

## Analysis of the Utilization of social media and Business Communication on the Impact of the Covid-19 Pandemic on Talent Master of Ceremony (MC)

Aldo Ferdian Putra<sup>1</sup>, Ridzki Rinanto Sigit<sup>2</sup>, Jamalullail<sup>3</sup>

<sup>1,2,3</sup> Universitas Sahid, Indonesia

[researchbuddy.id@gmail.com](mailto:researchbuddy.id@gmail.com)

### Abstract

*The impact of the Covid-19 pandemic on agency services has made a lack of income, and even the almost absence of a structured event schedule makes companies have to figure out how to run their business with the availability of costs that are still there. Not only service companies but also those affected by it and even talents who are in management. MC talents using social media on Instagram and others to communicate with clients is the most ideal way to understand the interaction of correspondence by answering questions. This research was conducted using a descriptive qualitative research method, based on marketing communication through social media by Laswell. In the process of using social media where an MC can promote himself to the community, so that the public can know about the role of being an MC. And with the use of social media is as a place of communication to the wider community In communicating to the public so that the public recognizes themselves, which is one way of communicating using social media, where by using social media an MC can communicate, one of which is live Instagram, posting photos or doing videos. The existence of social media can make it easier for any entrepreneur to be able to promote himself, where the majority of people around the world use social media for entertainment and as a means of communication and appreciating themselves. In addition, talents who are outside the Aldho\_Entertainment agency can also follow the way talents in Aldho\_Entertainment agency by utilizing social media to promote themselves to the wider community to be better known. Talents and agencies are expected to work well together to create a good job and use what social media talents can use to train themselves again and to communicate to the wider community.*

### Keywords

social media; business communications; talent master of ceremony



### I. Introduction

The emergence of the Covid-19 pandemic made the Indonesian government issue a regulation where this regulation can reduce the increase in disease. Because this pandemic can transmit to others through various kinds of physical contact, ranging from touch and drop through the air so people must keep trying to maintain social distance from one another. with others (physical removing) (Nasruddin and Haq, 2020). The implementation of Community Activity Restrictions (PPKM) has resulted in companies experiencing a decrease in sales or a decrease in orders, and people who work as MCs have less jobs. The decline during PPKM was also felt by companies engaged in agency services, where companies that focused more on selling their creativity experienced a decrease in jobs during PPKM. The outbreak of this virus has an impact of a nation and Globally (Ningrum

et al, 2020). The presence of Covid-19 as a pandemic certainly has an economic, social and psychological impact on society (Saleh and Mujahiddin, 2020). Covid 19 pandemic caused all efforts not to be as maximal as expected (Sihombing and Nasib, 2020).

Agency service is a service in which it is regulated by a company that provides various kinds of services needed by the creative industry. With the rapid development of the talent management agency service business in Indonesia, based on Backstagers Indonesia is an association of 240 Event Organizer business actors (Ekonomi Bisnis.com, 2021). Competition in the talent management business world in Indonesia is currently growing rapidly. It can be seen from the number of events that use talent agency services to facilitate and expedite the event so that it runs well, and the number of agency service organizations that are increasingly widespread among the public with all their respective advantages. This talent management is a key strategy in maintaining a competitive advantage and a good opportunity to create value. Talent is the current and future king and the ultimate source of competitive advantage (Phillips and Edwards, 2009). This talent management business is not just looking for and managing talents who are deployed in the entertainment world, but also to enter the commercial world. Most agency companies cooperate with other companies to get a model that has a characteristic that is in accordance with the concept to be used, for example in determining the master of ceremony (MC) must have the right characteristics so that the presentation of the material that is delivered goes well and perfectly so that it does not make people who listens bored. There are several roles and functions of the MC in communicating to the audience, which in this communication process will foster a safe situation and goals that are in accordance with what has been planned. The discussion conducted by the MC must be in accordance with the content and arrangement of the events that have been prepared in carrying out the activities of the event.

