

Golf Event Planning Analysis: A Case study of Fella Golf Club Bandung 2019

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Abstract---This research analyzes the planning of a golf match event organized by Fella Golf Club Bandung. In this case, analyzing the planning, which includes planning, budgets, objectives, supervision and responsibility in the event of the events organized by Fella Golf Club Bandung. The research methods used are descriptive research methods with a qualitative approach, data obtained from interviews and direct observation. The results derived from this research show that the event events by Fella Golf has a good planning and already calculated with the maturity of the activities, so there is a problem in the implementation that is not in accordance with expected.

Keywords---Event planning, Special event, Special event planning ,Anniversary Fella Golf

I. INTRODUCTION

The development of golf sports in various developed countries has also encouraged the growing and growing of similar sports in various countries in the ASEAN region, including Indonesia. Evidence of the development of golf sports in various developed countries is with the emergence of golf matches in almost all ASEAN countries/Indonesia, including one of the countries that have a golf course and a lot in accordance with International golf course standards. Some of the best golf courses in Indonesia are in the Jabodetabek area, Bandung, Surabaya, Bali, and Riau Islands. A number of regular national Scara events are held annually on golf courses in Indonesia, such as Indonesia Master, Indonesia Open, National Junior Championships, Indonesian open Golf Championships.

Fella Bandung Golf association in the year 2019 is entering the age of 37 years. Golf clubs are quite old age in Indonesia was originally a gathering of people who are hobbies to play amateur radio known radio communication Eleven meters in the city of Bandung and its surroundings. Fella Golf is an independent amateur golfer and non-profit organization, financial Fella Golf relies on annual member dues. The Board of association is an ordinary member or honorary member elected from and by a regular member and or an honorary member at the foreign members general meeting ordinary both central and branch level. Elected administrators may appoint or appoint other members to be members of the board according to their needs, then all members of the board will be named the board of active period until the period of 3 years. Below is the member's Active data table in 2019 based on the age of Fella and the level of proficiency in golf sports as follows.

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Tabel 1:Active Member of Fella Golf Club 2019

No.	Member age (years old)	Amount (person)	Percentage (%)
1	Under 20	5	3
2	20-35	51	27
3	36-50	75	39
4	51-65	45	23
5	Over 65	15	8
	Total	191	100

Based on the table data above obtained from the internal document Fella Golf, most members of Fella are 36-50 years old. By knowing the average age of club members will be easy for the management of Fella Golf in making decision that can be adapted to the needs of members according to age of members.

II. LITERATURE REVIEW

II.I. Special Event

Special event is a very important activity in the steps to provide satisfaction and entertainment for the public directly related in activities of a special event that is carried out. Allen (2002) said that the special event was a memorable and unique celebration event from the usual, performances, or celebrations that were thoughtfully planned and held to commemorate special occasions and social, cultural or shared goals.

According to Noor (2013), Special Event is an activity that is held to commemorate an important celebration throughout the history of either celebration for individuals or in groups related to the celebration of cultural, traditions and religious celebrations are held in order to accomplish certain things in short term.

II.II. Special Event Planning

The form of a special event can be various forms. There are several principles underlying the preparation of special events. According to Lawrence and Dennis in Evelina (2005), the general principles of special event preparation are formulated as follows:

1. Planning

All elements must be checked again. The event should be published to everyone who should know about the event. The use of mass media will be very useful in implementation. The organizer must be able to provide a precise reason what the event will be held for and match the wishes of the participant or expected visitors.

2. Budgeting

Event implementation should be a planning regarding budget that will be issued for the activities to be created.

3. Purpose

An event must be based on clear objectives and comply with the expectations as planned.

4. Control

The implementation of an event must be controlled by a certain person who knows exactly about the operational activities of the event.

5. Responsibility

An activity especially a special event must have someone who is fully responsible for the implementation of the event.

III. RESEARCH METHOD

Researchers use qualitative research methods, create a thematic picture, researching words, detailed reports of informant views and conducting studies on the social situation.

