

## Event Management Alur Agency in the Implementation of the Exhibition Painting "The Art for Sustainable Living" at Greenhost Boutique Hotel

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### ABSTRACT

The Art for Sustainable Living is an exhibition theme aimed at raising awareness about sustainability through visual art, representing a sustainable concept practiced by Greenhost Boutique Hotel. The research titled "Event Management by Alur Agency in Executing the Art for Sustainable Living Painting Exhibition at Greenhost Boutique Hotel" examines how Alur Agency, as the organizer, implemented event management stages. The event management by Alur Agency consisted of five stages: research, event design, event planning, event execution, and evaluation. Each stage was analyzed to understand the processes and challenges faced in organizing this exhibition. The research findings indicate that the painting exhibition successfully achieved its primary goal in communication by enhancing public awareness of sustainability issues through visual art. Involving 25 local artists and supported by Greenhost Boutique Hotel and other sponsors, this collaboration created a meaningful event with significant positive impact. This success highlights the importance of effective communication strategies in promoting sustainability values to the broader community.

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## **INTRODUCTION**

In this sophisticated and modern era, an event organized by various parties has various creative elements in attracting the attention of many people. The organization of an event is used to achieve the desired goal. In addition, through an event people can easily create a relationship with other people. According to Goldblatt, an event is an activity that has been conceptualized carried out with various processions to achieve a desired result.

In the art world, one of the most frequently held events is a painting exhibition. Based on the type of activity in an event, the painting exhibition is included in the public event. This is because the painting exhibitions held have various purposes, one of which is to exhibit the works that have been created by artists and create sales opportunities. Through art exhibitions, artists can introduce various works that have been produced in front of the public as well as become a meeting place for artists with painting collectors who have great potential to buy the works displayed in the exhibition event. To achieve a desired goal in the implementation of a painting exhibition event, an event management is needed. Event management is a process of creating activities by gathering some or many people in a place to carry out a series of orderly activities to obtain data or see an event. Event management includes the entire process of planning, organizing, implementing, and evaluating the events held. According to Kusuma, an event management needs to be studied and understood because its implementation will be influenced by visual strategy communication and information, human relations, media selection and planning, publicity and promotion, and some other activities. Event management plays an important role in ensuring the success of an event which includes various aspects from strategic planning, logistics, promotion, to evaluation.

In order to launch the extension of Greenhost Boutique Hotel, the hotel held one of the painting exhibition events with the theme "The Art For Sustainable Living". The selection of the theme for the painting exhibition event that will be held is adjusted to the concept of Greenhost Boutique Hotel which pays attention to environmental issues and is committed to supporting sustainability. Greenhost Boutique Hotel is a three-star hotel located on Jl. Prawirotaman II Number 629 Brontokusuman, Yogyakarta. Greenhost Boutique Hotel has an eco-friendly concept where this hotel offers facilities with a touch of nature, culture and hospitality. The painting exhibition that was held invited 25 local artists from Yogyakarta to collaborate in exhibiting paintings at Greenhost.

## **LITERATURE REVIEW**

Event management plays a crucial role in ensuring the success of an event by integrating various strategies, logistics, and promotional efforts (Goldblatt, 2005). According to McCartney (2010), events are structured activities that aim to commemorate, celebrate, or convey a message to a target audience. These events can range from festivals, exhibitions, concerts, and corporate gatherings, all requiring meticulous planning and execution. In the field of event management, Silver (2012) outlines six key dimensions that contribute to a successful event:

1. Marketing Materials – Promotional strategies that attract attendees.

2. Guest Reception & Transportation - Ensuring smooth arrivals and welcoming procedures.
3. Venue Ambience & Decoration - Creating a visually appealing environment.
4. Catering & Hospitality - Providing meals and refreshments for attendees.
5. Entertainment & Activities - Engaging audiences through performances or interactive sessions.
6. Memorabilia & Souvenirs - Offering takeaways that enhance brand recall.

Moreover, Kusuma (2018) emphasizes that effective communication is a fundamental aspect of event management, influencing audience engagement and the overall perception of an event. The combination of visual communication, public relations, and media outreach plays a vital role in ensuring that events achieve their intended impact.

In the context of art exhibitions, research by Rahma (2017) highlights that events can serve as powerful communication tools, particularly when promoting social causes or sustainability initiatives. The intersection between art and environmental awareness allows audiences to engage with important issues in a more creative and thought-provoking manner.

### *Management*

Management is a process of planning, organizing, directing, and supervising by empowering members or teams in a group to achieve predetermined goals. In the realm of communication, the management process will run according to the objectives if there is effective communication. Management in communication itself can be interpreted as a combination of communication concepts, where there is feedback generated in providing information, persuading and giving commands that are contextualized with the relationship between communicators and their communicators (social context). In short, management in communication is positioned as a driving force when carrying out communication activities. There are several management functions that need to be considered, including planning, organizing, directing, and supervising.

