

MAJOR EVENT MANAGEMENT STRATEGIES IN STRENGTHENING TELKOM UNIVERSITY'S REPUTATION (CASE STUDY: TELKOM UNIVERSITY ANNIVERSARY SDGS FOR INDONESIA)

Muhamad Reynaldi Satria Nugraha¹, Mohamad Syahriar Sugandi²

Universitas Telkom, Kota Bandung

Universitas Telkom, Kota Bandung

E-mail: mrsatrian@student.telkomuniversity.ac.id¹, syahriar@telkomuniversity.ac.id²

Received : 29 June 2025

Revised : 11 July 2025

Accepted : 31 July 2025

Published : 09 August 2025

DOI : <https://doi.org/10.54443/morfai.v5i2.3708>

Link Publish : <https://radjapublika.com/index.php/MORFAI/article/view/3708>

Abstract

This research analyzes the major event management strategy, specifically of the Telkom University Anniversary "SDGs For Indonesia," to strengthen the institution's image. Using a qualitative case study approach, this research reveals how Telkom University successfully maintained its brand existence and enhanced public image through effective event implementation strategy models. The study also develops a conceptual model of event communication that emphasizes the relationship between innovation, adaptation, and the communication process. Communication plays a vital role, divided into institutional (formal) communication for strategic coordination and technical (interpersonal) communication for rapid problem-solving within the core team. This process extends from pre-event planning, internal communication during the event, to external communication, especially with the media, throughout the event. Good relationships with the media, as demonstrated by Telkom University, maximize reach and build a positive image. Collaboration and adaptability were also key to the event's smooth execution. Evaluation results show a significant positive impact. The event received excellent responses from participants and guests, even attracting interest from other parties to adopt featured products. Media exposure, both conventional and social media, dramatically increased: social media reach rose by 31%, positive sentiment by 11%, and negative news decreased by 40%. This proves that Telkom University's communication and event management strategies successfully strengthened its image and contribution to the SDGs.

Keyword: *Event Management, Institutional Communication, Interpersonal Communication, Organizational Image.*

INTRODUCTION

The Indonesian government has committed to achieving the 17 goals and 169 targets of the Sustainable Development Goals (SDGs) by 2030, as mandated by Presidential Regulation (Perpres) Number 59 of 2017. Higher education institutions, including Telkom University, are actively involved in implementing the SDGs, aligning with Telkom University's mission as a Research and Entrepreneurial University. Telkom University demonstrates a significant commitment to contributing to sustainable development through its vision of becoming a National Excellence Entrepreneurial University by 2028. To this end, Telkom University has established the Digital Collaboration for Sustainability (DCS) as its SDGs Center. One of Telkom University's concrete efforts to realize its SDGs commitment and enhance its image is through organizing major events like the Telkom University Anniversary, which carried the theme "SDGs For Indonesia." Such events serve not only as celebrations but also as platforms to publicize the university's contributions, innovations, and commitment to sustainability issues. Organizing major events like the Dies Natalis with an SDGs theme is expected to be an effective strategy for strengthening Telkom University's image as an institution that is not only excellent in education and research but also caring and genuinely contributing to sustainable development in Indonesia. This research highlights how Telkom University, within the context of the national commitment to SDGs, leverages major events as a communication and branding strategy to reinforce its image as a responsible university contributing to a sustainable future. Specifically, this study aims to explore how these event management strategies are implemented and their impact on the organization's image.

LITERATURE REVIEW

This research is grounded in several key theories and concepts relevant to **major event management strategies, organizational communication, and image building**. These theories serve as an analytical framework for understanding the phenomena under investigation.

