



Entertainment Event Management And Improving Gen Z Literacy In Event Organizers

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Abstract:

Currently, there are many festival events organised in Indonesia. However, most of the events organised only focus on delivering entertainment and do not focus on the essence of the ideas that want to be conveyed to the participants of an event, which of course can include all topics that are educational and informative. Pekan Sastra is one of the festival events held based on the lack of interest in literacy. This study aims to identify communication strategies in event management aimed at increasing Gen Z literacy in the implementation of literary week in Cirebon. This research explains the management of entertainment events and the improvement of Gen Z literacy in organising events. This research uses descriptive empirical research with a qualitative approach. The data sources used consist of secondary data and primary data. Data collection techniques were carried out through observation, interviews, and documentation. Data analysis was carried out by reducing data, reading data and drawing conclusions. This research applies the event management theory proposed by Goldblatt in 2013, which consists of *Research, Design, Planning, Coordination, and Evaluation*. The results of this study indicate that event management has not run optimally, especially in terms of planning and coordination related to the implementation schedule that has not been flexible. This condition causes female participants who are students to have difficulty in obtaining permission from parents, and there is a lack of coordination with *volunteers*. In running an event, the event organiser needs careful coordination and preparation so that the event can be managed more effectively and efficiently.

Keyword: Event Management, Improving Literacy, Generation Z, Cirebon Literary Week.



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INTRODUCTION

The implementation of events is familiar in Indonesia, both small and large scale which are carried out in the scope of regional or state events. Public events include celebrations of culture, arts, entertainment, business, commerce, sports education, recreation, and politics or statehood. Private celebrations include personal celebrations such as anniversaries, family

gatherings, wedding parties, and birthday parties, as well as celebrations such as parties, and gala *dinners* (Abi Hasan Ahfas & Maswir, 2021).

Contemporary events can be considered an effective tool to increase revenue, attract audiences, or promote culture and tourism in a particular area. In addition, Any 2017 event management states that the most important part of an event is that visitors can know what to get from the event, namely how the event is designed and packaged (Maruta et al., 2023). Management is an arrangement, implementation, and achievement of a result achieved by a group association in maximising the potential of its resources (Maruta et al., 2023).

The organisation of an event will definitely have an impact on the destination where the activity takes place, both positive and negative impacts. This impact can include social, physical, environmental aspects, as well as the economy and tourism sector (Wijaya et al., 2020).

One of the events that is currently being initiated in Indonesia is a literacy-oriented event as carried out by one of the Rumah Rengganis Communities which in making an event pays attention to the needs of the community by combining entertainment and education for the surrounding community especially Gen Z. Rumah Rengganis Community also in order to introduce and provide more understanding of literature, Rumah Rengganis Community in collaboration with the Ministry of Education, Culture, Research and Technology, Language Development and Development Agency, Centre for Development and Protection of Language and Literature, intends to hold literary parade activities. The literary parade is the culmination of the Cirebon Literary Week. The literary parade aims to celebrate, promote, and introduce literary works to the wider community, especially Gen Z.

The Rengganis House Community is aware of the current conditions where interest in reading in Indonesia is very small, so the Rengganis House Community held a Literary Week based on Literacy. According to UNESCO data, Indonesian people's interest in reading is heartbreaking, only 0.001%, which means that only 1 in 1,000 Indonesians read diligently. However, a survey conducted in 2020 by the Central Statistics Agency (BPS) showed that only 10% of Indonesians read books. These figures show that literacy is not appealing to the masses. Accessibility is one of the many reasons why Indonesians are not interested in literacy.

Limited access to literacy resources such as libraries, books and print media is a major factor. Literacy resources are often hard to reach in rural areas and among the poor. The first is the quality of education in Indonesia. The poor quality of education also affects the desire to learn. Educational inequality and lack of supporting facilities can reduce the desire to learn, on the other hand, the use of digital technology can affect one's interest in reading. Although

technological advances have made it easier to get information, excessive use of social media and digital entertainment can reduce the desire to read books and other literacy sources. Furthermore, the last one is reading culture, literacy interest is influenced by Indonesia's reading culture which is very less supportive. If reading books is not considered an important or prestigious activity, the desire to read will decrease (Adrico et al., 2024).