The entertainment agency service founded by aldho\_entertainment was established in 2017, the agency service owned by aldho\_entertainment provides equipment rental services such as sound systems, entertainment (music), mc, and many more for a wedding or for other events that require services. - MC services or rental of sound system equipment. Aldho\_entertainment feels the impact of the pandemic that is being felt at this time where the lack of income, and even the almost no organized schedule of events makes the company have to find a way how to run its business with the availability of funds that are still there.

Since the occurrence of COVID-19, the talent who has become the MC at the agency service company Aldho\_entertainment has made a way to market itself through social media. Where the notion of social media is an online media that is useful for connecting a communication that will be carried out by humans with other humans, which includes blogs, social networks, forums and the virtual world (Praditya, 2019). According to Mufid (2005) communication is an information conveyed from a place where the place is a place in which there is information, ideas, emotions and other skills that use symbols in it. Through social media the company can reach a wider range of consumers, In addition, marketing communications using Instagram carried out by buyers and sellers are very helpful in making decisions and can provide input to sellers for a better future (Hamdan, Ratnasari, Sofyan, & Tandika, 2017). In the business world, communication is inseparable, one of which is business communication. According to Purwanto (2011) business communication is communication that can be used in the business world which includes various forms of communication. Both verbal communication and non-verbal communication to achieve a certain goal. In conducting business communication, one can benefit by increasing sales. Talent whose job is as MC is a service that communicates the

most with the community where in communicating by the community or consumers, it is called external communication, in this external communication, namely to maintain good relations with consumers, then when maintaining good relations with consumers the production process will going well (Praditya, 2019). This study aims to analyze the use of social media and business communication strategies, carried out by talent MC at the Aldho\_Entertainment agency service company and in improving living standards during the COVID-19 pandemic.

## II. Research Method

This study uses a research approach with a subjective strategy. According to Sugiyono (2010), it means that subjective strategy is an examination strategy within the framework of post-positivism thinking, used to see the state of ordinary items, (not tests) where specialists are the key instrument, examination of information sources is carried out purposively and compounding, selection of methods with triangulation (joining), the investigation of information is inductive or subjective, and the results of subjective exploration emphasize meaning as opposed to speculation.

The research method used in this study uses qualitative methods using descriptive methods. Qualitative data in the form of primary data researchers use basic data taken through interviews at Aldho\_Entertainment. While secondary data in the form of optional data obtained by specialists comes from various existing diaries. The characteristics of qualitative research are focusing on words, determining the involvement of the researcher (participatory), determining the point of view of the participants (people who are the data source), the overall focus of the research, the design and research are flexible, and using natural settings. Qualitative research means research that is natural in nature (involvement of the origin of the data personally) then the news obtained is described in the form of meaningful writing. (Daymon & Holloway, 2010). The purpose of narrative research is to produce a systematic, factual and thorough depiction, picture or painting about the facts, the nature of the relationship between the phenomena investigated. Nazir, 2017). According to Sugiyono (2008) descriptive research means research conducted to determine the existence of the value of independent variables, either one or more variables (independent) without producing comparisons or connecting using other variables.

According to Creswell and Creswell (2005) There are 5 approaches in qualitative research, namely: narrative, phenomenology, grounded theory, ethnography, and case study. The approach in this research is phenomenology. Phenomenology research according to (Creswell & Creswell, 2017) is a type of qualitative research that sees and hears more closely and in detail the explanation and understanding of individuals about their experiences. The research was conducted at Aldho\_Entertainment where data was collected through observation, interviews and documentation with key informants, namely talents whose work as Master Of Ceremony (MC) at Aldo\_Entertainment were selected based on predetermined criteria, namely talents who had survived in Aldo\_Entertainment since the covid pandemic period took place. and market themselves using social media Instagram.