1. Communication Theory:

- A. Communication Concepts: This research fundamentally refers to the concept of **communication** as the process of conveying messages from a communicator to a communicatee. In the context of organizations and events, communication is considered a **vital element** that connects various parties and ensures the smooth operation and success of objectives.
- B. Types of Communication: This thesis distinguishes between:
 - a) Institutional communication refers to the formal, structured communication within an organization, often following a hierarchy and standard procedures. This type of communication is crucial for strategic coordination and policy dissemination.
 - b) Technical/interpersonal communication refers to direct and informal interactions between individuals, especially within the core event execution team. This type of communication is more flexible and essential for rapid problem-solving and daily operational coordination.
 - c) External communication focuses on the organization's interactions with the outside public, including mass media, event participants, and other stakeholders. This is crucial for publicity, branding, and fostering a positive image.

2. Event Manajemen:

- A. Core Concepts of Event Management: This research adopts the principles of event management, which include meticulous planning, structured execution, and comprehensive evaluation. Effective event management ensures that event objectives are achieved and the desired impact is delivered.
- B. Stages of Event Management: Although not detailed as a separate theory, this research applies the general stages of event management: pre-event (planning), during the event (execution), and post-event (evaluation).

3. Organizational Image / Corporate Image:

- A. Concept of Image: Image is understood as the perception or impression formed in the public's mind about an organization. It's not just about what an organization says about itself, but also how it's perceived based on its actions and communication.
- A. Importance of Image: A strong and positive image is considered a strategic asset for an organization, capable of influencing public trust, loyalty, and support. In the university context, a good image can attract prospective students, industry collaborations, and government backing.
- B. Image Building Through Events: Major events are considered highly effective Public Relations (PR) tools for building and strengthening image. Through events, an organization can directly showcase its values, achievements, and commitments to a broad audience.

4. Inovasi dan Adaptasi:

- B. Innovation Decision-Making: Although not elaborated as a primary theory, the concept of innovation decision-making is touched upon in the context of developing the conceptual model of communication. This indicates that an organization's ability to innovate in its event strategies and execution is a crucial factor.
- C. Adaptation: The ability to adapt to changing conditions or challenges during event execution is also an essential element that contributes to success.

5. Peran Stakeholder dan Kolaborasi:

Although not presented as a formal theory, the emphasis on collaboration and ownership by various stakeholders (both internal and external) indicates the application of stakeholder management principles in achieving shared objectives.

Overall, the theoretical foundation of this research is multidisciplinary, combining concepts from communication studies, management, and public relations to analyze major event management strategies within the context of organizational image building.

METHOD

This research adopts a qualitative approach with a single case study method. This methodological choice is based on the desire to understand the phenomenon in depth and within its real-world context.

1. Qualitative Approach:

MAJOR EVENT MANAGEMENT STRATEGIES IN STRENGTHENING TELKOM UNIVERSITY'S REPUTATION (CASE STUDY: TELKOM UNIVERSITY ANNIVERSARY SDGS FOR INDONESIA)

Muhamad Reynaldi Satria Nugraha and Mohamad Syahriar Sugandi

- a) Objective: The qualitative approach is used to explore and understand social realities, meanings, and the experiences of individuals or groups within a specific context. In this research, the objective is to understand major event management strategies and their impact on Telkom University's image, rather than to quantitatively measure or calculate variables.
- b) Focus: Qualitative research allows researchers to gain a rich and detailed understanding of the phenomenon under investigation, including its nuances and complexities.

2. Single Case Study Method:

- a) Rationale for Selection: The single case study method was chosen because this research focuses on one specific, in-depth case: the "Anniversary Telkom University SDGs For Indonesia 2024." A case study allows the researcher to conduct intensive exploration of the phenomenon within its real-world context.
- b) Function: This method is highly effective for answering "how" and "why" questions related to a phenomenon, such as how communication strategies were implemented during the event and why those strategies were effective in strengthening the institution's image.

3. Data Collection Techniques:

To ensure the richness and validity of the data, this research employed various data collection techniques, including:

- a) Documentation: This involves collecting and analyzing relevant event documents, such as activity reports, promotional materials, press releases, and other internal documents.
- b) Interviews: Conducting in-depth interviews with key individuals involved in event management, such as the rector, directors, committee members, or other stakeholders. The interviews aim to gather their perspectives, experiences, and interpretations regarding the strategies implemented.
- c) Participant Observation: The researcher may directly participate in or observe the event planning and execution processes to gain a better contextual understanding of the dynamics at play.
- d) Archives: Utilizing relevant archival data, such as media monitoring data or event-related publication data, to complement information obtained from other sources.

