



# Event management of Jogja Sunday Ride community in prostate cancer campaign through the distinguished Gentleman's Ride movement in Yogyakarta 2023

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## ABSTRACT

### Keywords

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Jogja Sunday Ride (JSR) community is a social movement that was formed in 2016 through social media. The Jogja Sunday Ride (JSR) community organizes an event called The Distinguished Gentleman's Ride (DGR) once a year, which is a global campaign movement for prostate cancer awareness. In 2023, the JSR Community has successfully organized DGR activities with an increasing number of participants compared to previous years. The increase in the number of participants is one indicator of success in the implementation of the event. The purpose of this research is to find out how the event management of the Jogja Sunday Ride community in the prostate cancer campaign through The Distinguished Gentleman's Ride social movement in Yogyakarta in 2023. This research uses event management theory in its analysis to produce activities that are in line with expectations. This research uses descriptive qualitative research methods using interviews and documentation and analyzes qualitative data, namely data reduction, data presentation and conclusion drawing. The results of this study prove that event management carried out by the Jogja Sunday Ride community shows success factors supported by the process through five stages, namely Research, Design, Planning, Coordination, and Evaluation.

## 1. Introduction

In organizing an event, there is event management which is used to organize the event. Event management is part of the science that develops and creates an activity with the aim of gathering a group of people in one place. According to Goldblatt (2013) states that event management is an activity which brings together several people with the aim of celebration, education, marketing, and reunion and is responsible for conducting research, designing activities, planning and carrying out coordination and supervision to realize an activity or event (Anggoro et al., 2023).

Jogja Sunday Ride (JSR) community is a social movement formed in 2016 through social media. Motorcycle enthusiasts gather once a month to ride and travel together around the city of Yogyakarta. JSR gathers all these communities so that they can walk side by side. Every year, the Jogja Sunday Ride community organizes an event called The Distinguished Gentleman's Ride (DGR) since 2016. The DGR movement is basically a global campaign about prostate cancer, which is common among men. The goal is to raise awareness of prostate cancer and men's mental health.

The Distinguished Gentleman's Ride was first held in Sydney, Australia in 2012 by Mark Hawwa. People who are moved can donate to show their concern. Every year the DGR movement is held in

many countries, including Indonesia. Through the official DGR website until 2023 (<https://www.gentlemansride.com/>), there are already 121 countries in the world that have participated in this social movement with approximately 340 thousand participants. In Indonesia, there are 18 cities that follow the DGR riding, including the cities of Jakarta, Bali, Lombok, Balikpapan, Bandung, Surabaya, Malang and Yogyakarta.

In 2023, the Jogja Sunday Ride Community has successfully organized DGR activities with an increasing number of participants compared to previous years. The increase in the number of participants is one indicator of success in organizing the event. The organization of the DGR event by the JSR community was attended by at least 400 participants (interview Sarif, October 16, 2023). The interest from the Yogyakarta DGR movement in 2023 showed an increase. This is a form of positive problem in the successful organization of an event. Therefore, the Jogja Sunday Ride community is committed to continuing to participate in spreading this positive message.

This research requires research on event management in the Jogja Sunday Ride community because in an event there needs to be good management and coordination. Based on the background description, the success and success of an event does not just happen. In organizing events such as The Distinguished Gentleman's Ride event organized by the Jogja Sunday Ride community, the organizers need the right event management strategies or stages to achieve the expected targets.

Previous research relevant to this research is research conducted by Uljanatunnisa, Handayani and Alisya (2020). The results of this study indicate that the 2019 Wirausaha Muda Mandiri event management has been carried out professionally and consistently. The similarity between this research and the research conducted by Uljanatunnisa, Handayani and Alisya is the approach used in analyzing the problem. While the difference is that in previous studies, the programs run helped generate profits for the company. Whereas in this study, the events carried out did not generate profits for the community and were purely for fundraising for people in need.

Based on this description, the researcher is interested in examining how the Jogja Sunday Ride community event management in the prostate cancer campaign through The Distinguished Gentleman's Ride social movement in Yogyakarta in 2023. Thus, this research produces findings on how event management is carried out by the Jogja Sunday Ride community to achieve success and what factors influence it.

## 2. Method

This research uses qualitative research methods. According to Sugiyono (2017: 9) qualitative research methods are research methods used to research on natural object conditions, where the researcher is the key instrument, data collection techniques are triangulated (combined), the data obtained tends to be qualitative data, data analysis is inductive and qualitative research results are to understand meaning, understand uniqueness, construct phenomena, and find hypotheses. The type of research used is descriptive research, which is research directed at providing facts or events systematically and accurately, regarding the properties of certain populations or regions. Descriptive research tends not to need to look for or explain interrelationships and test hypotheses (Sugiyono, 2010: 15).

