi peneltian terdahulu, *internet searching*. Teknik penentu informan dilakukan secara purposive sampling. Teknik keabsahan data menggunakan triangulasi sumber. Hasil dari penelitian implementasi konsep management special event pada tahap *research* meliputi tujuannya sebagai sarana memperkenalkan Radio dangdut terutama Radio Cakra 90.5 FM Bandung, target masyarakat *coverage area* Kota Bandung, membentuk struktur dan tanggung jawab kepanitiaan tim internal radio cakra 90.5 FM Bandung. Tahap design meliputi *Brainstroming* tema dan menentukan kegiatan *event*, penentuan dekorasi minimalis, penentuan pengisi acara, serta penentuan media iklan. Tahap *Planning* meliputi penentuan lokasi, waktu dan ritme kerja. Tahap *Coordinating* meliputi koordinasi panitia dengan pihak sponsor, warga setempat dan yang bekerja sama dengan Radio Cakra 90.5 FM Bandung. Selanjutnya Tahap *Evaluation* meliputi rapat evaluasi yang membahas hambatan saat hendak melaksanakan *event* warung Koplo Cakra Superstar.

Kata Kunci: *Management Special Event, Strategi Event, Radio Cakra, Warung Koplo*

ABSTRACT

The Warung Koplo cakra superstar event is a routine event of Radio Cakra 90.5 FM Bandung which is held every Saturday at 20.00-22.00 WIB with the intention of introducing dangdut radio to the younger generation, especially radio cakra 90.5 FM bandung, and increasing brand awarenees Radio cakra 90.5 FM bandung and to attract new listeners and retain old listeners. The purpose of the research is to find out the implementation of the concept of special event management at the event warung koplo cakra superstar, the obstacles of Radio Çakra 90.5 FM Bandung's event management strategy to retain listeners, and the reasons for Radio cakra 90.5 FM Bandung to organize the Warung Koplo cakra Superstar event. The research method uses a case study. Data collection techniques are primary with interviews and observations, and secondary with book references, previous research theses, internet searching. The technique of determining informants is done by purposive sampling. Data validity techniques using source triangulation. The results of the research on the implementation of the concept of special event management at the research stage include its purpose as a means of introducing dangdut radio, especially Radio Cakra 90.5 FM Bandung, targeting the public coverage area of Bandung City, forming the structure and responsibilities of the internal team of radio çakra 90.5 FM Bandung. The design stage included brainstorming themes and determining activities at the event, determining minimalist decorations, determining performers, and determining advertising media. Planning stage includes determining the location, time and work rhythm. Coordinating stage includes coordinating the committee with sponsors, local residents and those who work with Radio Cakra 90.5 FM Bandung. Furthermore, the Evaluation Stage includes an evaluation meeting that discusses obstacles when going to carry out the Cakra Superstar Koplo event.

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