Literacy in context is not only about a country being free from illiteracy, but most importantly how to create a society that has life skills so that it can compete with other nations in achieving global prosperity. Life in the 21st century teaches us to keep moving forward, otherwise, humans will be left behind. Therefore, literacy should be the basic foundation to foster advanced and superior human resource skills, ready to face challenges. This crucial reason became the foundation for the establishment of the National Literacy Movement. This idea is a collaborative effort between literacy movement actors in Indonesia to unite connections and gather public involvement in developing and cultivating literacy in society (Hasanah, 2024).

Based on the existing problems, how is the communication strategy of the Rumah Rengganis community in improving literacy in organising events and obstacles in carrying out event management to improve literacy in Gen Z? This study aims to determine the communication strategy of the Rumah Rengganis Community event management in increasing the spirit of literacy among Gen Z through the Cirebon Literature Week and to find out the obstacles of the Rumah Rengganis Community in awakening the spirit of literacy culture in Indonesia through organising Literature Week. This research can be a recommendation for practitioners, especially in the field of event management and stakeholders who contribute to increasing literacy awareness in Indonesia in order to optimise efforts to build a culture of literacy, especially interest in reading in Indonesia.

Based on the literature study conducted by researchers, other researchers have conducted a number of similar studies. Most of the previous studies focus more on examining entertainment event management from the aspect of impact on visitor satisfaction, but there are still limited studies that explore how entertainment events can effectively contain educational values to increase the spirit of literacy in Gen Z. In addition, there are not many studies that analyse how collaboration between entertainment events and literacy events can attract the attention of Gen Z in the context of a strong literacy culture. In addition, not many studies have analysed how collaboration between entertainment events and literacy events can attract the attention of Gen Z in the context of a strong literacy culture. Therefore, researchers see a topic

that has never been studied by previous researchers and is a foundation and opportunity for researchers in developing research to enrich the literature in the field of communication.

Such as research by Anisa Diniati, Razie Razak and Martha Tri Lestari in 2022 with the title *Literacy Event as a Public Relations Campaign in Increasing the Spirit of Literacy in Indonesian Society*. Where based on the results of the study, it was found that the campaign strategy With this third activity, the objectives, target audience, themes, and topics of the 2021 Literacy Event in its eighth year will be much easier to determine. Situation analysis, monitoring & evaluation are two interconnected stages, and at this stage, Literacy Event 2021 regularly conducts AAR (*After, Action and Review*) activities to find out the shortcomings and strengths of the activities organised. Based on these results, it can be seen that there are differences in the focus of research and also differences in the theory used with the research conducted by the researcher. Where this research focuses more on discussing "Entertainment Event Management and Literacy Improvement at Event Organisers" using the *event management* theory proposed by Goldblatt as an analytical knife.

Through this study, it is expected to provide an understanding of how an event can actively and positively contribute to various parties in an effort to improve literacy in Indonesia. This study is also expected to provide benefits for the government, academics, stakeholders, and society in general, regarding the importance of awareness, it is expected to encourage changes in people's behaviour in strengthening the culture of literacy, so that Indonesia can avoid the condition of low literacy. This will allow Indonesians to be better able to filter information that is unclear and reduce the level of illiteracy in Indonesia.

LITERATURE REVIEW

Event management activities are a professional process that aims to gather and unite a group of people for the purpose of celebration, marketing education, and reunion. in this case, event management is responsible for conducting research, designing activities, planning, and coordinating and supervising in order to realise the success of an event. organising events is a necessity that cannot be avoided by companies both commercial and non-commercial Goldblatt (2013). Event management is a form of organising activities that are carried out professionally, systematically, efficiently and effectively, which includes from the concept planning stage to implementation and supervision (Adawiyah, 2020).

According to (Prabowo et al., 2021) event management is a discipline in management science that focuses on planning and implementing activities that aim to gather people in one place. This activity involves a series of organised activities to convey information or witness

an event. Although some people consider event management to be part of project management, it is important to note that from a corporate perspective, events are also part of marketing communication studies, similar to advertising and promotion. Therefore, studying event management is very important, given that these activities are influenced by various aspects of communication, including visual strategy, message delivery, interaction between individuals, as well as media selection and placement, publicity, and promotion.