The object of this research is event management carried out by the Jogja Sunday Ride community in conducting a prostate cancer campaign in the DGR movement in Yogyakarta in 2023. While the subjects are the organizers, managers and members of the Jogja Sunday Ride community. The data collection techniques used include interview techniques and documentation. According to Saroso (2017: 47) interviews are one of the most widely used tools for collecting qualitative research data. Interviews allow researchers to collect diverse data from respondents in various situations and contexts. Researchers conducted interviews with the Jogja Sunday Ride community manager, and members involved in the community. Furthermore, there is a documentation technique.

According to Fuad & Sapto (2013: 61) documentation is one of the secondary data sources needed in a study. Researchers used documentation techniques in research conducted on the Jogja Sunday Ride community including minutes, archives, and notes or documents related to the focus of the

research. In this study, triangulation or validity used to ensure data validity is triangulation of research subjects or sources. In this study, more than one informant was interviewed to ensure validity.

### 3. Result and Discussion

#### 3.1 Results

After conducting field research through interviews and document studies, this study found several things. First, at The Distinguished Gentleman's Ride event conducted by the Jogja Sunday Ride Community in 2023, good event management was implemented so that it could affect the number of event participants in increasing. This is in accordance with what was said by Sarif Fajar Nugroho as the chairman of the Jogja Sunday Ride Community and the head of the implementation of The Distinguished Gentleman's Ride event in Yogyakarta in 2023 when interviewed about how to prepare for organizing the DGR event on October 16, 2023, as follows:

*"In preparation for the 2023 DGR event in Yogyakarta, preparations are carried out properly because this event is annual and certainly many people are enthusiastic about this event. For the DGR event yesterday, Alhamdulillah, everything went smoothly and according to plan because everything was carefully prepared starting from planning, implementation until the activity was completed."*

Sarif's statement is proven by the number of participants in DGR Yogyakarta in 2023, which looks large as shown in the picture below. The number of participants is estimated to range from 300 to 400 participants. This is also proven, as said by a participant of The DGR Yogyakarta event in 2023, Satrio Nugroho when interviewed on September 13, 2023, as follows:

*"The number of DGR participants this year, compared to previous years, is more. Especially since the post-pandemic year 2023, this is the largest number. What is clear is that every year it increases and certainly does not decrease."*



**Fig. 1.** Enthusiastic participants of The DGR Yogyakarta in 2023

(Source : Instagram @dgr.yk.info)

Then Sarif added that the event could take place successfully supported by the good performance of the committee and the participants who were very enthusiastic according to his explanation as follows:

*"In organizing this DGR event, one of the factors that influence success is the friends of the committee, as well as the DGR participants themselves who seem very enthusiastic every time they participate in this event"*.

Then next, the results of this study also found that the donations collected from fundraising in this DGR event were purely given to people in need, so the community did not get profit. As Sarif said as follows:

*"For the Jogja Sunday Ride community itself, we have almost no profit. Donations are purely handed over, but if we want to make a profit, we look for sponsors outside of donations. Then it is used for the committee's consumption and entertainment needs during the event."*

Based on the statement above, it can be said that this DGR activity is a positive form of activity with a successful organization. This factor is also supported by the stages in Goldblatt's event management process, namely Research, Design, Planning, Coordination and Evaluation.

### 3.2 Discussion

In the Jogja Sunday Ride community, being able to carry out the event management process through five stages based on Goldblatt's event management model, the management of organizing an event is divided into several stages so that the event is carried out effectively and efficiently. According to Goldblatt (2013), event management is a professional activity of gathering and bringing together a group of people for the purpose of celebration, education, marketing and reunion, and is responsible for conducting research, designing activities, planning and carrying out coordination and supervision to realize the presence of an activity. Meanwhile, according to Noor (2009), event management is an organization of activities organized by communities or institutions that are managed professionally, efficiently, and effectively from planning, implementation, until the activity is completed.

