



# Performance of Event Operation Division Employees Towards the Operational Implementation of Phitagoras Global Duta Online Events During the New Normal Period

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**Abstract.** The New Normal scenario is carried out by considering regional preparedness and the results of the Epidemiology study in the related area. However, the current condition remains a priority for the Ministry of Tourism and Creative Economy (Kemenparekraf) to be able to organize and integrate online and offline events during the New Normal period. In addition to compiling protocols for implementing post-pandemic event activities, the Ministry of Tourism and Creative Economy collaborates with industry players to encourage increased industrial capacity, infrastructure, and technology net new habits exist initiatives. For this reason, new habits exist in the current New Normal era, especially in the Online Event Industry. PT. Phitagoras Global Duta is one company that provides Certification Training services. The In the normal, average activities are held online or virtual. The purpose of this research is to find out how the performance of the EO division in the operation of organizing Online Events during the New Normal and to find out how the EO Division is in overcoming the problems that exist in Online Events during the New Normal, based on employee performance indicators, namely Quantity, Quality, Timeliness, and Effectiveness. This study uses a qualitative descriptive method and sampling chase the queueing tissuing purposive sampling by interviewing four people as resource persons. Based on the results of research and views with related sources, the problems that exist in the EO Division's Employee Performance in organizing online events at PT. Phitagoras Global Duat is from the timeliness and quality of the EO team that has not been fulfilled.

**Keywords:** Employee Performance · Operational · Management Event · Event Online

## 1 Introduction

Mr. Wiku Adisasasmito said, "New Normal is a behavior change to continue to carry out many activities while implementing health protocols to prevent the transmission of Covid19. A simple and normal way to continue the habit has been carried out by

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issuing social restrictions (PSBB).” Such as, when doing activities outside the home, always wear a mask, wash hands with soap and keep a distance from the crowd to avoid spreading the virus.

One of the industries most affected during this pandemic is the Tourism Industry, which plays an essential role in providing entertainment, namely *Event Organizers*. Moreover, we know the events provided are usually various, such as music concert events, sports events, festivals, educational vents, culinary events, bazaars, and MICE. The current new government policy, specifically for new standard measures, is a step to increase the manipulation of Covid19 in the fields of health, social society, economy, and even the Event industry. The New Normal scenario is carried out by considering regional preparedness and the results of Epidemiological studies in related regions. However, current conditions remain a priority for the Ministry of Tourism and Creative Economy (Kemenparekraf) to be able to organize and integrate *online* and *offline* events in the *New Normal* period. In addition to compiling protocols for implementing post-pandemic event activities, the Ministry of Tourism and Creative Economy collaborates with industry players to encourage increased industrial capacity, infrastructure, technology networks, and new initiatives. For this reason, with the new normal in the current *New Normal* era, especially in the Online Event Industry. Phitagoras Global Duta is one company that provides Certification Training Event services. At this time in the new standard period, all activities of its training events are held online or virtually (Fig. 1).

Here are the data researchers get from the company: the total online events held. Phitagoras Global Ambassadors in the *new average* period in 2021 are as many as 260 *events*. Phitagoras Global Duta Established in 2003, Phitagoras is a Training & Consulting service company with an ISO 9001: 2015 certificate from the British Standards Institution (BSI) and three international accreditations from NEBOSH UK, the British Safety Council and Care Academy. Pythagoras is also the official PJK3 of the Ministry of Manpower and obtained a BNSP Competency Test Site license e through LSP ICCOSH, LSP OSHE Nusantara, LSP Bahana Kompetensi Katiga, LSP JMKP, LSP HAKE, LSP Pelatinas, LSP MSDM Professional, LSP MPSPDM, LSP MSDM Baliasean.