An event is an activity carried out to celebrate important events in human life, both individually and in groups bound by customary norms, culture, traditions, and religion. This activity has a specific purpose and involves the community at a specific time (Sandhi et al., 2020). Various kinds of festivals are often discussed, namely cultural festivals, music festivals, and also religious festivals. However, it is not uncommon for people to organise literacy festivals. One of the important outputs of this Festival that collaborates between Entertainment and Education is to support the realisation of a smart Cirebon community, especially Gen Z. Literature Week is not only about discussions, but also about audiences, readers, and writers, who together create a community of thought.

Every event organiser plays a crucial role in carefully planning every element of the event. They must understand the client's needs and the purpose of the event to draft a relevant agenda. Detailed planning includes site selection, schedule adjustments, budget management, and coordination with all parties involved. It demands a deep understanding of the client's expectations, solid planning skills, and a wide network to acquire optimal options (Muarif et al., 2024).

The importance of literacy cannot be doubted in this modern society, especially the literacy movement that is socialised in schools. The ability to read, write and comprehend information not only opens the door to extensive knowledge but also improves the ability to think critically, make informed decisions and participate actively in the social life of learners (Hartati & Supratmi, 2024). There are four categories of literacy that can be described, namely: performative (only being able to perform reading and writing activities); functional (showing the ability to use language for daily purposes or survival skills, such as reading manuals and filling out forms); informational (showing the ability to access knowledge), and epistemic (showing the ability to modify knowledge). Literacy is not only limited to the ability and writing, but also includes the ability of individuals to manage the information and knowledge they have (Diniati et al., 2022).

Efforts made by the government to foster a culture of literacy among Indonesians have yielded favourable results in 2023. This is reflected in the Indonesian Literacy Development

Index (IPLM), which reached a score of 69.42 on a scale of 0 to 100. As reported by the Indonesian National Library (Perpusnas), the score increased by 4.94 points from the previous year's 64.48 points. The figure is also in the medium category. Meanwhile, according to the region, South Sulawesi has the highest HDI score in Indonesia in 2023, which is 86.74 points. Its position is followed by Yogyakarta with an HDI score of 85.09 points. The HDI score in Bangka Belitung Islands was recorded at 77.5 points. Then, West Sumatra and East Java have HDI scores of 77.31 points and 75.18 points respectively. On the other hand, Papua Mountains has the lowest HDI score nationally at only 29.49 points. Above it are Central Papua and South Papua with HDI scores of 47.02 points and 47.34 points respectively. In addition to HDI, Perpusnas also recorded the reading level (TGM) of Indonesian people at 66.77 points in 2023. The score increased by 4.5% compared to the previous year which was 63.9 points.

Based on birth year classification, Generation Z are those born between 1995 and 2010 (Bilqis et al., 2023). Generation Z represents a demographic that has matured in an age characterised by smartphones and social media platforms. This generation often shows considerable reliance on digital technology and exhibits unique traits that set them apart from their predecessors. If Gen Z is unable to use technology wisely, they may grow up to be individualistic, self-centred, and anti-social individuals. Even worse, Gen Z children may experience mental health problems, such as anxiety, emotional lability, and difficulty adapting (Erawati 2024). One of the main responsibilities in the formation of Generation Z is to overcome the identity crisis, with the hope that Generation Z will have a stable self-identity (Putri et al., 2023).

As one of the references in making this research, researchers used 5 reference studies that were used as references in this study, including: **First**, according to a journal written by Ayub Dwi Anggoro, published in the LPP Mandala journal in 2023 with the title "Cultural Event Management as a Tourism Attraction in Ponorogo Regency", using Goldblatt's event management theory and using library research methods so that the results of this study explain that the success of the event depends on the stages of event management which include *research, design, planning, coordination, and evaluation*. besides that community involvement in this event is important for economic impact and cultural preservation. **Second**; Another research was conducted by Nurul Amalia A, published in the journal Washiyah in 2020 with the title "Marketing Communication Strategy of Event Organizer PT. Tiga Production in gaining customer trust", using Triangulation theory and using qualitative methods so that the data generated that this company applies Marketing Communication Mix consisting of Public Relations, Personal Selling, Advertising, and Sales Promotion to increase customer trust.