- A. Event In simple terms, an event can be interpreted as an activity that is planned and organized, can be categorized as a public or private activity. According to McCartney, an event is an event planned and arranged by a group of people that aims to celebrate something important and held within a certain period of time. There are various types of events that can be used. managed for example festivals, bazaars, music concerts, and exhibitions. An exhibition event is a type of event whose activities include various products, services, art, or information exhibited to the public. According to Silver, there are six dimensions that visitors will get when participating in the event, including;
  1. Marketing materials
  2. Transportation and welcoming guests
  3. Shades, ambience, and décor

4. Meals (food and beverages)
5. Entertainment/activities
6. Amenities and souvenirs

B. Event management

According to Goldblatt, event management is an activity that gathers and brings together a group of people for the purpose of celebration, education, marketing and reunion, and is responsible for holding activities, designing research, planning, carrying out coordination and supervision in realizing all activities. In event management, there are several steps that must be passed, including;

- a) Research
- b) Design

According to Silver, each event has six dimensions that have its own components, including:

- 1) Marketing materials
- 2) Transportation and welcoming guests
- 3) Shades, ambiance, and décor
- 4) Meals (food and beverages)
- 5) Entertainment/ activities
- 6) Amenities and souvenirs

c) Planning

In this step, there are three elements in it, namely:

1. Time
2. Event Venue
3. Work Rhythm
4. Event Timelin

- d) Coordination Coordination is an activity that implements from the first step, research to the planning stage.
- e) Evaluation

### ***Design Concept***

#### *Research*

- a. Purpose and Purpose of the Event The holding of the painting exhibition event "The Art For Sustainable Living" aims to inaugurate GreenArt Space, a building development carried out by Greenhost Boutique Hotel.
- b. D-Day/ Opening Date: 07 December 2023 Exhibition duration: 2 months (07 December 2023- 04 February 2024) Time: 10.00- 21.00 (daily exhibition)
- c. Nama/Tipe Event: Pameran lukisan "The Art For Sustainable Living"
- d. Number of Target Attendance: 50 audiences (opening event): not specified (daily event)
- e. Creative Brief Pameran Lukisan "The Art For Sustainable Living" less table

### ***Design Event***

#### *Marketing Materials*

Distributing posters through Instagram Alur Agency and Greenhost Boutique Hotel social media.

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### ***Location and layout***

Exhibition opening: Greenhost Boutique Hotel

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### **Nuances, the atmosphere of the environment**

Exhibition theme : "The Art For Sustainable Living"

Atmosphere : Semi-formal, simple, and comfortable

### ***Dish***

Time : Twice

Style : Buffet

Menu type : Meal and Coffee

Service Break : Self Service

### ***Entertainment***

Entertainment : Keroncong Kolaborasi

Supporting activities: Artist talk and art review.

### **Amenities, Signs of Remembrance**

Providing several door prizes to be given to invited guests in the form of breakfast vouchers, swimming vouchers, room vouchers, and also shoes from sponsors.

### ***Event Equipment***

Sound system, mikrofon, LCD projector, dan lighting.

#### **A. Pre-Event Plan T**

In order to organize the painting exhibition "The Art For Sustainable Living", the author held a discussion with the General Manager of Greenhost Boutique Hotel and several local artists in Yogyakarta to discuss the exhibition. The discussion lasted for an hour and a half, with several decisions being made, including,

- 25 local Yogyakarta artists will collaborate with Alur Agency and Greenhost Boutique Hotel.
- A total of 78 paintings will be exhibited.

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After the discussion activities were carried out, the author began to prepare an activity plan related to the organization of the painting exhibition "The Art For Sustainable Living". The plans prepared before the event include;

- a. ) Painting Exhibition Management : Agency Flow Chairman : Vivie Elizabeth Artist Coordinator : Dwipo Hadi Event Coordinator : Liana Astrid Design : Liana Astrid and Yustina Author : Jajang R Kawentar Display Team : Rinaldy, Yayas,

Wisnu, Kendi Yulianto, Rian Greenhost Technician Display Equipment : Dwipo Hadi Based on this structure, the author plays the role of event coordinator and graphic designer. As a coordinator, the author designs and executes the exhibition. As a graphic designer, the writer, assisted by one person, prepares the visual needs of the exhibition such as posters, e-catalogs, walltext, captions, invitations, and Instagram content of Alur Agency.

