

***Analysis at GM Production Indonesia: A Case Study of Catering Management
for the 2025 PT Surveyor Indonesia Anniversary Event***

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ABSTRACT

This study aims to analyze the implementation of the Planning, Organizing, Actuating, and Controlling (POAC) management functions in catering management at the 2025 PT Surveyor Indonesia Anniversary Event organized by GM Production Indonesia and to identify the factors inhibiting their implementation. This study employed a qualitative approach using a case study method. Data were collected through in-depth interviews, participant observation, and document analysis. The results show that the planning function was implemented through identifying client needs, developing the catering service concept, selecting vendors, and planning food distribution. The organizing function was carried out through task allocation and coordination among the organizing team, vendors, and the client. The actuating function was implemented through the operational management of food stalls according to the established plan, while the controlling function was conducted by monitoring food quality, service quality, and the overall implementation of the event. Although the POAC management functions were implemented throughout all stages of catering management, their implementation was not fully optimal due to challenges in food distribution, coordination among vendors, differences in vendors' operational readiness, and quality control of food and services. These findings indicate the need to strengthen coordination, operational standardization, and monitoring systems to optimize catering management in large-scale corporate events.

Keywords: POAC, catering management, event organizer, food stall, corporate event