The validity of the subjective examination is the reliability of the information obtained and analyzed which will be carried out appropriately in introducing the social world in the field. Patton (1999) argues that there are 4 kinds of triangulation as an assessment procedure to achieve legitimacy, namely information triangulation, audience triangulation, hypothesis triangulation, and technical triangulation. In this study, audience triangulation is used where audience triangulation is a perceptual event outside the review

which also mentions objective facts or actually sees the consequences of various information that has been done previously by scientists. Hypothetical triangulation is the use of various speculations to ensure that the information collected meets the prerequisites. Triangulation technique is the utilization of different strategies for examination such as encounter and perception. So, in this study the analysts used a triangulation strategy, on the grounds that the experts used the perception technique.

### III. Result and Discussion

In an interview with an informant from Aldo\_Entertainment by Nabila Najib as a Talent Master of Ceremony, Aldo\_Entertainment gave her opinion about the characteristics of being a Master of Ceremony (MC), namely: "If you have certain characteristics you have to master the stage, because to be an MC, you don't only have to have capital. only good at talking, but can master the stage, and of course must be able to convey the message well, then later it will be accepted by the person who received the message, the audience ". The Talent Master Of Ceremony (MC) who was used as an informant in this study was Fikri Hadil, where fikri's answer was different from the answer given by Nabila Najib, Fikri said that: "Humble, over confidence, because if you just have self-confidence, it's not enough, because he will speak for himself, host himself, improve himself, maybe so you have to have an over-confident but good mentality". Another finding from the results of interviews conducted by researchers with the latest informants obtained data that were not much different. Harri Purnama said: "In my opinion, there are two, the first is a characteristic that he carries with him personally, so it is a characteristic of him personally. Second, he must also be professional, from his personal characteristics, he must be able to understand the characteristics of the event being hosted, formal, official or children's events. host yourself, improve yourself maybe so you have to have an over-confident mentality but a good one".

After the information is collected, the information is used to create strategies to optimize the characteristics as a Master of Ceremony (MC). In this stage, communication practitioners pay attention to the situation and plan what actions to take. During the time the author conducted research on Aldo\_Entertainment, there were several plans made by the company to convey messages and improve relations with external parties during the COVID-19 pandemic, namely MC talents using Instagram and other social media to communicate with clients.

Talent Master Of Ceremony(MC) who was used as an informant in this study was Fikri Hadil, where Fikri's answer was different from the answer given by Nabila Najib, Fikri said that: "Humble, over confidence, because if you just have confidence, it's not rich. enough, because he will speak for himself, host himself, improve himself, maybe so you have to have an over-confident but good mentality". While other findings from the results of interviews conducted by researchers with the latest informants obtained data that were not much different. Harri Purnama said: "In my opinion, there are two, the first is a characteristic that he carries with him personally, so it is a characteristic of him personally. The second,

On the impact of the Covid-19 pandemic for Talent Master of Ceremony (MC) at Aldo\_Entertainment with the covid pandemic that occurred in Indonesia in December 2019 resulted in many planned events or events resulting in cancellation due to PPKM (Enforcement of Community Activity Restrictions) ), where the activities of the wider community are limited by the government to reduce the impact of the covid-19 pandemic, this has resulted in a decrease in jobs for MCs, and many events canceling collaboration

because the planned event was forced to cancel. The results of interviews from the three informants said the same thing, that there were very few jobs that entered during the covid-19 pandemic. Where the first informant, Nabila Najib, said that:

“Eeee, if the covid pandemic was initially a bit difficult, well, because we really have to adapt. However, when it's finally started, virtual webinars, virtual events, start to come up with a few bright spots for the MC to keep working, stay as an MC. But, by staying virtual first, but now, eeee, PPKM has decreased like that, so it's even easier now, there have been events, usually online but offline too”. The second informant, Fikri Hadil, said something that was not much different from what Nabila Najib said, that at the time of the COVID-19 pandemic there were at least MC jobs that entered. Fikri said that: "The impact is definitely in terms of budget, the budget may be from the vendor down, because, yes, the vendor knows you need a job, there is no stage. Once there, make sure that the cost is minimal, because you have to get a permit here, so first the budget. Then the jobs are quiet, so then we switch a lot to video conferencing jobs.”