4. Lingkup Analisis:

With this combination of approaches and methods, this research aims to analyze in detail:

- a) Event planning process.
- b) Event execution process.
- c) Event evaluation process.
- d) Internal and external communication processes that occurred during event management.

This chosen methodology, therefore, allows the researchers to obtain a comprehensive and in-depth understanding of major event management strategies and their impact on Telkom University's image.

RESULT AND DISCUSSION

This research aimed to analyze the major event management strategy, specifically for the "Anniversary Telkom University SDGs For Indonesia 2024" event, in order to strengthen Telkom University's image. Based on the research findings, it can be concluded that this major event management strategy involved three main stages: planning, execution, and evaluation, supported by effective internal and external communication processes.

1. **Event Planning:** The planning process for the **Anniversary Telkom University SDGs For Indonesia 2024** was a crucial stage that began with establishing the theme "SDGs for Indonesia." This theme was chosen because it reflects the university's vision, mission, and strategic goals, while also highlighting Telkom University's contributions to the **Sustainable Development Goals (SDGs)**. The strategic objective of this event was to strengthen engagement with partners and support government programs related to SDGs. Meanwhile, its practical purpose was to serve as a public communication platform showcasing Telkom University's active role and tangible contributions to its stakeholders.
2. **Event Execution:** The execution phase demanded alignment between meticulous planning and on-the-ground implementation. The event successfully showcased Telkom University's innovative programs implemented within the context of SDGs, including the Innovillage Corner. The involvement of various Pentahelix elements (government, industry, alumni, students, community, and media) was key in accelerating the sustainable development agenda and disseminating the campus's innovative products.
3. **Event Evaluation:** Evaluation was conducted through various methods, including regular monitoring, interpersonal feedback from stakeholders, and communication impact measurement. Evaluation results showed a significant increase in publication exposure, with **social media reach rising by approximately 31%** and **positive sentiment by around 11%**, while negative news decreased by up to 40%. This indicates

that the event successfully strengthened Telkom University's image as an institution actively contributing to the SDGs.

4. **Internal and External Communication:** Strong and collaborative communication, both formal and informal, was a fundamental foundation for organizing this event. The active involvement of every unit and external party ensured that all stakeholders felt a sense of ownership and contributed to the event's success, supporting cross-departmental coordination.

Overall, the **major event management strategy** for the **Anniversary Telkom University SDGs For Indonesia** proved effective in strengthening Telkom University's image as a higher education institution with a high commitment to sustainable development and a tangible contribution to the nation and the world.

CONCLUSION

1. Academic Suggestions

These academic suggestions are for researchers or academics who wish to continue or develop studies in similar fields:

- a. **Quantitative Research on Image Impact:** It's recommended to conduct further research using a **quantitative approach**. This would allow for more specific and measurable assessments of the impact of major events on Telkom University's public image and other stakeholders. This could involve large-scale surveys or more in-depth sentiment data analysis.
- b. **Comparative Studies:** Consider undertaking comparative studies with other universities or institutions that also organize major events related to the Sustainable Development Goals (SDGs). Such studies could identify best practices, challenges, and potential areas for development in event management and communication strategies across different contexts.
- c. **Analysis of External Factors:** Investigate more deeply the influence of external factors (e.g., social media trends, changes in government policies related to SDGs, or broader shifts in public perception) on the effectiveness of event management strategies and institutional image building. This could provide a more holistic understanding of the dynamics of image formation.
- d. **Development of Event Communication Models:** Develop specific event communication models or frameworks for higher education institutions that integrate SDG aspects, given the unique complexities of stakeholders and communication objectives in this sector.