## **RESERACH RESULTS**

1. Effectiveness of Event Management
  - Alur Agency successfully managed the painting exhibition “The Art for Sustainable Living” through five event management stages:
    - a) Research - Analysis of art trends and visitor preferences.
    - b) Event Design - Event concept, marketing strategies, and exhibition space design.
    - c) Event Planning - Scheduling, venue selection, and team coordination.
    - d) Event Execution - Implementation of the two-month-long exhibition at Greenhost Boutique Hotel.
    - e) Evaluation - Assessment of the exhibition’s success and social impact.
2. Exhibition Objectives Achieved
  - The exhibition successfully raised public awareness about sustainability through visual art.
  - A total of 25 local artists participated, displaying 78 paintings with sustainability themes.
  - Sponsor support and collaboration with Greenhost Boutique Hotel contributed significantly to the event’s success.
3. Communication and Marketing Strategies
  - Promotion was carried out through social media platforms (Instagram of Alur Agency & Greenhost).
  - The marketing approach included visually appealing designs, e-catalogs, and digital campaigns.
4. Challenges and Solutions
  - Delays in information flow between stakeholders created coordination issues.
  - Solutions applied: improved internal communication systems, real-time progress monitoring, and flexibility in time management.
5. Impact and Implications
  - The exhibition provided a platform for local artists to showcase their work.
  - The success of this event demonstrated that collaboration between the hospitality sector and the creative industry can create a meaningful event with positive social impact.

### *Recommendations for Future Events*

- Conduct more in-depth research on art trends to match audience preferences.
- Enhance marketing strategies to reach a wider audience.
- Perform a more detailed evaluation, collecting visitor feedback to improve future events.

## **DISCUSSION**

The painting exhibition "The Art for Sustainable Living" successfully demonstrated how event management plays a crucial role in achieving the goals of an art event. The research findings indicate that Alur Agency effectively implemented the five stages of event management: research, event design, event planning, execution, and evaluation. Each of these stages contributed to the overall success of the exhibition.

One of the key achievements of this event was its ability to raise public awareness of sustainability issues through visual art. By collaborating with 25 local artists, the exhibition provided a platform for creative expression while reinforcing Greenhost Boutique Hotel's commitment to sustainability. The support from sponsors and partners further enhanced the event's quality, demonstrating the importance of collaborative efforts in cultural and social initiatives.

However, several challenges arose during the event planning and execution. One of the major issues was delays in information exchange among stakeholders, which impacted coordination and efficiency. To address this, the organizing team improved communication strategies by implementing real-time progress tracking and ensuring better internal coordination. These adjustments helped maintain the smooth flow of the event and ensured that the planned activities could be executed effectively.

From a marketing perspective, the use of social media promotion, digital campaigns, and well-designed marketing materials played a significant role in attracting visitors. However, the marketing strategy could be expanded further to reach a larger and more diverse audience. Incorporating interactive elements such as live streaming, virtual exhibition tours, or influencer collaborations could enhance engagement and increase public participation in future events.

Overall, the success of this exhibition highlights the vital role of strategic event management in ensuring the effectiveness of an event. The combination of art, sustainability, and well-structured event planning created a meaningful experience for visitors while promoting important environmental messages. Future events could benefit from stronger research on audience preferences, enhanced promotional strategies, and improved post-event evaluations to maintain and improve engagement with the community.

## **CONCLUSION**

In organizing the painting exhibition "The Art For Sustainable Living", the author acts as an event coordinator where the author is responsible for ensuring that all stages of planning, exhibition preparation, and when the exhibition takes

place everything can run according to what has been conceptualized. In the five stages of event implementation, the painting exhibition "The Art For Sustainable Living" goes through the process of research, event design (including marketing materials, location, spatial layout, environmental nuances and atmosphere, dishes, entertainment, memory signs and equipment needed for the event), event planning (including the entire process passed at the preparation stage), event implementation (including the event plan that is held), to the evaluation stage (including activities carried out after the event). Overall, this painting exhibition was successfully implemented and in accordance with the original goal, which was to advance the local art community of Yogyakarta and implement the concept of Greenhost Boutique Hotel which is conscious of sustainability. The active participation of 25 local artists and the support of Greenhost Boutique Hotel and sponsors can prove that this collaboration can create a meaningful event that has a positive impact.

### **RECOMMENDATION**

In organizing the painting proposal "The Art For Sustainable Living", it is important to pay more attention and strengthen each stage of the event. At the research stage, it is recommended to dig up more information related to art trends and visitor preferences in order to ensure that the exhibition can attract a wider range of interest. In the event design stage, especially marketing materials can be developed again as well as more creative location and spatial arrangements so as to create a memorable experience for visitors. During the process of preparing and implementing the exhibition event "The Art For Sustainable Living", the author realized that there were still several obstacles such as frequent delays in the delivery of important information. However, such obstacles actually make the writer to be able to correct mistakes as soon as possible and be able to return to preparing for the event as the concept has been determined. At the evaluation stage, it is recommended that you should conduct a more in-depth evaluation method for each event implementation. At this stage, you can collect impressions and messages from visitors so that they can be a refinement for the Agency Flow at the next event.

### **FURTHER STUDY**

Future research is expected to further explore this material.

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