Not much different from the answers given by Nabila and Fikri, talent MC who became the last informant in this research, Harri Purnama said that: “Social, economic impacts, then also health impacts, physical and mental health. Several stories from my friends in the event industry are also affected by economic, mental and other problems.”

For an MC whose work is more focused on events held by the community, his income is reduced, even none at all. However, as time goes by during the covid-19 pandemic as an MC, you must be smart or have a way to survive during the covid-19 pandemic. The researcher has three informants who will answer the researcher's questions about how MC survives during the covid-19 pandemic. The first informant, Nabila Najib, said that:

"Certainly if we survive the pandemic, we have to do this, we have to find a way, by way of creating content on social media, we can also wait for the jobs to come, because now in this era, we really are How come we can create content on social media that can actually bring in money too.” According to the second informant, Fikri Hadil, the way an MC survives when the COVID-19 pandemic strikes is: "To survive? Yes, yes, there are many, for example, if he doesn't think about his ego anymore, he can open his wings again, maybe in the world of acting, in another world.” The talent who was used as an informant in this study was Harri Purnama, where Hari said that to survive during the covid pandemic, namely: "Okay, during the first pandemic, everyone must be confused,

The existence of the covid-19 pandemic resulted in many differences in an MC who served at events, where before the pandemic came an MC could do things that made the event more lively by doing various ways, but with a pandemic an MC must be more creative to be able to make the event more lively with the limited role of people in it. The first informant, Nabila Najib, said that:

"Yes, that's what I said, there was a virtual event if in the past we couldn't do it from home, now I'm MCing from home alone, usually Monday-Friday at home we can do it virtually, if we go to the location first, we have to go to the location". Furthermore, the second informant in this study, Fikri Hadil, who provided answers to questions from the researcher, Fikir said that: "It is very significant, the difference is very significant. The difference is maybe when we did the MC before covid, we just went on stage and started, now before we go on stage we have to make a swab, right, even if we leave the city for vaccines, everything is certain, so there's more bureaucracy, we haven't even performed yet, you guys No matter how handsome you want to look, you have to wear a mask, right? Maybe if you use a face shield, it's still okay. Only, Sometimes there are those who still have to wear masks, there are also those who may not be able to wear masks. Yes, and

also, in terms of job points, there are not as many jobs as before, you can go ten points first, if now it's better than not at all, right?" Meanwhile, the third informant in this study, Harri Purnama, said that: "Eeeee, it is required to be more creative, creative than he survives later, creative how he can adapt very easily to existing conditions.

The enactment of PPKM (Enforcement of Community Activity Restrictions) which as one of the government programs resulted in no events being held in various regions, PPKM was implemented to reduce the spread of the covid-19 virus, and resulted in a drastic decline in the community's economy, especially for an MC who his work is mostly at events held by the wider community, the few jobs that come in have resulted in a lot of competition between MCs or event organizer services. In this study, the researcher has three informants who will answer every question from the researcher. For the first informant, Nabila Najib, who said that: "Yes, of course, we can't be greedy. so in my opinion, compete, compete in a healthy manner". The answer of the second informant is slightly different from the answer of the first informant, where the second informant, Fikri Hadil, said that: "There is no need to actually compete, there is no such thing as competing. As long as you have an attitude, you're good and you have character. So, what do you want, do you want to be cool, do you want to be funny, do you want to be a tomboy, what do you want? So, if you already have your own color and you have a good attitude, you definitely don't need to compete." While the third informant answered that: "To the point, well, the industrial world, on average, in a pandemic situation, everything automatically must be able to complete, for example, the events held are limited, limited by the number of people who can attend, limited by regulations. implemented by the government.

