

***Analysis of the Event Photo and Video Documentation Management System at
GM Production***

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ABSTRACT

The rapid growth of the event organizing industry in the digital era has placed photo and video documentation at the center of marketing strategy, brand image, and organizational archiving. Despite its importance, many event organizers, including GM Production Indonesia, still manage their visual assets without a structured system, resulting in large file sizes, tight content deadlines, and the absence of clear working standards. Digital Asset Management (DAM) offers a systematic approach to storing, organizing, and reusing digital assets through centralized repositories and metadata management, yet empirical studies on its application in the context of event documentation, particularly within Indonesia's creative industry, remain limited. This study aims to identify and analyze the challenges faced by GM Production Indonesia in managing event photo and video documentation, to explore how the implementation of a DAM system can improve documentation efficiency, and to evaluate its impact on the effectiveness of digital marketing and company branding on social media. A qualitative descriptive approach with a case study design is employed, focusing on the Social & Documentation (SOSDOK) division and the Operational Technical & MICE manager of GM Production Indonesia as the main informants, selected through purposive sampling. Data were collected through interviews, observation, and documentation. The findings of this research are expected to contribute theoretically by enriching the literature on digital asset and event documentation management, and practically by providing GM Production Indonesia and other event organizers with practical guidance to improve operational efficiency, content quality, and the sustainable use of digital assets.

Keywords: *Digital Asset Management, event documentation, event organizer, digital content management*