

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 SWOT Analysis**

##### **2.1.1 The Definition of SWOT Analysis**

According to Rangkuti (2009, p.18), SWOT analysis is the systematic identification of various factors to formulate the company's strategy. This analysis is based on the logic that can maximize strengths and opportunities, but simultaneously can minimize weakness and threats. The process of strategic decision-making is always related to the development of mission, goals, strategies, and company policies. So, strategic planner should analyze the company's strategic factors such as: strengths, weaknesses, opportunities, and threats in the current conditions. SWOT analysis compares between external factors of opportunities and threats with internal factors of strengths and weaknesses.

Gitosudarmo (2001, p. 115) states that SWOT is an approach of strengths, weaknesses, opportunities, and threats. In this analysis, the event should think about what strengths the event have, what weaknesses are inherent in the body or the event, it also has to see the opportunities that come and finally it must be able to know the threats, disturbances, obstacles, and the challenges which are facing it. In addition, the SWOT is used to assess the strengths and weaknesses of the company's resources and external opportunities and the challenges or threats that we face (Jogiyanto, 2005, p. 46).

From the experts explanation above, the writer concluded that SWOT Analysis is a strategic planning method used to evaluate Strengths, Weakness, Opportunities, and Threats in a project or business. This involves determining the business or project objectives and identifying the internal and external factors that are

both favorable and profitable to achieve that goal. SWOT analysis is usually used in companies or institution to measure the level of strengths, weaknesses, opportunities, and threats that exist in there

The SWOT analysis method was created by Albert Humphrey, who led the research project at Stanford University in the 1960s and 1970s using data from Fortune 500 companies (Grewal & Levy, 2008). Nevertheless, if it drawn into the past, this analysis has existed since the 1920s as part of the Harvard Policy Model developed at Harvard Business School.

### **2.1.2 The Components of SWOT Analysis**

Rais (2009, p. 4) states that SWOT analysis method is considered as the most basic method of analysis, useful to see a topic or problem of 4 (four) different sides. The results of the analysis are usually directives or recommendations to maintain strength and increase the benefits of existing opportunities, while reducing shortcomings and avoiding threats. If used correctly, SWOT analysis will help us to see the forgotten or invisible sides so far. This analysis is divided into 4 (four) basic components, there are:

1. Strength is the situation or condition that is the strength of the organization or program at this time.
2. Weakness is a situation or condition that is a weakness of the organization or program at this time.
3. Opportunity are situations or conditions that are opportunities outside the organization or program and provide opportunities for future organizations or programs to grow.
4. Threat is a threatening situation for organizations and programs that come from outside the organization and program and can

threaten the existence of the organization an program in the future.

### **2.1.3 External and Internal Factors of SWOT Analysis**

According to Fahmi (2013, p. 260), to analyze more deeply about the SWOT, it is necessary to external and internal factors seen as important parts of the SWOT analysis, there are:

1. External factors

These external factors influence the formation of opportunities and threats (O and T). Where this factor involves the conditions that occur outside the organization or program that affect in decision making.

2. Internal factors

This internal factor affects the formation of strengths and weaknesses (S and W). Where this factor is related to the conditions that occur within the organization or program, which also affects the formation of decision making (decision making) company.

The function of the SWOT Analysis is to get information from the situation analysis and separate it in the internal factors (strengths and weaknesses) and external factors (opportunities and threats). The SWOT analysis will explain whether the information indicates something that will help achieve the goal or provide an indication that there are obstacles to be faced or minimized. SWOT analysis can be used in various ways to improve analysis in the business of strategy setting.

## **2.2 Event**

### **2.2.1 The Definition of Event**

Nowadays events are familiar to us. Everyone must have organized an event or just been an invited guest in the event. There are several definitions that discuss the event. One of them is that the event is defined as an activity that is held to commemorate the important things throughout human life either individually or groups that are bound by custom, culture, tradition and religion. The event is held for a specific purpose and time as well as involving group of community (Noor, 2009, p. 7).

Currently the concept of event development is in line with technological advances and the development of community activities. This development makes the type of event that continues more diverse and not limited to activities that have religious values, customs and culture only. Event organizing has evolved in accordance with the wishes of consumers to be able to see the event, such as sports events, product introduction events, exhibitions or others.

According to Getz (cited by Noor, 2009, p. 8), the another definition of the event is those non routine occasions set apart from the normal activity of daily life of a group of people. This activity can be called as special events because of the uniqueness of the event and held in certain ways, such as traditional celebrations or traditional ceremonies.