Regarding the role of social media for a master of ceremony (MC) in introducing himself. The amount of competition in the entertainment business makes an MC must be more creative so that he is known by the wider community. Therefore, an MC must have a way to be able to introduce himself to the community, about how he is, the material he carries while on duty, his role that can adapt to the various events being held. In this study, the first informant answered about how to introduce himself to the public, the first informant, Nabila Najib, said that:

"What is done is certainly very easy on social media, yes, on Instagram. We must have good personal branding so that we are known as MCs, what kind of MC do we want to make, how do we show it on our social media, so we want to be seen as MCs, what can be seen from our social media, one of which is Instagram". The second informant explained how to introduce himself to the wider community, so that it would be known by the wider community. The second informant, Fikri Hadil, said that: "A work, because if you don't do it like this, the MC is just an offensive, it's not shot, it's not broadcast, so when you get a program, whether it's on Instagram, live, or it's on Shopee or where That's right, you immediately spread social media so people know, oh you're also holding an event, Or do you play commercials playing webseries, it's okay to have sounding, even if you only play two scans, three scans, so people will know, oh you're here too, hey, he's the MC who played this movie, if it's just for the sake of fairness, but yeah, it's just yawning, so people don't know So you need a stage, you need media too." The third informant, Harri Purnama, explained that in order to introduce himself to the public, Hari said: "Okay, for me personally, the first is to optimize social media, the second is to be honest, sometimes we collaborate with several WO or EOs, who like to hold virtual exhibitions. or wedding exhibitions, sometimes to be honest there are some people who offer me to be the MC for this event, but of course it's not a fee, but that's where I get to know all the vendors, then we spread flyers,

Based on the results of the research findings above, that in the process of using social media where an MC can promote himself to the community, so that people can know about the role of being an MC. And with the use of social media is as a means of communication to the wider community. This can be seen where when an MC posts himself on their social media and people see it, many messages enter his social media account asking about the price list charged by an MC for an event. So that MC uses social media not only as an entertainment venue for himself, but also to promote himself and his qualities. The MC must rule the stage, where when visiting a different event the MC is required to play a dual role so that what he wants to convey goes well, the communication carried out by an MC must be clever in his demeanor, where an MC has a high level of trust so that what they are running runs according to the plan. This is in accordance with the theory: "Social media is online media that supports social interaction. Social media uses web-based technology that turns communication into interactive dialogue. Some of the popular social media sites today include: Vlog, Twitter, Facebook, Instagram, Path, and Wikipedia. Another definition of social media is also explained by Van Dijk, social media is a media platform that focuses on the existence of users who facilitate their activities and collaboration. Therefore, social media can be seen as an online facilitator that strengthens the relationship between users as well as a social bond (Nasrullah, 2017)".

In communicating to the community so that people recognize themselves, that is one way to communicate using social media, where by using social media an MC can communicate, one of which is live Instagram, post photos or do videos. With the ways of communicating carried out by an MC, the MC is no longer able to communicate face-to-face to promote himself, but can also communicate socially to promote himself, with that communication carried out by a talent master of ceremonies (MC) in conducting His job is to use communication theory. This is in accordance with the theory used in this study, namely: "By communicating, Humans can relate to each other both in everyday life in the household, at work, in the market, in society or wherever humans are. There is no human being who will not engage in communication. The definition of business itself according to Lawrence D. Brennan is a dynamic structure of the exchange of ideas, feelings and joint efforts for profit (Priyatna & Ardianto, 2009:24-25) ".

The existence of social media can make it easier for any entrepreneur to be able to promote himself, where the majority of people around the world use social media for entertainment and as a means of communication and appreciate themselves. Social media is a place to show everything that is being done and already owned by the wider community, where people carry out their daily activities there must be things posted on their social media. Therefore, with social media, MCs can do their work using social media, with all the sophistication of technology and the times, many entrepreneurs use social media as a selling tool. For an MC who sells his services more as a performer at an event, he needs sophisticated tools to show his skills to all people in the world. The use of social media by an MC can improve their standard of living, one of which is the existence of social media MCs promote themselves through Instagram, YouTube and many more. Or with social media, the MC does his job to fill an event through social media, one of which is zoom. Zoom is usually used for events such as seminars. As for Instagram itself, it is usually used as an endorsement of a product. For this reason, the use of social media can improve the standard of living for an MC.

