

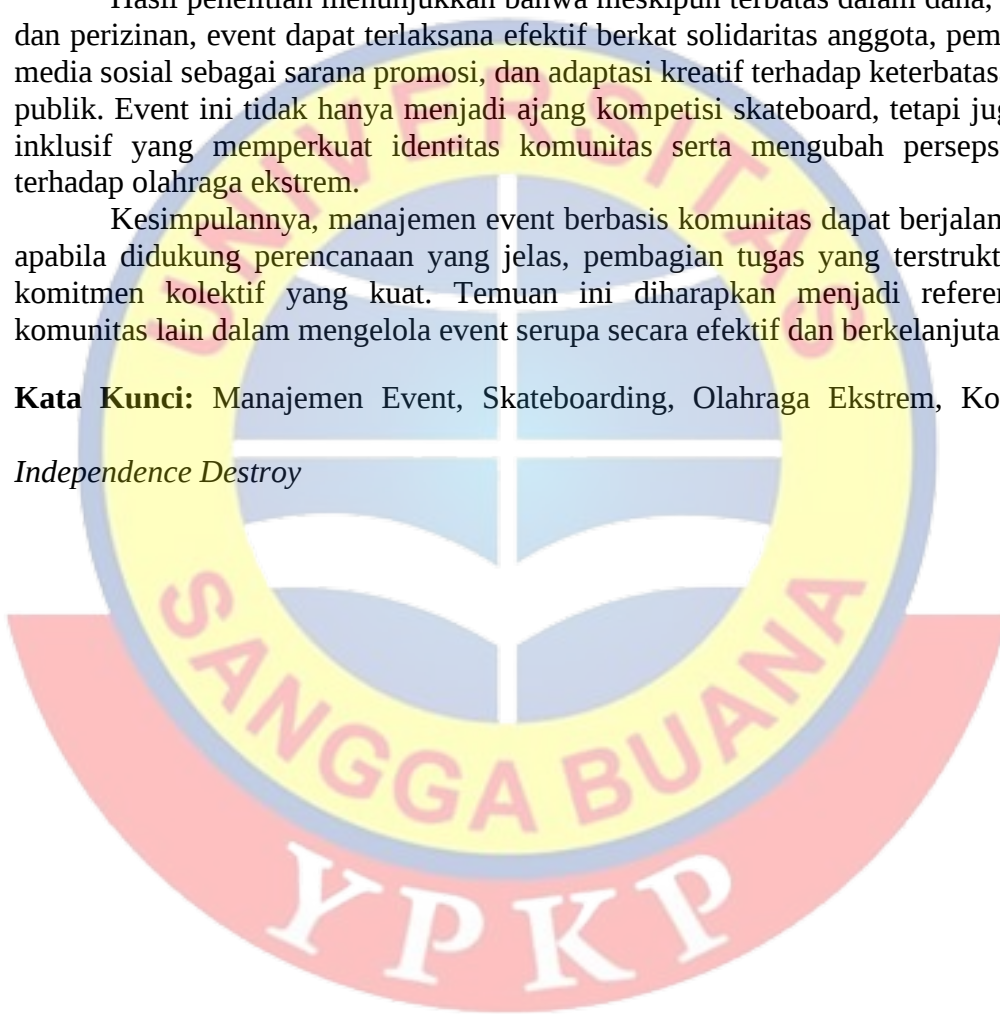
ABSTRAK

Penelitian ini mengkaji manajemen event *Independence Destroy* yang diselenggarakan komunitas MM2100 Skateboarding di Cikarang sebagai bentuk penyelenggaraan olahraga ekstrem berbasis komunitas. Tujuan penelitian adalah menganalisis tahapan manajemen event perencanaan, pengorganisasian, pelaksanaan, evaluasi serta mengidentifikasi faktor pendukung dan penghambatnya. Metode penelitian menggunakan pendekatan kualitatif deskriptif melalui observasi, wawancara, dan dokumentasi, dianalisis dengan model Miles & Huberman.

Hasil penelitian menunjukkan bahwa meskipun terbatas dalam dana, fasilitas, dan perizinan, event dapat terlaksana efektif berkat solidaritas anggota, pemanfaatan media sosial sebagai sarana promosi, dan adaptasi kreatif terhadap keterbatasan ruang publik. Event ini tidak hanya menjadi ajang kompetisi skateboard, tetapi juga ruang inklusif yang memperkuat identitas komunitas serta mengubah persepsi publik terhadap olahraga ekstrem.

Kesimpulannya, manajemen event berbasis komunitas dapat berjalan optimal apabila didukung perencanaan yang jelas, pembagian tugas yang terstruktur, serta komitmen kolektif yang kuat. Temuan ini diharapkan menjadi referensi bagi komunitas lain dalam mengelola event serupa secara efektif dan berkelanjutan.

Kata Kunci: Manajemen Event, Skateboarding, Olahraga Ekstrem, Komunitas, *Independence Destroy*



ABSTRACT

This study examines the event management of Independence Destroy organized by the MM2100 Skateboarding community in Cikarang as a form of community-based extreme sports event. The research aims to analyze the stages of event management planning, organizing, execution, and evaluation as well as to identify supporting and inhibiting factors. The study employs a descriptive qualitative approach through observation, interviews, and documentation, analyzed using the Miles & Huberman model.

The findings indicate that despite limitations in funding, facilities, and permits, the event was effectively executed due to member solidarity, the use of social media as a promotional tool, and creative adaptation to public space constraints. The event not only served as a skateboarding competition but also as an inclusive space that strengthened community identity and reshaped public perceptions of extreme sports.

In conclusion, community-based event management can operate optimally when supported by clear planning, structured task allocation, and strong collective commitment. These findings are expected to serve as a reference for other communities in managing similar events effectively and sustainably.

Keywords: Event Management, Skateboarding, Extreme Sports, Community, Independence Destroy