Before s new average period, all training activities in Phitagoras are usually carried out face-to-face or *offline*, with the Event Operation team visiting several customer

BULAN	PUBLIC	IHT	SUBTOTAL
JAN	4	2	6
FEB	5	12	17
MAR	20	16	36
APR	9	15	24
MAY	4	5	9
JUN	13	9	22
JUL	8	4	12
AUG	11	17	28
SEP	8	10	18
OCT	14	19	33
NOV	13	34	47
DEC	2	6	8
TOTAL			260

**Fig. 1.** The average number of Online Events. Source: personal data, 2021.

companies or hotels as training places. However, due to unexpected situations such as now or in the new average period, all activities are carried out *online/virtual* so that all Event Operation work is carried out remotely by bystanders using *zoom meetings* training, and also all documents done by the EO team, namely *paperless* or only using laptops.

## 2 Objectives

The objective point of this article is a. How the event organizer prepares for the operational changes from offline to online events and how the event organizer division performs online event activities during the Covid-19 pandemic.

## 3 Theoretical Review

An event is an activity that is carried out and brings a person or group of people and can receive information or experiences and goals organized by the organizing committee. This event or event is also the main thing that is done based on the plan prepared before it. According to Noor (Hartono), “events are defined as activities organized to commemorate important things throughout human life, either individually or in groups related to customs, cultures, traditions, and religions organized for a specific purpose and involving the community environment organized at a particular time.”

The success of a virtual event can be determined by the speed and ease of its implementation. This is influenced by the audience’s acceptance which comes from their feelings after participating in this virtual event. According to [1], “Virtual event acceptance is used to see if the virtual or online version of the event is an option to achieve organizational goals and objectives.” Then how to know the positive feelings of the audience about the virtual event can be found when the audience feels comfortable participating in the virtual event. To achieve this feeling, event organizers must maximize the execution of a virtual event by utilizing all the perks of a virtual event. The committee hopes that by utilizing all the advantages of the media, the public will feel at ease and satisfied.

Goldblatt in [2] states that Event Management is a professional activity of gathering and bringing together a group of people with the aim of marketing, celebration, education, reunion, and being responsible for all activities carried out. Being involved and being part of the Event Operation requires a lot of knowledge, expertise, and a good understanding of all functional areas of the event; of course, the most important thing is to be an expert in Public Speaking; besides that, you must be good at understanding the situation and remain flexible so that it is easy to adapt to accept innovations and methodology.

Performance is the result of a process that refers to and is measured over a period based on predetermined terms or agreements. According to [3], “Performance is the result of employee work in terms of quality, quantity, working time, and cooperation to achieve the goals set by the organization.” According to [4] “Performance is the result of the quantity and quality of an employee’s work in carrying out his job duties by the responsibilities that have been given the trust to him.” Employee Performance is a company that can be said to be successful if the performance of human resources seeks

to improve the work efficiency of its employees to achieve the goals set by the company. Performance in achievement emp employ achieves in carrying out the work given to them. Meanwhile, work performance or performance is the result of work done by a person based on work behavior in cavities. According to [5], performance indicators are tools to measure the achievement of employee performance. Here are some indicators to measure employee performance (a) quantity, (b) quality, (c) time accuracy, (and d) effectiveness.

Factors affecting performance develop differently from their point of view. According to Prawirosento in [3], factors that affect performance such as (a) effectiveness and efficiency, (b) authority and responsibility, (c) discipline, (d) initiative.

## 4 Methods

This research uses a qualitative descriptive method to describe the situation regarding the performance of the event operation to the *operation* of organizing *an online event* in Phitagoras Global Duta to make it easier for readers to understand the type of research that aims to present a complete picture of the facts that accursed and clarify by describing a number several related to the problem and the units that researched. The Analysis Unit that plays an essential role in this study is the Event Operation, which handles all Certification Training Event activities, and the researcher determined to seek information from the Event Operation party, which knows all forms of event operations at Phitagoras Global Duta.

Population by [6] a “*generalized region consisting of objects/subjects that have a certain quantity and characteristics that the researcher sets out to study and then draw conclusions.*” Following the opinions above, the population made by the authors in this study are employees who work in Event Operations; the sampling used is *Purposive Sampling*. According to [6] Purposive sampling is as follows: “Purposive sampling is a technique that determines samples with certain considerations.”

After obtaining the data through observation, interviews, and documentation, the next step is to present and reduce the data.

