

ABSTRAK

Tria Yunira, 24071119058. Motif Pelaksanaan Event Euro Futsal Championship 2023 PT. Djarum (Studi Fenomenologi Tentang Motif Event Euro Futsal Championship 2023 PT. Djarum District Sales Office Garut Dalam Menjaga Citra Perusahaan).

Penelitian ini dilatarbelakangi oleh pelaksanaan *Event Euro Futsal Championship 2023* yang dinilai belum secara optimal karena jumlah peserta kurang memenuhi target serta kendala meningkatnya jumlah pengunjung tidak setara dengan fasilitas yang disiapkan. Berdasarkan hasil observasi peneliti, *event* ini selalu menjadi pusat perhatian generasi muda pecinta sepak bola liga eropa. Tujuan penelitian ini untuk menjelaskan pelaksanaan *Event Euro Futsal Championship 2023* dilihat dari aspek motif, pengalaman, dan makna yang terkandung di dalamnya. Metode penelitian yang digunakan dalam penelitian ini yaitu pendekatan kualitatif dengan metode deskriptif. Teknik pengumpulan data yang digunakan yaitu observasi, wawancara, studi pustaka, dan dokumentasi. Teknik analisis data yang digunakan yaitu reduksi data, penyajian data dan penarikan kesimpulan. Objek dalam penelitian ini yaitu *Event Euro Futsal Championship 2023* yang diselenggarakan oleh PT Djarum DSO Garut. Penentuan subjek penelitian ini menggunakan teknik *purposive sampling* dengan 5 orang informan yang merupakan orang terlibat dalam pelaksanaan *event* serta 3 orang narasumber. Penelitian ini menggunakan paradigma konstruktivis dengan studi fenomenologi yang menjelaskan motif, pengalaman dan makna pelaksanaan *Event Euro Futsal Championship 2023*.

Hasil penelitian menunjukkan motif yang melatarbelakangi pelaksanaan *Event Euro Futsal Championship 2023* karena program rutin perusahaan, kolaborasi dan hubungan bisnis serta komitmen pada kesehatan dan kesejahteraan rakyat. *Event* ini dilaksanakan untuk menjaga citra perusahaan, memudahkan dan memfasilitasi pecinta olahraga futsal, menghadirkan peluang dan kompetensi serta untuk hiburan. Pengalaman dari pelaksanaan *event* ini yakni adanya keterbatasan dalam promosi, peningkatan citra perusahaan serta adanya peningkatan kerjasama dan keterampilan tim. Makna komunikasi yang terkandung dalam *event euro futsal championship 2023* yakni sebagai pembelajaran dan peningkatan, bentuk tanggung jawab sosial, serta ajang silaturahmi dan kolaborasi.

Kata Kunci: Citra, *Event Euro Futsal Championship*, Kolaborasi

ABSTRACT

Tria Yunira, 24071119058. Motive for Implementing the 2023 PT. Djarum Euro Futsal Championship Event (Phenomenological Study of the 2023 PT. Djarum Sales Office Garut Euro Futsal Championship Event's Motive in Maintaining Company Image).

This research was motivated by the implementation of the 2023 Euro Futsal Championship Event which was considered not optimal because the number of participants did not meet the target and the problem of increasing the number of visitors was not commensurate with the facilities provided. Based on the results of researchers' observations, this event has always been the center of attention of the young generation of European league football fans. The aim of this research is to explain the implementation of the 2023 Euro Futsal Championship event from the aspects of motive, experience and meaning contained therein. The research method used in this research is a qualitative approach with descriptive methods. The data collection techniques used are observation, interviews, literature study and documentation, the data analysis techniques used are data reduction, data presentation and drawing conclusions. The object of this research is the 2023 Euro Futsal Championship Event which is organized by PT Djarum DSO Garut. Determining the subjects of this research used a purposive sampling technique with 5 informants who were people involved in the implementation of the event and 3 sources. This research uses a constructivist paradigm with a phenomenological study that explains the motives, experiences and meaning of implementing the 2023 Euro Futsal Championship Event..

The research result shows that the motive behind the implementation of the 2023 Euro Futsal Championship Event is due to the company's routine programs, collaboration and business relationships as well as commitment to the health and welfare of the people. This event is held to maintain the company's image, accommodate and facilitate futsal sports fans, present opportunities and competencies as well as for entertainment. The experience from implementing this event is that there are limitations in promotion, improving the company's image and increasing team collaboration and skills. The meaning of communication contained in the Euro Futsal Championship 2023 Event is as learning and improvement, a form of social responsibility, as well as an opportunity for friendship and collaboration.

Keywords: Image, Euro Futsal Championship Event, Collaboration