

***Analysis on the Event Management of Surabaya Great Expo
PT Debindo Mitra Tama***

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ABSTRACT

This study aims to analyze the event management of the Surabaya Great Expo (SGE) 2024 organized by PT Debindo Mitra Tama, particularly in the application of Goldblatt's event management model which includes the stages of researching, designing, planning, coordinating, and evaluating. The research method employed was descriptive qualitative, with data collected through in-depth interviews, participatory observations, and documentation involving five informants from the organizing team. The results show that the researching stage was carried out through surveys, evaluations of previous events, and social media trend analysis, although it has not fully explored visitor preferences. The designing stage successfully presented the theme "Astonishing Batik of Surabaya" focusing on SME promotion, yet program innovation still needs improvement. The planning and coordinating stages were implemented quite effectively through regular communication and collaboration with various stakeholders. Meanwhile, the evaluating stage was conducted but remained limited to internal reviews without systematic feedback from tenants or visitors. The event management of Surabaya Great Expo 2024 has been implemented in a fairly structured manner in accordance with Goldblatt's framework. This study is expected to serve as an evaluation reference for organizers to improve the quality of future events and strengthen Surabaya's position as a leading MICE destination.

Keywords: *Event Management, MICE, Surabaya Great Expo, PT Debindo Mitra Tama*