## 5 Findings and Discussion

In this discussion point in the form of interview results that explain from the indicators Performance divisi event operation Phitagoras Global Duta in the implementation of the event online; namely, performance divisi event operation experienced various problems, difficulties to the benefits experienced by the team and company during the event online in the n new average period, explained through four indicators:

### 5.1 Quantity

Based on the indicators, they got some information from the speakers. During the new average period, Phitagoras Global Ambassadors totaling 16 people freelance, carry out events that average approximately twenty-two events each month. If divided by the

BULAN	PUBLIC	IHT	SUBTOTAL
JAN	4	2	6
FEB	5	12	17
MAR	20	16	36
APR	9	15	24
MAY	4	5	9
JUN	13	9	22
JUL	8	4	12
AUG	11	17	28
SEP	8	10	18
OCT	14	19	33
NOV	13	34	47
DEC	2	6	8
TOTAL			260

**Fig. 2.** Number of Training Events held during the New Normal period. Source: Phitagoras Global Ambassador Data, 2021.

number of existing events, each carries out two to four monthly events. Below is a recap of the data from the average event that the event team has been undergoing for approximately one year in the new average period (Fig. 2).

During the implementation of the event in this new average period, the team ev t experienced several obstacles because the process of adjusting the operation of the event was held online; many significant changes the team forced to adjust this quickly is what became the obstacle or the event tea in doing online events in the period new average as we know the media or tools that we use to work from home are only laptops, and all the implementation of this training event through zoom meetings and other supporting digital tools.

Phitagoras has software called OBS or the OBS Studio application, which is commonly used to support zoom meeting training looks natural or like a news anchor television broadcast, so it will increase the attraction of participants in participating in training organized by Phitagoras.

However, behind the sophistication of the OBS Studio application, there are obstacles experienced by the event team, with a short time to adapt and also the lack of skills from the event team to operate the application makes the event team need more time or special training in operating the OBS Studio application for the smooth running of online events.

In addition, the effect of this online event is that it is difficult to reach work deadlines because all the deadlines of an event organizer’s duties are related to the trainees themselves; the difficulty of communicating smoothly with participants because they are blocked by the distance and focus of the event team between the job desk as the host, the timekeeper on the implementation day and the administrative deadlines that must be met all make the event team the difficulty of being multi-tasking in dividing time and making everything outstretched is all done individually.

Of all the obstacles experienced by the event team above, all of them did not affect the income from the company’s revenue during the new normal; according to the data, the percentage of targets from the company rose from before, and below is the percentage of revenue from the target achieved by the event team during the new average period (Fig. 3).

TERM	TARGET	ACHIEVE	+ / -
Q1	100%	98,8%	-1,2%
Q2	100%	98,6%	-1,4%
Q3	100%	99,2%	-0,8%
Q4	100%	97%	-3,2%

**Fig. 3.** Summary Target & Achieve team event per Quartal. Source: Phitagoras Global Ambassador Data, 2021.

## 5.2 Quality

Based on the second indicator, namely quality, there are indicators this time there are several things that are mistakes that are often experienced by the event team in every online event implementation, namely, the late event team applying for event funds, not being used to wrong in operating the OBS Studio application, writing the wrong participant's name for the certificate, and being late in collecting the event report deadline. Usually the event schedule for team event will be informed through the what's app team event group at least one week before the implementation day, to be able to prepare the things needed for the event such as applying for funds and training k IT that can be submitted from the publication schedule to one day before the implementation, then make group what's app with participants to provide various information related to what document needs yang must be prepared by participants and submitted to team event along with the predetermined time, and other information about the training event and in addition to facilitate communication at the time of the event, contact trainer to confirm the event schedule and prepare time to be a resource person at the training event, and the most important thing is to prepare the studio and set up the OBS studio application a maximum of one day before the implementation event so that when the day of implementation everything is ready to use, the Trainer is present one hour before the event starts to have time for a briefing and make sure everything is ready to be carried out when the event starts. By having gone through several experiences organizing events and various mistakes that usually occur, it all makes the event team have begun to be able to adapt and be able to correct these mistakes by learning from the mistakes before them so that the event team can carry out their work by the standard operating procedures of online training individual and as a team at Phitagoras Global Duta.

