

## ABSTRAK

Dampak pandemi Covid-19 masih dapat dirasakan sampai dengan tahun 2022 ini. Di antaranya sekian banyak dampak yang bisa dirasakan masyarakat, industri *event* dan pariwisata menjadi salah satu sektor yang terdampak sangat panjang. Berdasarkan data dari Ivendo (*Indonesia Event Industry Council*), persentase penundaan dan pembatalan acara sangatlah tinggi. Terdapat 96,4 persen acara telah ditunda dan 84,8 persen acara dibatalkan di 17 provinsi. Tak hanya itu, tempat-tempat wisata di Indonesia pun banyak yang terpaksa tutup sementara semasa pandemic seperti Trans Studio Bandung, Dufan, dan lainnya.

Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus. Teknik pengumpulan data dilaksanakan dengan cara observasi, wawancara mendalam, dan dokumentasi. Teknik analisis data dilakukan dengan cara pengumpulan data, reduksi data, penyajian data, dan penarikan kesimpulan. Teknik keabsahan data menggunakan triangulasi data.

Hasil penelitian menunjukkan bahwa 1) Dengan pondasi dari konsep transformasi digital, pelaksanaan virtual *event* bisa menjadi solusi bagi industri *event* dan pariwisata di masa pandemi Covid-19. 2) Proses dan manajemen yang dilakukan oleh Satoe Komunika telah sesuai dengan teori yang dimiliki oleh Goldblatt. Tahapan-tahapan ini bisa diterapkan dalam proses transformasi digital yang sangat diperlukan pelaku *Event Organizer* agar dapat melaksanakan acara di tengah pandemi Covid-19 dengan segala keterbatasan aturan yang ada. 3) Hambatan-hambatan yang dihadapi oleh Satoe Komunika dalam melaksanakan *event Bike for Hope* sebagai bentuk implementasi dari percepatan transformasi digital diantaranya ialah tantangan budaya dan perilaku dari masyarakat yang masih beranggapan bahwa pelaksanaan suatu event identik dengan keramaian, infrastruktur transformasi digital dinilai masih kurang, diperlukan inovasi dan kreatifitas untuk mengembangkan pola atau budaya baru.

Peneliti menyadari transformasi digital menjadi satu hal yang esensial untuk hadir dimasa seperti ini. Satoe Komunika telah memberikan pengetahuan serta pengalaman yang mereka alami terkait dengan persiapan serta pelaksanaan *virtual event Bike for Hope* yang dilaksanakan dimasa pandemi Covid-19.

**Kata Kunci:** Transformasi Digital, *Strategi Event*, *Event Organizer*,

Covid-19.

## **ABSTRACT**

*The impact of the Covid-19 pandemic can still be felt until 2022. Among them are the many impacts that can be felt by the community, the event and tourism industry is one of the sectors that has been affected for a very long time. Based on data from Ivendo (Indonesia Event Industry Council), the percentage of event delays and cancellations is very high. There are 96.4 percent of events have been postponed and 84.8 percent of events canceled in 17 provinces. Not only that, many tourist attractions in Indonesia were forced to temporarily close during the pandemic, such as Trans Studio Bandung, Dufan, and others.*

*This study uses a qualitative method with a case study approach. Data collection techniques were carried out by means of observation, in-depth interviews, and documentation. Data analysis techniques were carried out by collecting data, reducing data, presenting data, and drawing conclusions. The data validity technique uses data triangulation.*

*The results of the study show that 1) With the foundation of the concept of digital transformation, the implementation of virtual events can be a solution for the event and tourism industry during the Covid-19 pandemic. 2) The process and management carried out by Satoe Komunika are in accordance with Goldblatt's theory. These stages can be applied in the digital transformation process, which is very much needed by event organizers to be able to carry out events in the midst of the Covid-19 pandemic with all the limitations of existing rules. 3) The obstacles faced by Satoe Komunika in carrying out the Bike for Hope event as a form of implementation of the acceleration of digital transformation include cultural and behavioral challenges from the community who are still cultural that an event is identical to the crowd, digital transformation infrastructure is considered lacking, innovation and creativity are needed to develop new patterns or cultures .*

*Researchers realize that digital transformation is an essential thing to be present in times like this. Satoe Komunika has provided their knowledge and experience related to the preparation and implementation of the Bike for Hope virtual event which was held during the Covid-19 pandemic.*

**Keywords:** *Digital Transformation, Event Strategy, Event Organizer, Covid-19.*