2. Practical Suggestions

These practical suggestions are aimed at Telkom University or other organizations involved in managing similar major events:

- a. **Enhance Event Continuity and Innovation:** Given the success of the Anniversary event in strengthening its image, Telkom University should maintain the continuity of major events with relevant and innovative themes. This ensures Telkom University remains a trendsetter and stays relevant in the public eye, consistently reflecting the university's vision and mission.
- b. **Optimize Pentahelix Collaboration:** Continue to **strengthen and expand collaboration** with all **Pentahelix elements** (government, industry, alumni, students, community, and media) at every stage of event management. The active involvement of all these parties can maximize the event's impact, not only in disseminating information but also in creating innovative programs and ensuring post-event sustainability.
- c. **Standardize Comprehensive Evaluation Methodology:** While exposure has been measured, it is advisable to develop a more standardized and comprehensive evaluation methodology. This should include measuring the long-term impact on image, stakeholder engagement, and the Return on Investment (ROI) of events, potentially integrating more advanced digital tools for data analysis.
- d. **Utilize Data for Future Event Strategies:** Build a robust system to collect, analyze, and leverage data and feedback gathered from each event. This information is crucial for refining future event management strategies, ensuring events are not only operationally successful but also strategically achieve institutional objectives..
- e. **Enhance Event Team Capacity:** Provide continuous training and professional development for the teams involved in event management. This will keep them up-to-date with the latest trends in event management, strategic communication, and SDG implementation.

REFERENCES

- Argenti, P. A. (2013). *Corporate communication* (6th ed.). McGraw-Hill Education.
- Belch, G. E., & Belch, M. A. (2018). *Advertising and promotion: An integrated marketing communications perspective*. McGraw-Hill Education.¹
- Berger, P. L., & Luckmann, T. (1967). *The social construction of reality: A treatise in the sociology of knowledge*. Anchor Books.
- Berridge, G. (2011). *Designing event experiences*. ResearchGate.
- Crotty, M. (1998). *The foundations of social research: Meaning and perspective in the research process*. Sage Publications.
- Crowther, P. (2011). Marketing event outcomes: From tactical to strategic. *International Journal of Event and Festival Management*, 2(1), 68–82. <https://doi.org/10.1108/1758295111116623>
- Doty, D. I. (1990). Dalam Pudjiastuti, R. (2010). *Manajemen acara khusus*. Penerbit Komunika.
- Effendy, O. U. (2014). Dalam Ruliana, E. (2014). *Komunikasi organisasi: Konsep dan aplikasi*. RajaGrafindo Persada.
- Erlandia, D. R. (2016). Event management, a flourishing business in creative industries: Proceeding International Conference on Transformation in Communication (ICOTIC). *Openlibrary Telkom University*.
- Getz, D. (1997). *Event management & event tourism*. Cognizant Communication Corporation.
- Goldblatt, J. (2002). *Special events: Twenty-first century global event management* (3rd ed.). Wiley.²
- Goldblatt, J. (2014). *Special events: Creating and sustaining a new world for celebration* (7th ed.). Wiley.³
- Gratton, C., & Preuss, H. (2015). Maximizing Olympic impacts by building up legacies. *International Journal of the History of Sport*.
- Grunig, J. E., & Hunt, T. (1984). *Managing public relations*. Holt, Rinehart and Winston.
- Ibnu, R. (2017). *Manajemen event organizer*. Remaja Rosdakarya.
- Ivasenka, V. M., & Razumova, S. V. (2019). Event marketing concept in the music festival industry in Belarus. <http://edoc.bseu.by>
- Julia, M. (2009). *Manajemen acara*. PT Gramedia Pustaka Utama.
- Kasali, R. (2010). *Membidik pasar Indonesia: Segmentasi, targeting, dan positioning*. Gramedia.
- Kennedy, J. E. (2009). *Event management*. McGraw-Hill.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.⁴
- Lincoln, Y. S., & Guba, E. G. (1985). *Naturalistic inquiry*. Sage Publications.
- Lincoln, Y. S., Lynham, S. A., & Guba, E. G. (2011). Paradigmatic controversies, contradictions, and emerging confluences, revisited. Dalam N. K. Denzin & Y. S. Lincoln (Eds.), *The SAGE handbook of qualitative research* (4th ed., hlm. 97–128). Sage Publications.
- Mertens, D. M. (2010). *Research and evaluation in education and psychology: Integrating diversity with quantitative, qualitative, and mixed methods* (3rd ed.). Sage Publications.⁵
- Moleong, L. J. (2012). *Metodologi penelitian kualitatif* (Edisi Revisi). PT Remaja Rosdakarya.
- Noor, A. (2013). *Manajemen event*. Remaja Rosdakarya.
- Noor, A. (2017). *Manajemen event*. Remaja Rosdakarya.
- Oliver, T., dkk. (2008). *Event management process in contemporary contexts*. Pearson Education.
- Pine, B. J., & Gilmore, J. H. (1998). Welcome to the experience economy. *Harvard Business Review*, 76(4), 97–105.
- Pudjiastuti, R. (2010). *Event organizer: Manajemen acara khusus*. PT Komunika.
- Raco, J. R. (2010). *Metode penelitian kualitatif: Jenis, karakteristik, dan keunggulannya*. Grasindo.
- Rahma, A. (2017). Event sebagai salah satu bentuk strategi komunikasi pemasaran produk fashion nasional (Event Tahunan Jakcloth).⁶ *Journal of Communication*, 1(2).
- Sanjaya, M. (2016). Analisis penyelenggaraan special event “End of Year Marbella Night” oleh Extra Ordinary Event Organizer. *Kalbis Research*. <http://research.kalbis.ac.id>
- Satori, D., & Komariah, A. (2014). *Metodologi penelitian kualitatif*. Alfabeta.
- Shone, A., & Parry, B. (2009). *Successful event management: A practical handbook*. Cengage Learning.
- Silviani, D. (2020). *Komunikasi organisasi: Perspektif dan praktik*. Kencana.
- Skinner, C., Von Essen, L., & Mersham, G. (2001).⁷ *Handbook of public relations*. Oxford University Press.
- Sudjana, D., & Ibrahim. (2001). *Penelitian dan penilaian pendidikan*. Sinar Baru Algesindo.
- Sugiyono. (2012). *Metode penelitian kuantitatif, kualitatif dan R&D*. Alfabeta.
- Sutopo, H. B. (2006). *Metodologi penelitian kualitatif (Dasar teori dan terapannya dalam penelitian)*. Sebelas Maret