## IV. Conclusion

As a Master of Ceremony (MC), you must be good at mastering the stage because an MC does not only have public speaking, but must master the stage so that what an MC says will be conveyed to the audience well. The existence of the covid-19 pandemic that has emerged in Indonesia has resulted in many events being postponed or canceled, Aldho\_Entertainment as a provider of MC, sound, and other services admits that during the COVID-19 pandemic there has been a decline in jobs that enter the agency, this is also resulted in a decrease in Master of Ceremony (MC) talents at the Aldho\_Entertainment agency. The marketing and communication strategy carried out by the talents in the Aldho\_Entertainment agency is to use social media, one of which is Instagram.

The limitation of this study is that this research only focuses on analyzing the use of social media and business communication on the impact of the COVID-19 pandemic on the Talent Master of Ceremony (MC). So, this research only focuses on the use of social media and business communication in accordance with the focus of research and interviews can only be done online such as zoom meetings, or offline with direct interviews.

## References

- Agus Sartono. (2012). *Manajemen Keuangan Teori dan Aplikasi*. Edisi 4. Yogyakarta: BPFE. hal. 12
- Altman, L., & Taylor, A. (1973). No Title. In *Social Penetration: The development or Interpersonal Relationship*. Holt, Rinehart & Winston.
- Andres, Kaplan & Michael, Haenlein. (2010). *User of The World, Unite! The Challenges and Opportunities of social media*, Busoness Horizons.
- Asep Saeful Muhtadi (2008). *Komunikasi Politik Indonesia: Dinamika Islam Politik Pasca-Orde Baru*. Bandung: PT. Remaja Rosdakarya. h. 47.
- Asmajasari Magdalena. (1997). *Study Periklanan Dalam Perspektif Komunikasi Pemasaran*. Malang: UMM Press. hal. 1
- Dedy Arfiyanto & RB. Imam Faris. (2016). *Strategi Event Organizer (EO) PT. Safis Karya Sentosa Pamekasan Dalam Menggerakkan Bisnis Industri Kreatif di Madura*. Eco-Entrepreneur. Vol.2, No.2.
- Dwiko N., D., Galang, P., M. & Beni Suranto. (2021). *Validasi Ide Bisnis Startup E-commerce IVENT*. Journal Universitas Indonesia. Vol2, No.1
- Eka C., R. Juniarti E., S. & M. Rizkyansyah. (2018). *Sistem Informasi Penyewaan Peralatan Event Organizer Berbasis Web pada PT. Adecon Jakarta*. ejournal.bsi.ac.id. Vo.1, No.3. E-ISSN : 2614-6711.
- Evans S. (2013). *Become an Event Planner: Careers in Event Planning*. Become an Event Planner: The Three Necessary Steps to Begin Your Event Planning Career.
- Featherstone, M. (2007). *Consumer Culture and Postmodernism*. London: SAGE Publication.
- Hafidz Ibnu. (2007). *AiuEO: Mengulik Bisnis Event Organizer*. Yogyakarta: Gava Media Important, Illinois: Sourcebooks, Inc.
- Innaka Dwi Hasanti. (2019). *Analisis Komunikasi Organisasi Antara Event Project Team dan Account Executiv di Event Organizer Twisbless*. Jurnal Komunika. Jurnal Komunikasi, Media dan Informatika. Vol.8, No.1
- Iqbal Alan Abdullah. (2009). *Manajemen Konferensi dan Event*. Yogyakarta: Gajah Mada University Press. 47