The success of an event is based on good management. Events are not only focused on implementation, but also on several important stages that must be passed by the organizers (Smith, 2017). This research shows that the success of an event requires good event management. The Distinguished Gentleman's Ride event organized in Yogyakarta by the Jogja Sunday Ride community is in demand by many people, this shows the success factor of how the manager manages the activity. The organizers of the Jogja Sunday Ride community manage the event well through 5 stages according to Goldblatt, namely Research, Design, Planning, Coordination and Evaluation. The following is the explanation:

The first stage is Research. Research is conducted to determine needs, wants, and expectations. Through in-depth research, organizers can process information related to the success of the event. This stage consists of two stages, namely determining the answers to the SW questions and SWOT analysis. The 5W questions include Why (why this event is held), Who (who is involved in the event), When (when the event is held), Where (where the event is held), and What (what results are to be achieved from the event). The explanation is as follows :

#### 5W questions

**Why:** Based on Why's question, the event was held with the aim of conducting prostate cancer and men's mental health fundraisers in order to raise awareness of prostate cancer and prevent male suicide due to depression. This is also based on the data that almost 1 million men die from suicide and prostate cancer at an average young age.

**Who:** Based on the Who question, this event involves internal and external parties of the community. Internal parties include the chief executive, management, and members of the Jogja Sunday Ride community. External parties include volunteers, collaboration brands and sponsors.

**When:** Based on When's question, the event was held on May 21, 2023. **Where:** Based on the question Where, this event was carried out starting from the starting point at Barsa City Yogyakarta then finishing at Eskala Eatery Bar & Coffee with a route through city street and Magelang street.

**What:** Based on the What question, this event was held as a platform for people who want to ride while doing a noble cause by raising funds for social activities.

#### b.) SWOT Analysis

SWOT analysis consists of Strength, Weakness, Opportunity, and Threat. Strength and Weakness are internal factors, while Opportunity and Threat are external factors. The explanation of SWOT Analysis is as follows :

#### Strength

The strength of this event is that it is a social activity that aims to help prostate cancer patients.

#### Weakness

The weakness of this event is that in conducting fundraising, participants must register an account via the web and pay using paypal, so donations cannot be made directly but online.

#### Opportunity

Opportunity in this event is an opportunity for the Jogja Sunday Ride community to be recognized by a wider audience, namely by people living in the Yogyakarta area.

#### Threat

Researchers examine that there is no threat or threat posed by the Jogja Sunday Ride community, because during the event until now it has always received high enthusiasm and support by participants.

The second phase is Design. This phase is a continuation of the research process. Generally, this process begins with brainstorming about the theme and concept of the event, how each division is prepared, the entertainment presented, the communication strategy to be used, and so on. In this phase, an event feasibility study is also conducted to screen the creative ideas that emerge. The organization of the DGR event by the Jogja Sunday Ride Community also experienced this phase. After determining the theme and concept of the event, the committee determines the entertainment presented and budgeting issues, as well as the communication strategy to be used.

The next stage is planning. Planning is done after analyzing the situation and together with the design stage. At this stage, the event organizer begins to do several things, considering the selection of venues, determining the work team, how to arrange collaboration with brands and so on. Regarding sponsorship involvement, Jogja Sunday Ride involves sponsors as the main source of funds.

Then the fourth stage is Coordination. An event manager must be able to coordinate and communicate with other parties in order to work in unison with the same goal. This phase is related to how communication with internal committees, stakeholders, vendors and sponsors. This includes coordination and communication with on-site management. The Jogja Sunday Ride Community Committee also coordinates and communicates by conducting technical meetings and meetings with sponsors.

The last stage is Evaluation. Evaluation can be done in each phase or done as a whole. In the DGR event organized by the JSR Community, there was an evaluation obtained and the committee hopes that in the future the event will run better than before. However, this event can be said to be successful because the event ran successfully as planned.

## **4. Conclusion**

This research has proven that event management carried out by the Jogja Sunday Ride community in the prostate cancer campaign through The Distinguished Gentleman's Ride movement in Yogyakarta in 2023, shows success factors supported by the process through 5 stages according to Goldblatt, namely Research, Design, Planning, Coordination, and Evaluation. The success of an event does not just happen, but is supported by good event management factors. Event management is important because in an event it needs to be managed, communicated and coordinated properly.

The first stage in the event management process is Research. Research is conducted to determine needs, wants, and expectations. Through in-depth research, organizers can process information related to the success of the event. The second stage is Design. This phase is a continuation of the research process. The next stage is Planning. At this stage the event organizer starts doing several things, considering the selection of venues, determining the work team, how to arrange collaboration with

brands and so on. Then the fourth stage is Coordination. An event manager must be able to coordinate and communicate with other parties in order to work with the same goal. The last stage is Evaluation. Evaluation can be done in each phase or done thoroughly with the aim that in the future the event will run better than before.

It can be concluded that The Distinguished Gentleman's Ride event organized by the Jogja Sunday Ride community is an event that is considered important by the audience. First, the event has a positive impact by conducting a fundraising campaign for prostate cancer. Second, this event is also an annual event that is only held once a year, so that the enthusiasm of the audience is very high and gets appreciation from various parties.

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