This research uses descriptive research because researchers analyze the situation and conditions in the event of the anniversary Fella Golf 2019 in the form of written or spoken words from the informant. The informant has been designated as an interviewee, so that it can achieve the established research objectives. In this research the key informant is the organizer of events from advisors, managers, the committee match Fella Golf, as well as Fella

members who participate the match. The process of collecting data on this research is accidental sampling and purposive sampling. Sugiyono (2014) reveals that accidental sampling is a technique of taking respondents as a sample based on coincidence, i.e. anyone who coincidentally met with a researcher can be used as if the person who happens to be found fit as the data source with the criteria specified is the participants who come as many as 5 (five) people. Purposive sampling according to Sugiyono (2014) is a sampling technique with specific consideration; this sample is suitable for use in qualitative research. These considerations are tailored to the person who is deemed to be the most informed of the information researchers have found in this research activity. In this case, the sample is the Chairman of Fella Golf, Chairman of the Committee Fella Anniversary, Committee of Match 3 (three) persons, and Secretariat Fella 2 (two) people. In conducting participatory observation, researchers play an active role in the activities of the field directly, so that researchers easily observe, because they directly involve. In this research the authors use special event planning theories from Lawrence and Dennos (in Evelina, 2005) which include operationalization variables as below.

Table 2: Analysis of Event Planning Golf match 2019 at Fella Golf Club Bandung

Variable	Dimension	Indicator	Statement
The Planning of Spesial Event Lawrence Dennos (in Evelina, 2005)	<i>Planning</i>	1. Planning activities from the start of the implementation until the evaluation	1. Planning activities from the beginning of the implementation until the evaluation process
	<i>Budgetly</i>	1. Estimate activities from the initial process of research to the implementation 2. Clear source of funds and budget and used appropriately according to the needs	1. The existence of budget activities from the preliminary process of research until event activities 2. The existence of a clear source of funds and budgets to be used appropriately as required
	<i>Purpose</i>	1. Commemorative Anniversary of Fella Golf Club Bandung 2. Increase the number of new participants or members	1. Be the annual agenda of Fella Golf Anniversary celebration 2. Increase the number of participants and golf matches
	<i>Controlling</i>	1. Supervision from event organizers on the implementation of activities	1. The presence of officers who supervise the operational activities
	<i>Responsibility</i>	1. Complete responsibility for event activities 2. Person in charge of the visitors' convenience 3. Person in charge of the participants 4. Availability of special officers at golf match locations	1. Person in charge with full responsibility for the activity 2. The presence of security personnel to visitors' convenience 3. The presence of officers in charge to participants 4. The presence of special officers in the location of golf match in order to set the game

IV. RESULT AND DISCUSSION

The results of the research on the analysis of the event held by Anniversary Fella Golf Club Bandung 2019 obtained from observation and direct interviews to people related to the activities of the event.

Observation Results:

The observation in this research aims to collect data by observing directly the conditions in the field with some aspects that have been determined during the event activities of Anniversary Fella Golf Club Bandung. The following observation results can be tabulated in the form of table.

Table 3: Observation Results

Observed aspects	Observation results
Financial: 1. Price (Green Fee) of Golf match 2. Accommodation 3. Club Membership Fee 4. Celebration of Fella (venue rental, lucky draw, catering, and entertainment) reception cost 5. Trophy price for winners	1. Rp.1.800.000 green fee for Fella Anniversary, held in Pecatu and Nirwana Golf, Bali. 2. The accommodation to be paid by the event participant is Rp.6.000.000 3. The membership fee for a new member 2019 is Rp. 8.000.00 4. Cost of the celebration reception event Fella Anniversary (Venue, Lucky Draw, Catering and Entertainment is Rp. 225 million 5. Trophy and Hole in one Rp.65 million
Accessibility: 1. The availability of transportation to the event venue 2. Local location	1. Fella Anniversary event was held in Bali. Participants with groups heading to Bali by air transport from Husein Sastranegara Airport, Bandung 2. Local transportation in Bali using bus provided by Fella Golf
Event activities 1. Event activities that appeal to participants 2. Events that have uniqueness of previous years 3. The event gives a pleasant impression.	1. Exciting events with venues in Bali 2. Venue and event reception are held in different place 3. Awarding more diverse prizes from the previous event
Event Schedule 1. Match activities are held on Wednesday and Tuesday 2. Activities that attract participants to attend the match	1. Match activities are held in two different places on Wednesday and Thursday. Participants in this event have a three-day schedule of activities in Bali. Activities take place at the time of weekday so that airline tickets, green fee and hotel rate are relatively low 2. Interesting to be followed by the participants because it was held at weekday. Given the majority of participants are entrepreneurs who use weekend time only for families.
Attractions: Entertaining attractions	Participants were enthusiastic because after the game was held tours to tourist attractions.

