

## ABSTRAK

Synta. Analisis Proses Perencanaan *Event* Terhadap Keberhasilan *Pitching Project*. Dibimbing oleh Nukeu Novia Andriani S.S.S., MM.Par dan Aji Prasetya Hadi S.Par., MM. Par.

*Pitching Project* termasuk sebutan yang sering dipakai dalam dunia bisnis dan proyek. Dalam *Event Organizer*, *pitching project* mengacu pada kegiatan dimana *event organizer* atau perusahaan penyelenggara acara memiliki kesempatan untuk mempresentasikan ide, konsep, atau proposal acara kepada calon klien atau mitra potensial. Tujuannya adalah untuk meyakinkan audiens tentang kemampuan *event organizer* dalam menyelenggarakan acara yang sukses dan memenuhi kebutuhan klien.

Penelitian ini bertujuan menganalisis proses perencanaan acara dengan menjabarkan perencanaan *event* menjadi variabel *planning*, *organizing*, *actuating*, dan *controlling* untuk mengetahui apakah perencanaan konsep *event* berpengaruh signifikan terhadap keberhasilan *pitching project* dan variabel manakah yang berpengaruh paling dominan sehingga dapat lebih diperhatikan dan diusahakan oleh pihak yang melakukan *pitching* untuk meningkatkan keberhasilan *pitching project*.

Responden ditentukan metode *purposive sampling* dengan sampel sebanyak 50 orang. Pengumpulan data dengan menyebarkan formulir online. Teknik pengolahan dilakukan dengan menggunakan SPSS versi 26. Analisis data yang dilakukan yaitu uji asumsi klasik, uji regresi linier berganda serta pengujian hipotesis mencakup uji t, uji F dan uji koefisien determinasi. Berdasarkan hasil uji t diketahui bahwa secara parsial variabel *planning*, *organizing*, *actuating*, dan *controlling* berpengaruh positif namun tidak signifikan terhadap keberhasilan *pitching project*. Dari hasil uji  $R^2$  diketahui bahwa variabel perencanaan konsep *event* meliputi *planning*, *organizing*, *actuating*, dan *controlling* secara simultan berpengaruh positif sebesar 20,3% terhadap keberhasilan *pitching project*.

Kata kunci: *Pitching project*, proses perencanaan *event*, keberhasilan *pitching*

## ABSTRACT

*Synta. Analysis Process of the Event Planning on successful pitching project. Supervised by Nukeu Novia Andriani S.S.S., MM.Par and Aji Prasetya Hadi S.Par ., MM. Par.*

*Pitching Project is a term that is often used in the world of business and projects. In the field of Event Organizer, project pitching refers to activities where the event organizer or event organizing company has the opportunity to present ideas, concepts or event proposals to potential clients or potential partners. The goal is to convince the audience of the event organizer's ability to organize a successful event and meet the client's needs.*

*This research aims to analyze event planning process by breaking down event planning into planning, organizing, actuating and controlling variables to find out whether event concept planning has a significant effect on the success of the pitching project and which variables have the most dominant influence so that they can be paid more attention and effort. by the party doing the pitching to increase the success of the pitching project.*

*Respondents were determined using a purposive sampling method with a sample of 50 people. Data collection was carried out by distributing online questionnaires. The processing technique was carried out using SPSS version 26. The data analysis technique used was the classical assumption test, multiple linear regression test and hypothesis testing including the t test, F test and coefficient of determination test. Based on the results of the t test, it is known that partially the variables planning, organizing, actuating and controlling have a positive but not significant effect on the success of the pitching project. From the results of the R<sup>2</sup> tests, it is known that event concept planning variables including planning, organizing, actuating and controlling simultaneously have a positive effect of 20.3% on the success of the pitching project.*

*Keywords: Pitching project, event planning process, successful pitching*