**MAJOR EVENT MANAGEMENT STRATEGIES IN STRENGTHENING TELKOM UNIVERSITY'S REPUTATION
(CASE STUDY: TELKOM UNIVERSITY ANNIVERSARY SDGS FOR INDONESIA)**

Muhamad Reynaldi Satria Nugraha and Mohamad Syahriar Sugandi

Press.

Suyanto, B. (2005). *Metode penelitian sosial: Berbagai alternatif pendekatan*. Kencana.

Syarifa, N. (2016). *Strategi komunikasi event organizer dalam mempromosikan event (Studi kasus pada Java Jazz Festival)* [Skripsi]. Universitas Islam Negeri Syarif Hidayatullah Jakarta.

Tobing, C. M. C. L., Perbawasari, S., & Erdinaya, L. K. (2017). Manajemen special event AJB Bumiputera 1912 Bandung melalui customer gathering. *Profesi Humas*, 2(1).

Toledano, M., & Riches, M. (2015). Brand alliance and event management for social causes: Evidence from New Zealand. *Public Relations Review*, 40(5). <https://www.sciencedirect.com>

UNDP. (2015). *Sustainable Development Goals*. Retrieved from <https://www.undp.org/sustainable-development-goals>

Wagen, L. V. D. (2010). *Event management: For tourism, cultural, business and sporting events*. Pearson Education.

Wigen, R. (2010). *Event management and impact analysis*. Google Books. <https://books.google.co.id>

Yin, R. K. (2009). *Case study research: Design and methods* (4th ed.). Sage Publications.