Third Research; According to a journal written by Uljanatunnisa published by EXPOSE in 2020 with the title "*EVENT MANAGEMENT ANALYSIS (Case Study of the 2019 Wirausaha Muda Mandiri CSR Program)*" using the Goldblatt Triangulation event management theory and using qualitative research methods so that the results of this study explain that the findings obtained in general show that Bank Mandiri has carried out the process and stages of event management in Wirausaha Muda Mandiri 2019. The variety of business types and the large number of participants show that this event is able to increase interest in entrepreneurship. **Fourth**, another research conducted by Innaka Dwi Hasanti published in journal.kominfo.go.id in 2019 with the title "Analysis of Organisational Communication Between Event Project Team and Account Executive at Twisbless Event Organizer" using Organisational Communication theory and using qualitative research methods with observation methods and in-depth interviews. The results of this study explain that at Twisbless, project teams and account executives engage in internal and external organisational communication. Internal communication is characterised by four different directions: upward, downward, diagonal, and horizontal. Various barriers can impede the organisational communication process, such as technical issues, semantic misunderstandings, physical barriers, psychological factors, and different perspectives, which can result in complications if the event fails to align with the client's expectations.

Fifth; According to a journal written by Alfatah Haries, Fitri Wulandari published in the JPBUNDA journal in 2021 entitled "Review of Pasa Harau Art & Culture Festival Event Management in Lima Puluh Kota Regency" using Goldblatt's event management theory and using qualitative methods. The informant selection technique used in this study is called Purposive Sampling so that the results of this study explain the implementation of the 2018 Pasa Harau Art and Culture Festival which aims to return the festival to the community, so that it can have a positive impact on people's lives in Nagari Harau. The implementation of this festival is based on the number of foreign tourist visits to Payakumbuh City. Events in the Pasa Harau Arts and Culture Festival involve the Bintang Harau community, the studios of Sumatra Bara, and other artists who have been selected and organised. Thus, there are differences in the variables used, as well as how different theories are applied in this study, which produce different results. Cirebon Literature Week has its own charm for visitors or spectators and shows the advantages that can be displayed. Because the Rumah Rengganis Community wants to bring positive changes that have an impact on everything that results in environmental protection, economic growth, and social justice and specifically wants to foster the habit of reading, increasing literacy in the Cirebon community, especially Gen Z.

In this study, researchers used the theory put forward by (Goldblatt 2013) This event management theory has 5 indicators, namely the **first** *Research*. The research stage is carried out before the event is held to avoid potential risks during the event. The purpose of this research is to determine the nature of the event to be organised. An important aspect of conducting this research event is to assess the needs, desires, and expectations of participants (Anggoro et al., 2023); **second** *Design*. Organising an event requires an initial design stage. If the design is poorly executed, it will be very difficult to change it, even with expert event management. This design stage centres on exploring the creative concept of the event. It starts with *brainstorming* and mapping out ideas. The brainstorming process may include themes, logos, event concepts, and venue layouts, while ideas mapping is an effective strategy to bring together the diverse ideas generated by team members, which helps and formulates the philosophical foundation of the event (Uhai et al., 2021);

The third indicator is *Planning*. The planning phase is a stage that takes a long time in the event management process. Planning will be easier and simpler if the previous stages are done well. Careful research and design procedures will help in creating an effective planning process. In this phase, the organiser has thought of several things, including the execution, location of the event, intended audience, and other aspects. **fourth** *Coordination*. At this stage, coordination is one of the most complicated phases in event management, as it includes elements such as risk management, administration, and licensing. Effective communication with internal and external committees is necessary. The success of the event is largely determined by the quality of coordination, which originates well and continuously between all *stakeholders* involved. And the **fifth** is *Evaluation*. The evaluation stage is the final stage in event management. During this stage, the organiser seeks information regarding the event that has been held which will serve as feedback to improve the next event to be held. To be able to find out the assessment of the end of an event, event organisers can take advantage of surveys and record how many visitors and participants are present at the event. This evaluation is useful for the future, it can be seen whether the event organised gets feedback and should be held again or even vice versa (Diniati et al., 2022).