## 5.3 Timeliness

In this third indicator, it discusses how the punctuality of the event teams in carrying out their duties in organizing online training events during the new average period; it can be explained that in new normal conditions like this, the entire event implementation is hampered by all activities and work of the event team carried out online, making everything hampered because of the distance between the event team, trainers and also clients.

Punctuality is constrained due to the unfocused event team doing the job and being forced to multitask or complete several jobs simultaneously by moving from one task to another within a reasonably short time. When becoming a Host and timekeeper at event

2021												
BULAN	SERVICE										AVERAGE (TARGET 90% atau 3,25)	
	DEWI / ARIFAH	AISYAH / ZAHRA	LITA / KIKY / PUSPA	BAYU / SAFIRA	RICKY / APRIL	ARJUN / REFITA / DEWI A	RIZKY / NADYA / NOV	THIFAH / DEA / OKTA	NABILA / NADA / NIA	AKHMAD / ZHAFIRA		
JAN	100%		100%	98%	100%	91%	100%	100%		100%		99%
M1 FEB						100%						100%
M2 FEB	100%		98%		99%			99%				99%
M3 FEB			75%		100%	100%	100%					94%
M4 FEB	100%		100%	99%	87%	100%	98%	96%	100%			98%
M1 MAR				100%	100%							100%
M2 MAR	100%			50%	96%		100%					87%
M3 MAR	100%	100%	88%		95%		100%					97%
M4 MAR			92%	98%	100%	100%	100%	100%		88%		97%
M5 MAR	100%	100%	100%	100%			100%	89%				98%
M1 APR	100%	100%		100%				94%	87%	88%		95%
M2 APR	100%			99%	100%	100%	100%	88%		100%		98%
M3 APR	100%			91%	100%	100%						98%
M4 APR	100%	100%		100%		100%		100%				100%
M1 MEI		100%		100%		100%	100%					100%
M3 MEI					75%		100%	94%				90%
M1 JUN		3,66		3,52		3,57		3,58				3,58
M2 JUN				3,72		3,67						3,70
M3 JUN	3,08	3,40		3,41	3,75		3,80	3,47		3,75		3,52
M4 JUN		3,50		3,65		3,50						3,55
M5 JUN			3,35	3,33	3,72		3,69	3,57	3,61			3,54
M1 JUL		3,88	3,6							4		3,83
M2 JUL				3,75	3,68		3,6	3,72				3,69
M3 JUL					3,89							3,89
M4 JUL	3,8			4,00	3,84		3,84					3,87
M1 AUGST							3,60			4		3,80
M2 AUGST					3,42		3,86					3,64
M3 AUGST	3,88	3,50	3,69	3,74								3,70
M4 AUGST	3,67	3,29		3,64		3,33		3,86	3,49	3,28		3,51
M5 AUGST	3,70	3,66	3,69	3,93	3,57	3,57	3,57	3,67				3,62
M1 SEPT	3,82	3,53		3,76	3,43	3,67						3,56
M2 SEPT												3,63
M3 SEPT					3,63							3,63
M4 SEPT					3,51		3,65	3,75				3,65
M1 OKT	3,57	3,62	4	3,47			3,61	3,46				3,52
M2 OKT			3,33	3,67			3,69	4,00	3,64		3,74	3,60
M3 OKT	3,23						3,69	4,00	3,64			3,57
M4 OKT	3,42			3,20	3,63	3,67	3,92	3,70	3,46			3,57
M1 NOV	3,50	3,38	3,53	3,48	3,71		3,68			3,62		3,55
M2 NOV	3,92	3,70		3,52		3,77	3,30	3,94	4			3,71
M3 NOV	3,60	3,10		3,78	3,68	3,13	3,67	3,45	3,74			3,52
M4 NOV		3,24	3,57		3,70	3,75	3,87			3,66	3,85	3,66
M5 NOV				3,29	3,72	3,60	3,68	3,16	3,33	3,64		3,49
M1 DEC	3,45	3,49		3,71	3,71			3,54		3,55		3,57
M2 DEC		3,71		3,44	3,93		3,54	3,74				3,67
M3 DEC	3,73	3,79	3,36	3,29	3,84	3,74	3,25	3,29		3,82		3,57
M4 DEC	3,35			3,80	3,30		3,80	3,90				3,63
M5 DEC		3,56		3,58	3,83							3,66

**Fig. 4.** Achievement of Deadline Time Event teamwork. Source: Phitagoras Global Ambassador data, 2021.

time, the event team must continue to do administrative tasks and various event report documents that already have deadlines.