- Irawan Soehartono. (2008). *Metode Penelitian Sosial*. Bandung: Remaja Rosdakarya.
- Johnson R., J. (2005). *The Wedding Ceremony Planner: The Essential Guide to The Most*
- Karina, S. M., & Suryanto. (2012). Pengaruh Keterbukaan Diri terhadap Penerimaan Sosial pada Anggota Komunitas Backpacker Indonesia Regional Surabaya dengan Kepercayaan terhadap Dunia Maya sebagai Intervening Variabel. *Jurnal Psikologi Kepribadian Dan Sosial*, 1(02), 115–121.
- Kemendes RI. (2020). *Jaga Diri dan Keluarga Anda dari Virus Corona-Covid-19*.
- Kennedy, John. & E., R., Dermawan, S. (2006). *Marketing Communication – Taktik dan Strategi*. Jakarta: PT Buana Ilmu Populer. hal. 4.
- Kotler, P. (2004). *Manajemen Pemasaran. Edisi Milenium. Jilid 2*. Jakarta: PT Prenhallindo. hal. 5.
- Littlejohn, S., & Karen, F. A. (2012). No Title. In *Teori Komunikasi*. Salemba Humanika.
- Muhammad Miftahun Nadzir. (2016). Analisis Usaha Event Organizer MICE (Meeting, Incentive, Conference, Exhibition) Melalui Kanvas Model Bisnis dan Peta Empati: Studi Kasus Event Organizer di Yogyakarta dan Surakarta. *Jurnal Manajemen Bisnis*. Vol.7 No.2. 170-193
- Ningrum, P. A., et al. (2020). The Potential of Poverty in the City of Palangka Raya: Study SMIs Affected Pandemic Covid 19. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal) Volume 3, No 3, Page: 1626-1634*
- Noor A. (2017). *Manajemen Event*. Bandung: Alfabeta
- Patton Michael Quinn. (2002). *Qualitative Research and Evaluation Methods*. USA: Sage Publicatin Inc.
- Purwanto, Djoko. (2011). *Komunikasi Bisnis*. Jakarta: Penerbit Erlangga PK, Donny. (2011). *Event Organizer Sebagai Peluang Wirausaha*.
- Ramdhani, E., C., Sapitri, J. E., & Rizkyansyah, M. (2018). Sistem Informasi Penyewaan Peralatan Event Organizer Berbasis Web pada PT. Adecon Jakarta. *Jurnal Pengabdian Kepada Masyarakat*. Vol.1, No.3, 390-397.
- Ridwan Setiawan. (2019). Perancangan Elektronik Marketplace Event Organizer. *Jurnal Algoritma*. Vo.16, No.02. Hal.247-254.
- Rindam, N & Islamul, Haq. (2020) Pembatasan Sosial Berskala Besar (PSBB) dan Masyarakat Berpenghasilan Rendah. *SALAM: Jurnal Sosial dan Budaya*. Vol.7, No.7.
- Rusli Nasrullah. (2017). *Media Sosial : Perspektif Komunikasi, Budaya, dan Sosioteknologi*. Bbandung : Remaja Rosdakarya. hal. 11
- Saleh, A., Mujahiddin. (2020). Challenges and Opportunities for Community Empowerment Practices in Indonesia during the Covid-19 Pandemic through Strengthening the Role of Higher Education. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*. Volume 3, No 2, Page: 1105-1113.
- Santo Medy Wibisono. (2016). Strategi Komunikasi Event Organizer Movem dalam Memperkenalkan Merek Lokal Melalui Penyelenggaraan Event Samarinda Street Fest di Kota Samarinda. *Ejournal Ilmu Komunikasi*, 4(3): 222-236
- Sihombing, E. H., Nasib. (2020). The Decision of Choosing Course in the Era of Covid 19 through the Telemarketing Program, Personal Selling and College Image. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal) Volume 3, No. 4, Page: 2843-2850*.
- Silpa Hanoatubun. (2020). Dampak Covid-19 Terhadap Perekonomian Indonesia. *Journal of Education, Psychology and Counseling*. Vol.2, No.1. 146-153.
- Sukmadinata, N. S. (2016). *Metode Penelitian Pendidikan*. Bandung: Remaja Rosdakarya.

- Syaikhon, A. (2013). Sejarah Event Organizer di Indonesia.
- Suseno, I., K. (2005). Cara Pinter Jadi Event Organizer. Yogyakarta: Galang Press.
- Sugiyono. (2010). Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.
- West, R., & Lynn, T. H. (2008). Pengantar Teori Komunikasi Analisis dan Aplikasi Edisi 3. Salemba Humanika.