RESEARCH METHODOLOGY

This research uses descriptive with a qualitative approach that develops concepts, collects information data about circumstances, events, accumulations, and explains the relationship between elements without testing hypotheses. The emergence of an objective picture of the actual state of the object under investigation is emphasised in descriptive

research. Data collection was carried out using purposive sampling method, which is the deliberate determination of informants based on certain criteria relevant to the research objectives, and equipped with data triangulation procedures to ensure data validity through various approaches Sugiyono 2010 Fakhri Harvinza (2025).

Data collection methods are techniques or ways used to obtain the data needed in research. This method includes various approaches, such as interviews, observations, documentation, and other techniques, which are selected according to the research objectives and characteristics of the data to be collected. To help write this journal, the author of this study used informants as data sources. Subjects who are willing to contribute data and have a lot of relevant information about the problem under study are selected as informants. The informants that the researchers used; **first**, the main informant, namely the Rumah Rengganis Community as the event management of the Cirebon Literature Week event; and the **second** supporting informant, namely the audience of the Cirebon Literature Week, Primary and secondary data are two categories whose data sources are separate.

By using a qualitative research approach, the researcher obtains data sources from credible sources and can explore the information in depth. This approach also allows researchers to respond flexibly and provide interpretations of phenomena that arise during the research process. Therefore, a qualitative approach was chosen as the method of this research so that researchers can obtain an accurate and detailed description of the data and information needed, so that it remains in accordance with existing facts and not just a fabrication.

RESULT AND DISCUSSIONS

Based on the results of observations and interviews conducted by researchers on the Cirebon Literature Week event about entertainment event management and increasing Gen Z literacy in event organisers at Rumah Rengganis by referring to Goldblatt's 2013 Event Management theory as an analytical knife, the following results were obtained:

Research: According to Goldblatt in (Anggoro et al., 2023) this research stage is carried out before the event takes place to reduce the risks that may occur during the event. This research aims to understand the type of event that will be organised. The main focus in this event research is to identify the needs, wants, and expectations of the event's audience. Based on the results of the main informant interview, namely the Rumah Rengganis Community as event management, *"Research is carried out before the implementation of an event, to avoid risks during the event. In addition to knowing the risks, event management also researches the needs of the event such as: presenters to present information that is in line with the objectives*

of the event, the needs of participants during the implementation of the event ". (Mr Rezki Aditya, 25 December 2024).

So in this case the Rumah Rengganis Community in event management, before organising an event, must know the purpose of organising the Cirebon Literature Week event, namely as a strategy in increasing the culture of literacy in Gen Z. With events as a literacy movement, it will move the joints of community life, so that it will have an impact on the education, culture and creativity sectors. In addition, with the holding of the Cirebon Literature Week event which collaborates music, culture, poetry editorials, and literary camps so that it can introduce literacy culture to the wider community that festival events are not only famous as entertainment events but also as a place to learn or add insight. In creating an event;

Design: After doing research, the next stage is design, design is a design process that involves human creativity with the aim of creating objects, ideas, systems and others that are beneficial to humans. Design discusses ideas for organising an event, including the event logo, *flyer design*, social media concept Anggoro (2023) Design is a discussion of ideas that include financial, social, cultural, and other important aspects of organising an event. This stage is carried out by absorbing ideas and aspirations from all members of the event committee. This design has a very important role in formulating the impression for visitors who will come to the event later (Sukoco et al., 2023). The theme of this event is the Literary Struggle in the Middle of the Historiography of the City. The following is the logo of the Cirebon Literary Week.

Figure 1 Cirebon Literary Week Logo



Source: Instagram @pekansastracirebon

Regarding the concept of the Cirebon Literary Week event, the Cirebon Literary Week is present as an effort to improve Generation Z literacy through a series of inspiring events, such as literary discussions, literary camps, poetry writing editorials, music telisik, workshops for making batik from natural dyes, workshops for making masks from waste paper, book bazaars, work exhibitions and student poetry reading competitions, which aim to strengthen

appreciation for literacy culture and enrich local cultural insights. From an interview with one of the participants, the following statement was obtained: *"The Cirebon Literature Week event design is designed with a dynamic and inclusive concept, combining traditional and modern elements so that literacy-oriented events are not boring, get experiences that have never been obtained before, and the information listed on the Cirebon literary week Instagram account is very informative and modern in design"* (Raka, 20 December 2024).

