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Training Management Skills in The Field of Event Organizer at Sumber Bahagia Sentosa, Malang City

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ABSTRACT

Sentosa Happy Spring is one of the event organizers are developing in Malang City, but the problems that often arise met is management of one obstacle the main thing that often faced by the perpetrator event organizer. Activities This aiming For increase quality management in field event organizer Sumber Bahagia Sentosa so that it can reach target organization with method effective and efficient. The method used is descriptive with observation, mentoring and evaluation techniques. The results of the activities This show that mentoring and training in improving management quality has a significant positive impact on business actors. Through this assistance and training, it helps MSMEs overcome problems in business management, with an emphasis on the importance of customer service. MSMEs gain an understanding of how to improve management and communicate with customers. This training also improves the quality of human resources (HR) and MSMEs' confidence in interacting with customers, even though they still have limitations in human resource management capabilities.

1. Introduction

Event Organizer is A association engaged in the field of service bureaus or business services. According to Keizer (2011) Basically, EO are people who move in A organization that organizes events starting from planning, implementation until after the event. Event organizer does not Far different its meaning with A committee. Event organizers have room scope extensive work, in accordance with types of events that exist and their development. Event Organizer helps interested parties For holding events such as product launches, company gatherings, anniversaries, exhibitions, seminars, promotions, talk shows, party planners, concerts music, festivals, carnivals, weddings and so on, starting from stage preparation until with the event running fluent with OK. Event organizer is

paid by the client. or event sponsor and is responsible answer For create a pleasant experience for guests and clients (Parhusip, et al. 2023).

In Indonesia, the event organizer business has develop rapidly. Event organizers start popular around 1990s. This is marked with The excitement of the Youth Exchange (BOM) event promoted by friends at Radio Prambors Jakarta. Then the BOM event continued with do a roadshow to a number of areas in Indonesia through event creation child young man entitled "Muke Gile " with Sergeant Prambors (Sys NS, Pepeng, Nana Krip, and Krisna Purwana). Event Organizer is getting more and more popular again in 1998 after the crisis era Where so Lots power work that comes out from the company where he is Work with various reason. Event organizer becomes alternative work post crisis era at that time (Syaikhon, 2013). Changes as well as developments in the era have make change behavior customer from No Like follow an event becomes want to come to an event. So that matter this also affects to perpetrator event organizer business for increase practice management Where quality service and management Human Resources (HR) is very important for perpetrator event organizer business.

Sumber Bahagia Sentosa is one of the event organizers that is currently... developing in Malang City. Event organizer that stands with Name Senotsa Source of Happiness This formed at the beginning 2023, precisely on January 3, 2023. Sumber Bahagia Sentosa is one of the event organizers that will participate compete in business said. Sumber Bahagia Sentosa is an event organizer that operates in the field of services and become one of the promoters of the formation of party events in several nightlife areas in the city of Malang which compete in a way system and quality with other party events. Sumber Bahagia Sentosa brings up several events, such as themed events Wet, wet with Pool Party concept and event with themed Prom Night Until Your Bae Is Calling with Mask Party concept and several other events. From the beginning 2023 to with end in 2023, Sumber Bahagia Sentosa has held 8 party events. The number of customers who attended every event also experiences quite an improvement fantastic for events organized by local event organizers like Sentosa Happy Source.

Customer will choose return service an event organizer if they satisfied to services provided to the company's consumers. According to Khusaini (2016) satisfaction customer or consumer is function from difference between perceived performance with hope. If performance under hope, then consumer will disappointed. But if performance in accordance with expectations, customers satisfied. For reach objective said, event organizers also need quality service and management source Power human beings. According to Tjiptono (in Asti & Ayuningtyas, 2020) stated quality service is level expected excellence and control on level superiority the For fulfil desire consumers. While according to Usmara (in Gofur, 2019) that quality service is a statement about attitudes, resulting relationships from comparison between expectations (hopes) with performance (results). According to Mondy and Martocchio (in Suryani & FoEh, 2019) management source Power man is a process of achievement objective organization through use man or existing individuals inside it.

According to research Previously, research by Rohaeni & Marwa (2018) showed that that satisfaction customer can influenced by quality service Where human basically want satisfaction needs and one of the matter satisfying need man is service.

Based on study Previously, research by Darmawan et al. (2024) showed that that the event organizer company Future Work House in the procurement has carry out stages in the process such as recruitment, selection, orientation and placement. Furthermore, in the development company employees strive For Keep going try develop employee with training will but Still not optimal. Because No existence special training For develop employee new and old. According to Wijaya (2023) one of the the way the company does it guard quality performance employee is with stage activity training and development.

Amelyawati, et al (2023) conducted study about Power competition through management source Power man as an improvement strategy performance. Where is the role management source Power human at the time This own a central role Because relate with organizing source Power human resources owned by the company.

See condition said, event organizer in operate activity need notice practice management. This is nothing else for the interests of the event organizer in the future. Management functions are universal, because all opinions about management are more or less the same. Fakhrurozi, et al. (2024), stated that management can be carried out in various organizations, communities and companies. The main reasons for management are (1) to achieve organizational goals. (2) to maintain balance between organizational goals. (3) to maintain efficiency and effectiveness. Management is the achievement of organizational goals in an effective and efficient manner through planning, organizing, leadership, and supervision of organizational resources. This is in accordance with the opinion of George R Terry (in Syahputra, 2023) who stated that the basic elements which are resources that can be used (available resources) to achieve goals in management are Man (humans), Materials (materials), Machines (machines) and Money (money).