Interview Result:

1. Planning

The result, that the planning was conducted in advance by the management of Fella Golf Club Bandung in monthly meeting. The Chairman of Fella then appointed the chairman of the golf match committee Fella anniversary as a team of Fella Anniversary event held in Bali. The theme and the concept of the activities were fully performed by the Fella Anniversary Committee Fella. Below is a table explaining the planning of activities from the initial process of research until the implementation of event events.

Table 4: Planning Activities

Main Theme 1	Sub Theme	Explanation	Interviewee Excerpt Samples
Planning	Planning activitie	Planning activities from the initial process of research until the implementation of event activities	We, caretaker, before deciding venue location and who will be appointed as the chairman of Fella's Anniversary Committee to be held by the joint management meeting. Certainly has done research first especially because of its far venue location and should be well planned. (Chairman of Fella) I have been appointed as the chairman of the Fella Anniversary Committee. The event location has

been determined by the board, the concept and planning, me and other committees will work for the best (Anniversary Committee Fella)
 Usually the match for anniversary event has been planned. A year before has been determined its place of course with various considerations, for example, do not fit with the school holiday, then the collaboration between near and far places to attract more participants (Secretary of Fella)

Based on the table above, it can be concluded that Fella Golf in organizing an event is done fairly well planned with reinforced by the statement of the informant. All stated the same thing that Fella Golf planning activities from the initial research process until the implementation of event activities.

2. Budgeting

According to Nafarin (2004), budget is a written plan on the activities of an organization which is determined quantitatively and is generally expressed in units of money for a certain period of time. Here's a table stating the budget cost of the match organized by Fella Golf Club Bandung.

Table 5: Budget For the Activity

Main Theme 2	Sub Theme	Explanation	Interviewee Excerpt Sample
Budgeting	Estimate budget activity from the initial process of research until the implementation	Budget for the activity from the initial process of research until the implementation of event activities	<p>..., there must be budgets, especially this game is not a regular monthly match, so the budget is planned much earlier, like 3 months earlier (Anniversary Committee Fella)</p> <p>..., The Club's budget subsidies exist, the rest of the participants added themselves because it takes cost for transportation and accommodation. Also, the matches held on two golf courses, certainly the cost is also relative high (Finance Committee)</p>
	The clear source of funds which is used appropriately according to the needs.	A clear budget funding source and use it appropriately according to the needs of the event	<p>..., this budget Fella anniversary golf match is divided into three, the budget of Club subsidy, from the match participant and the sponsor of Fella's Anniversary event (Anniversary Committee Fella)</p> <p>..., every division certainly has its own budget according to its needs, for example for souvenirs, for trophies for winners, and others (Finance Committee)</p>

3. Purpose

Handoko (2012) mentions that the main beginning in a plan is to know about the objectives that the organization wants to achieve in the future and will impact how success of the event in influencing the visitors of the upcoming event to attend the next event. The following will be explained in the table about the objectives of Fella Anniversary match event planning.

Table 6: Purpose of Event

Main Theme 3	Sub Theme	Explanation	Interviewee Excerpt Sample
Purpose	Commemoration of Fella Golf Anniversary	To be an annual agenda to commemorate the Anniversary of Fella Golf Club Bandung	<p>..., this is already an annual routine agenda, when at this time all members can gather and play more. Prizes are also interesting which are always differing from year to year, for example this year. Some of the period behind this time, the event Fella anniversary was held in Bandung (Chairman of Fella))</p> <p>The event goal is to promote or introduce our golf club widely (Promotion and Sponsorship division)</p> <p>Actually, this match can also be the event to meet and strengthen relations between Fella member (participant)</p>
	Increase the number of golf participants and club members additions	Become an increasing number of participants and the increasing number of new members	<p>Yes, if the event outside the area of Bandung especially outside Java, yes, enthusiastic participants are very extraordinary, especially if some participants have not been playing at golf field in Bali Golf like me (participant)</p> <p>Surely the attraction of Fella anniversary is interesting because it is held in Bali as well as more prizes (Promotion and Sponsorship division)</p> <p>If the match in Bali, many participants will come because of they can bring their family also (participant)</p> <p>Yes.. Usually at this anniversary event, new members will join the club. So with Fella anniversary match, it appeals to participants who have not yet joined this organization (Secretary of Fella)</p>

The results of the interview on the planning objectives described by the informant above explain that the purpose of the Anniversary Fella 2019 Events is an agenda of the annual celebration as well as an event that increase the number of match participants as well as of Fella Golf Club members.