Meanwhile, several jobs from the event team are indeed dependent on clients, such as training support documents that must be recapitulated by the event team and participant administrative data, which is the responsibility of the event team to pursue collection deadlines. However, distance hinders everything, and establishing online communication makes it difficult for event teams to achieve punctuality at work (Fig. 4).

According to the results of the data above, some event teams have not reached the target of punctuality in the future. However, some have reached the new habit of operating in the new average period, but some have reached the because they have begun to adapt to new things. With the target of achieving punctuality, it will become a reference and learning for each event to try to improve in each event again so that later it will be able to achieve the target as needed by the company.

### 5.4 Effectiveness

The following indicator is the effectiveness of the event team; this indicator discusses the results of achievement in the performance of the event team during work and organizing

online events. Result of the performance of the event team during the handling of the event in the new average period. As for the target that the event team must achieve to show the value of the success of an event’s performance in handling the event, this value depends on how the performance s an event organizer towards the client when handling online training events; therefore, it can be seen here how an event Whether it can work well in the company or not, here is the event organizer assessment table as shown in Fig. 5.

According to Fig. 5, it is the result of a direct assessment of the participants who took part in the training event in Phitagoras, on average the entire team is very active and can achieve the targets that the company has set; this shows that the event team and provide their best performance to clients or participants of online training events and make participants satisfied with the service provided the event team to them. Although some still have not reached the target, the event team is not discouraged to continually improve in the next event to make a good name for Phitagoras.

However, for now, the company is satisfied with the performance of the event team in organizing the training event, with the service from event team that makes the client