Study This aiming For give How ability knowledge management in event organizer field at Happy Source Sentosa City M. alang For Can achieve organizational goals in an effective and efficient manner through management science that focuses on service quality and Human Resources (HR) management.

2. Methodology

The method used is descriptive with observation, companion, and evaluation techniques. The activities carried out are:

1. Training and Mentoring

Training in essence is a learning process (Bariqi, 2018). While mentoring play a role active as agent who gives input positive and directive based on knowledge and experience the community he assists (Rahmawai & Kidworo, 2017). This stage involves directly to MSMEs. This training and mentoring can include understanding what customers want, listening to customer complaints, training HR from the team Sumber Bahagia Sentosa, sets goals for individuals and teams, improves activity management, selects and recruits the right HR candidates, and give the best service.

2. Observation

Observation is method or method to collect information or data that is done with stage observation and recording in a way systematic to current phenomenon made into target observation (Maria, 2008). Observation activities help to obtain information in mentoring the Sumber Bahagia Sentosa management science training. In addition, you can find out the preparation process when the event organizer Sumber Bahagia Sentosa carried out activities before the event.

3. Evaluation

Evaluation according to Widoyoko (2009) no only based on assessment results learn, but also need evaluation to input, output and quality of learning process That themselves. Evaluation is done through *pretest* and *posttest*. This evaluation aims to determine the level of understanding and readiness of MSMEs in training management science.

3. Results and Discussion

A. Training and Mentoring

Training knowledge management This helping UMKM Sumber Bahagia Sentosa in overcome constraint management that is often become obstacle in develop his efforts. MSMEs are given understanding about importance give service and management Human Resources (HR). MSMEs are given help in understand method How increase quality service with 5 indicators according to Zeithaml & Berry (in Matantu, et al. 2020), namely: reliability, responsiveness, assurance, empathy and tangibles.

MSMEs are also given help in understand about management source Power good human being with 5 indicators according to Kasanuddin (in Atika & Mafra, 2021), namely: job description, knowledge, ability, enthusiasm work and ability planning or organization. The following is Figure 3.1 where MSMEs are given training about knowledge quality focused management service and management source Power man.



Figure 1. Training Towards UMKM Sumber Bahagia Sentosa

After done training, UMKM Sumber Bahagia Sentosa directly given mentoring For implement knowledge management the in a way directly. Training without accompanied with mentoring in a way sustainable, ensured No will bring expected results. Because, usually after trained, skills given will is lost so just in the end No implemented (Yonavilbia, 2016). Meeting together client done when UMKM Sumber Bahagia Sentosa gets trust For stage activities at the Aston Inn Batu Hotel, located on Jl. Abdul Gani Atas, No. 42-44, Ngaglik , Batu District , Batu City, East Java. The following is Figure 3.2 mentoring to MSMEs at the moment do meeting with client.



Figure 2. Mentoring For MSMEs at the moment Meet With Client

B. Observation

Results of activities mentoring through observation about knowledge focused management to quality service and management Human Resources (HR) at Sumber Bahagia Sentosa has very satisfying results after existence training and mentoring For results in a way overall can seen in Table 1 below This:

Table 1. Observation Results

No	Aspects Observed	Description of Observation Results
1	Service	
	Reliability	eo team use standard very good service For face to face with clients and sources Power a very careful and responsive person
	Responsiveness	eo team fast responsive give service best when client new arrive Then listen with Good complaint from client and fast overcome complaint client the
	Assurance	eo team own good attitude moment meet clients and provide guarantee to client For sustainability cooperation in the future
	Empathy	EO team is very attentive client with method give attention like provide consumption, providing very comfortable place For meet and always care to client
	Tangibles	EO team is very ready For meet client with to present something with use technology such as laptops, tablets and projectors and provide very comfortable place moment meet client
2	Human Resources (HR)	
	Job Description	eo team own not quite enough answer each one accordingly his job
	Knowledge	EO team's knowledge is very broad
	Ability	EO team's capabilities are very high because of eo the recruiting qualified and experienced human resources
	Spirit Work	Your entire team is very enthusiastic For walk not quite enough each one answered
	Ability planning / organizing	eo team own skills For think about planning and implementing it in a way effective

C. Evaluation

Training and mentoring knowledge management towards this Sumber Bahagia Sentosa UMKM produce evaluation Some of the indicators include Sumber Bahagia Sentosa has provided good service to clients, Human Resources (HR) at UMKM Sumber Bahagia Sentosa has become better and the team has carried out initial planning in order to prepare events that will be held in order to achieve targets and then carry out control over these activities to be more effective and run efficiently.

4. Conclusion

Based on discussion on can concluded that training and mentoring knowledge management to event organizer Sumber Bahagia Sentosa has a significant positive impact. Training helping SMEs overcome problem in management business, with emphasis on the importance of services and human resources. MSMEs get understanding about method increase management service with customers. This training also improves the quality of human resources (HR) and the confidence of MSMEs in interacting with customers, although they still have limitations in HR management capabilities. HR training focuses on management with several indicators. Sumber Bahagia Sentosa has carried out initial planning to

prepare for the event, as well as control activities to be more effective and efficient.

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