4. Controlling

In carrying out the event, it is important to conduct supervision in order to manage the activities according to the planned activities. (Noor, 2013) stated, in the implementation, each special event must be controlled by a person who understand the fundamental things in implementation of the event. The supervisor should know the overall operation. Here are the results of an interview with the informant on the supervision conducted by the Fella Golf Club in the event organizing process.

Table 7: Controlling of Event

Main Theme 4	Sub Theme	Explanation	Interviewee Excerpt Sample
Controlling	Supervision from event organizers on the implementation of activities	There are officers who supervise the operation of activities	<p>....., supervision yes certainly. We have a special supervisory agency for this event, such as from our internal party, there is the chairman of Fella, there is a financial supervisory. (Chairman of Fella)</p> <p>There is supervisor for this activity, chairman of Fella, advisor Fella. Even we invite The Indonesian Golf Association (PGI) to participate in the event as well as supervise the activities of our events (chairman of the golf match committee)</p>

5. Responsibility

The results of interviews with the organizer about the supervision of activities from the informant said that there is full responsibility of Fella Golf Anniversary event that is described by the two informants above.

Table 8: Responsibility of Anniversary event Committee

Main Theme5	Sub Theme	Explanation	Interviewee Excerpt Sample
Responsibility	Full responsibility for the activity	The person with full responsibility for the activity	<p>..., who is fully responsible for all the implementation of Fella Anniversary event is the chairman of the committee, Mr. Sonny Sanjaya (Secretary of Fella)</p> <p>..., For the anniversary event is Mr. Acai (Sonny). For all activity is chairman of Fella, Mr. Hans (Anniversary Committee Fella)</p>
	Person in charge of participants	The presence of officers in charge of participants	<p>.... We have the officers; two persons from the secretariat, from the special team there are officers who arranged the participants for the registration process, the process of travel and during the registration on the venue. They are all assignments (Anniversary Committee Fella)</p> <p>...., at the location, we certainly work together with the field officer, so there is a special teams for this participant, for example at the time of registration,</p>

		depart to the airport, bag golf arrangement, until the process of checking in the aircraft (Anniversary Committee Fella)
	, We're a big group, yes, arrive in Bali, assisted by the police to control the buses. They also help on the way to the venue (Secretary of Fella)
Person in charge on match location	There are special officers in the location of the golf match in order to set the game	..., surely yes for that, because they understands the overall field. Also, we rarely use the field so we cooperate and continue to coordinate with the field parties to make sure the game will well run (chairman of the golf match committee)
		..., as a host of course we certainly help the process of this event. Moreover, they come from far, from Bandung and this as a major commemorative event for Fella Club so that we strive to the fullest possible to succeed this event (Pecatu Team)
		..., to succeed this match, we provide optimal services as possible, starting from the registration until the event score counting. We also closed the field from public out of the participants from Fella so that the match can run well (Nirwana Team).

All matters relating to the implementation of event activities, especially in special events need the absence of officers responsible for securing the activities. In organizing golf events, Fella Golf Club has a special team that take the responsibility of the entire event as well as small team in each division. This is in line with the statements of some informers who mention a responsible special team activity.

V. CONCLUSION

The research of event conducted in Fella Golf 2019 Anniversary held at Pecatu Golf Course and Nirwana Golf, get that stages in the event of golf events organized by Fella Golf Club Bandung namely Event Planning, Budget event activities, event objectives, event supervision and event personnel have been successfully executed, although in the meeting event held at Pecatu Golf has a barrier related to the decline That the match was temporarily suspended and resumed after it was declared safe even after the rain had a difference. The analysis of the stages in a golf match event by Fella Golf Club Bandung is described as follows:

1. The result, in the planning of an event, Chairman of Fella Golf Club conducted an initial research and work properly as planned. There is a long preparation time to make various aspects well prepared, such as the announcement of the venue and the cost of the participants to be paid by the participant is announced 4 month before the date. Continue approach and information to the entire member is done every month.
2. The Anniversary Match Event Fella Golf 2019 funding are from the cash budget Fella Golf, participants as well as from the sponsorship.
3. The goal of the Fella Golf Anniversary event 2019 is to commemorate the establishment of Fella Golf Club.
4. Supervision in Fella Golf Anniversary event is performed by the internal and external person. The internal party is the Chairman of Fella; Chairman of the Committee Fella Anniversary. The external party is the PGI (Association Golf Indonesia) staffs.
5. Person in charge, the presence of officers responsible for securing the activities. In organizing the golf events, Fella Golf Club has a special team that take responsibility both entire event and small team activities in each division.

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