2021		SUBMIT TW										PRODUKSI	AVERAGE (TARGET 100%)
BULAN	ADMIN	DEW / ARIFAH	AISYAH / ZAHRA	LITA / KIKI / PUSPA	BAYU / SAFIRA	RICKY / APRIL	ARUM / RETITA / DEWI A	RIZKY / NADYA / NOVI	THIFAH / DEA / OKTA	NABILA / NADA / NIA	AKHMAD / ZHAFRA		
JAN	100%	100%		100%	94%	100%	100%	100%	100%		100%	100%	99.4%
M1 FEB	100%						86%					100%	95.3%
M2 FEB	100%	100%		100%	100%	100%	100%	100%				100%	100.0%
M3 FEB	100%			100%		100%	86%	100%				100%	97.6%
M4 FEB	100%	100%		100%	100%	100%	100%	100%	100%			100%	100.0%
M1 MAR	100%				100%	100%						100%	100.0%
M2 MAR	100%	100%			100%	100%						100%	100.0%
M3 MAR	95%	86%	100%	100%		100%	100%					100%	97.2%
M4 MAR	92%		100%	100%	100%	100%	100%	100%	100%	100%		100%	99.1%
M5 MAR	100%	100%	100%	100%	100%		86%	100%				100%	98.2%
M1 APR	93%	92%	100%	100%				100%			75%	100%	94.1%
M2 APR	97%		100%		100%	100%			100%		100%	100%	99.6%
M3 APR	100%	100%	100%	100%	100%	100%						100%	100.0%
M4 APR	100%	100%	100%	100%		100%		100%				100%	100.0%
M1 MEI	100%				93%		100%	100%				100%	98.8%
M3 MEI	100%					100%		100%	86%			100%	97.1%
M1 JUN	100%		100%		100%	100%	100%					100%	97.2%
M2 JUN	100%				100%	100%						100%	100.0%
M3 JUN	100%	100%	100%	100%	100%			100%		100%		100%	100.0%
M4 JUN	100%				100%	100%		100%				100%	100.0%
M5 JUN	100%			100%		100%			100%			100%	100.0%
M1 JUL	100%		100%	100%							100%	100%	100.0%
M2 JUL	100%				100%			100%				100%	100.0%
M3 JUL	100%					100%						100%	100.0%
M4 JUL	100%	100%			100%	100%						100%	100.0%
M1 AUGST	100%					100%	100%				100%	100%	100.0%
M2 AUGST	100%					100%		100%				100%	100.0%
M3 AUGST	100%	86%	100%	100%	100%							100%	97.6%
M4 AUGST	100%	86%	100%				100%		100%	80%	86%	100%	93.9%
M5 AUGST	100%	86%		100%	100%	100%	100%	100%				100%	96.4%
M1 SEPT	100%	100%	100%		100%	100%	100%					100%	100.0%
M2 SEPT	100%											100%	100.0%
M3 SEPT	100%					100%						100%	100.0%
M4 SEPT	100%		100%	100%	100%	100%	100%	100%	93%			100%	99.2%
M1 OKT	100%			100%	100%		100%					100%	100.0%
M2 OKT	100%	86%					86%	95%			100%	100%	95.8%
M3 OKT	97%				100%	100%	100%	100%				100%	99.6%
M4 OKT	89%	100%	100%	100%	85%	100%	100%	100%			100%	100%	97.5%
M1 NOV	100%	100%	100%		100%		100%	100%	100%	100%		100%	100.0%
M2 NOV	100%	100%	100%		100%	100%	100%	100%	93%			100%	99.2%
M3 NOV	97%		100%	85%		100%	100%	100%	88%		93%	100%	95.8%
M4 NOV	100%				100%	100%	100%	71%	88%	100%	88%	100%	94.0%
M1 DEC	100%	100%	100%		93%	100%			100%			100%	99.0%
M2 DEC	100%				100%	100%		88%	95%			100%	97.5%
M3 DEC	97%	100%	100%	100%	100%	100%	100%	71%		100%		100%	97.1%
M4 DEC	100%	63%			50%	100%		100%	92%			100%	86.3%
M5 DEC	100%	100%			100%	100%						100%	100.0%

Fig. 5. Achievement of Service and Performance Values from the Event Organizer Team. Source: Phitagoras Global Ambassador data, 2021.

is satisfied; the feedback on the company excellent good so it does not rule out the possibility of making the client trust Phitagoras as the best training place, and revisit the latest client because the good name.

Based on the performance indicators of the event organizer division, it can be concluded that the performance of the event vision towards operational event online at Phitagoras Global Duta experienced constraints in the limited time to adapt from changes in offline events to events online, especially in the use of the OBS Studio application, there is still a lack of skills and knowledge Some teams to operate it. It becomes an obstacle for each team when organizing events that it is a problem with achievement targets and work deadlines, which affect focus and accuracy; there is limited time to adapt to changes, and complex communication with clients because of distance, resulting in mass communication or errors in one of the communication processes and causing the non-achievement of the goals or mission of an event organizer to be achieved.

## 6 Conclusion

Improves the quality of training materials, facilities, and trainers as a source of training to be the choice of various companies and trusts Phitagoras as the best training place. Improving marketing strategies through social media in this digital era, everyone uses social media as the primary medium for seeking information. Adapting to the new things set during the new *normal*, it is expected that companies provide facilities or training to event organizers to provide understanding as well as train and improve the ability of event organizers in applying OBS Studio so that they are not stuck when preparing for events.

Doing time management to be able to organize and focus on which work should be done first, a *Key Performance Indicator* can be made to the event organizer team to help the Event Operation Division determine and measure progress towards the targets of each event itself, making it easier for division heads to monitor the performance of event organizers and see if there are employees who need to be guided and further trained to be able to carry out their work well in the long term.

### Competing Interest Statement

This article is free from any conflict of interest regarding the data collection, analysis, and the publication process itself. Either replicate or modify the previous sentence for this part.

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