Based on the above statement and supported by the observations made, the researcher analysed that the Rumah Rengganis community uses a digital and participatory-based communication strategy in its activities to improve literacy in Generation Z. These strategies include utilising social media platforms to disseminate engaging literacy content and integrating visual and multimedia elements to attract young audiences. By capitalising on the digital communication preferences unique to Generation Z, the community was able to build higher engagement and raise awareness about the importance of literacy among the younger generation.

Figure 2 Cirebon Literary Week Instagram



Source: Instagram Post Capture
@pekansastracirebon

Planning: A well-structured planning process is critical to the success of an event. Usually, the achievement of an event depends on a strong basic concept and well-defined goals (Wijaya et al., 2020). In the coordination stage, it is important to make accurate and good decisions so that the event can run well, because all decisions made will have an impact on the overall implementation of the event (Maulana Isyak & Satrio Wijaksono, n.d.). Cirebon Literature Week planning includes the schedule of the event, participants, performers, program arrangements, and venue selection. The series of activity schedules from Pre-Press to the implementation of Literature Week were carried out from 18 July 2024 to 8 September 2024. The sequence of activities in Literature Week begins with the Pre-Week which is followed by

the Literary Camp, then the collection of the participants' work and closed with the Literary Parade as the peak event. Based on the results of observations in the field, the entire series of planned activities was successfully realised smoothly and in accordance with the planning made. This is supported by the results of interviews conducted with one of the supporting informants, who in this case is an activity participant, the following statement was obtained:

"The planning of the Cirebon Literature Week event has been done systematically to ensure its smooth implementation. The schedule of activities has been arranged in an organised manner by considering an efficient and attractive sequence of events for participants. The location of the event was carefully selected, considering the ease of access for participants, including public transport and supporting facilities around the venue and the selection of a unique venue that can provide a new experience for participants. In addition, the event is supported by adequate facilities, such as comfortable spaces, technical equipment, and competent human resources, so it is expected to provide an optimal experience for all audiences." (Ridho, 20 December 2024)

Figure 3 Activity Planning Table

[illegible]

Source: Personal document of Cirebon
Literary Week Organizing Committee

Based on the above statement and supported by the observations made, researchers analysed that the Cirebon Literature Week was designed with careful planning that included a structured schedule, strategic location, and interesting events such as workshops, discussions, and literary camps. This activity actively involved participants through the collection of poetry works, poetry reading competitions, and publication of participants' work into books. Adequate facilities and a supportive atmosphere make this event interesting, but also have a positive impact on the development of Cirebon literature and culture.

Coordination: Goldblatt (Haries alfatah & Fitri Wulandari, 2021) states that event management is responsible for maintaining communication before and during the event to stakeholders. Rumah Rengganis Community establishes strategic collaborations with various

communities and educational institutions, such as schools, to expand audience reach in an effort to increase literacy and cultural awareness. Komunitas Rumah Rengganis collaborates with the Ministry of Education, Culture, Research and Technology, the Language Development and Development Agency, the Centre for the Development and Protection of Language and Literature. This collaboration is carried out through integrated programmes, such as workshops, book discussions, and educational activities, which are designed to actively involve various community groups. With this collaborative approach, Rumah Rengganis Community has succeeded in creating an ecosystem that supports the sustainability of spreading literacy and cultural values more widely and inclusively.

The coordination of the organising committee is divided into two, the first is coordination before the event and the second is coordination during the event. Before the event, the organising committee communicated via WhatsApp and coordinated directly with the Ministry of Education, Culture, Research and Technology, the Language Development and Development Agency, the Centre for the Development and Protection of Language and Literature, Kacirebonan Palace, LQ Forest, presenters who will fill the Cirebon Literature Week event, and media partners to collaborate to support the Cirebon Literature Week event. In addition to coordinating with related agencies, the organising committee coordinated with competition participants and audiences who would attend the Cirebon Literature Week event to ensure that all necessary information could be conveyed clearly to participants who attended, so that no misinformation occurred. Based on the results of interviews obtained from the organisers, the following statement was obtained: *"During the coordination stage, as the organiser we are required to respond quickly and informatively to participants and related parties. This ensures that any needs, questions, or obstacles that arise can be addressed appropriately"* (Rezki Aditya, 25 December 2024).

Coordination during the event is carried out by holding a meeting in advance to discuss the duties of each member of the organising committee, the committee directs participants and audiences to the place that has been provided so that the event runs orderly and according to plan. From the results of interviews with participants who in this case acted as supporting informants, the following interview results were obtained: *"The organising committee provides information about the Cirebon Literary Week event clearly, in detail, and is delivered interactively, and responds to questions quickly and accurately"* (Tiara, 22 December 2024).

The Rumah Rengganis community has successfully implemented effective event management by maintaining good communication before and during the event. Structured coordination, from communication with stakeholders to the management of participants at the

event location, ensured the smooth running of the event, as supported by participants' positive responses regarding the clarity of information and the responsiveness of the committee.

Evaluation: The evaluation stage refers to assessments and reviews that aim to measuring the success and efforts that have been made during the event, and also a reference for future events in order to run more optimally (Prasanti et al., 2023). For monitoring the Cirebon Literature Week event is an audit team from the Ministry of Education, Culture, Research and Technology, the supervisor of the event. In this case, the monitoring carried out is in terms of management, readiness, and programme. The Cirebon Literature Week event organising community also conducted monitoring during the event, where they identified various shortcomings that occurred, so that next year's Cirebon Literature Week event would be better.

Cirebon Literature Week event reporting was given to the Ministry of Education, Culture, Research and Technology, and internal organisers in the form of *hard copies*. The evaluation stage was carried out on the next day after the event was held. The evaluation process was attended by the entire organising committee who discussed the shortcomings and advantages of the Cirebon Literature Week event.

In addition to organising pre-literary week activities, literary camps, and literary parades, the Cirebon Literary Week also produced the *output of* publishing the book "Anthology of Poetry Reading the City of Cirebon Literature Week 2024" in collaboration with the Centre for the development and protection of language and literature, the language development and coaching agency, the ministry of education, culture, research, and technology of the Republic of Indonesia.

Obstacles: The obstacles in carrying out Event Management to Increase Literacy in Gen Z are communication constraints on internal event organisers, according to Mr Rezki Aditya, in communicating, especially with the founder of the Rumah rengganis Community who has a busy life outside the city. Of course this is one of the obstacles but he also explained that in this case it can still be overcome by communication via WhatsApp.

Based on the findings of interviews with volunteers involved in the implementation of the Cirebon Literature Week event, it was found that there was a lack of coordination meetings with volunteers as well as a lack of understanding related to tasks before implementation and during implementation. Even so, volunteers who did not understand their duties took the initiative to ask colleagues who understood more about the tasks assigned.

Based on the findings of the interview, in several series of Literary Parades that were held until the evening, there were complaints from several female participants who were

students because of the difficulty of getting permission from their parents, but they were still able to participate in the previous series. Another obstacle is the administration in the form of the Cirebon Literature Week 2024 Activity Report which will be addressed to the Ministry of Education, Culture, Research and Technology which requires 2 months to complete.

CONCLUSION

Based on the results and discussions that have been described, it can be concluded that interest in reading in Indonesia is still very minimal. The Rumah Rengganis community has an initiative to hold a Cirebon Literature Week event which aims to increase and foster the spirit of literacy culture and as a forum to increase literacy in Gen Z. The Rumah Rengganis Community has implemented the Cirebon Literature Week event by carrying out the process through 5 stages, namely *research, design, planning, coordination, and evaluation*. Based on the implementation of event management, it can be concluded that the Cirebon Literature Week event organised by the Rumah Rengganis Community has run well, however, there are aspects that still require optimisation, especially in the indicators of planning, coordination, and obstacles.

At the *planning* stage, there is an implementation schedule scheduled at night, which can complicate the process of applying for permission from parents of participants who are still students at the Cirebon 2024 Literature Week event. Therefore, the executive committee pays more attention to determining the schedule of activities at night in order to minimise obstacles related to parental permission. Meanwhile, at the *coordination* stage, the lack of coordination meetings with volunteers and the lack of understanding of tasks before and during activities can potentially cause problems.

The obstacles were administrative constraints in completing the Cirebon Literature Week 2024 Activity Report, which took up to two months to prepare and submit to the Ministry of Education, Culture, Research and Technology. It is recommended that event management conduct effective communication planning, flexibility in the timing of events, and increase the efficiency of administrative processes to support the success of literacy event management.

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