### **2.2.2 Types of Event**

There are some opinions that explain about types of event. According to Getz (1997, p. 7), event is divided into 2 (two) types: public event and private event. The public event included celebration of culture, art or entertainment, business or trade, sports competition, education and science, recreation, and politics or

statehood. While private events included personal celebrations such as anniversaries, family holidays, weddings, and birthday parties, as well as social events such as parties, gala and reunions.

### **2.2.3 Special Event**

There are another kind of event called special event. According to Allen (2002, p. 11), Special event are defined as specific rituals, presentations, performances or celebrations that are consciously planned and created to mark special occasions or to achieve particular social, cultural, or corporate objectives.

### **2.2.4 Elements of Special Event**

According to Goldbatt (cited by Pudjiastuti, 2010, p. 2), special event has five important elements, including:

1. Who: deals with everyone involved in special events.
2. Why: relates to the purpose to be achieved in implementing special events, especially in meeting the needs and desires of the public.
3. When: relates to the timing of the special event.
4. Where: relates to the location / place of conducting special event is for public target.
5. What: relates to how to create special events to appeal to the target public.

Meanwhile, Lesly (cited by Pudjiastuti, 2010, p. 15) said that the elements of special event is a news question, are as follows:

1. What: This element includes the form of activity, the format of the activity, and the impression that want to give.

2. Why: This element covers the purpose and purpose of the special event implementation.
3. When: This element includes the time as well as the reason for the implementation of the special event.
4. Where: This element relates to places and facilities that support the implementation of special event.
5. Who: This element is related to the target public, supporting events or performers, the people involved and responsible in the implementation of special event.
6. How: This element relates to the planning and implementation of special event.

From the explanation of the special elements of event above, it can be concluded that the essential elements of the special event are as follows:

1. Who is involved and responsible for the implementation of special event activities.
2. Location/place of special event implementation.
3. Time of special event implementation.
4. Goal is achieved from special event implementation.
5. Form / content of special event implementation.
6. Planning and special event implementation.

### **2.2.5 Forms of Special Event**

The special event has some forms which corresponds to what is inside the event itself. According to Goldblatt (cited by Pudjiastuti, 2010, p. 110), special event forms include:

1. Exhibition or Exposition is a highly effective event to introduce a product to the public in the hope that the public can be interested and then decide to buy the product.
2. Fair and Festival is a form of activity that provides a lot of entertainment for the public.
3. Hallmark Event is a grand opening event. For example: grand opening of a new building.
4. Hospitality is a special event runned by hospitality companies. To runned the event, the hospitality companies have a MICE strategy (meetings, incentives, conventions, and exhibitions), where a strategy is specially prepared for the company that will use its services as well as organize the event.
5. Social Life Cycle Event is a special event that made in the form of procession, which is the event displaying the stage series of the implementation of an event or ceremony, such as weddings.
6. Roadshow is a special event that is carried out by moving from one location to another location.
7. Launching is a special event in the form of a new product launch, music album, or company logo.
8. Gathering is a special event that made in the form of entertainment, hospitality, or interaction between participants/public activities. This special event is usually followed by internal parties (employees, shareholders, or investors) and external parties (distributors, consumers, suppliers, etc.).

### **2.3 Amazing Festival of Sriwijaya**

AMFERA stands for Amazing Festival of Sriwijaya held by sixth semester students and Student Association of English Department or known as HMJ. According to its name, the event focused on the glorious and the glamorous Sriwijaya kingdom theme. The kingdom itself is the largest and

strongest maritime kingdom in the archipelago. Based on explanation above, this event is categorized as fair and festival form of special event. AMFERA was held on 21<sup>st</sup> to 22<sup>nd</sup> of April, 2017 on the stage under the Ilir side of Ampera bridge. Coincidentally, at the same place there was another event called *Pasar Seni* which is held by the tourism office of Palembang city. So, AMFERA event was joining as part of that *Pasar Seni* event.

AMFERA gave some performances and held some competitions. The performances were presented by accoustic band performance, beatbox performance, traditional dance performance from the members of commitee, South Sumatra traditional theater, etc. The competitions such as dance competition, photography competition, and fashion show competition.

### 2.3.1 Roundown of Amazing Sriwijaya Festival

This event have some scedules that sorted into a roundown. This is the roundown of Amazing Festival of Sriwijaya:

#### Rowndown

#### Amazing Festival of Sriwijaya

Date	Time	Place	Activity	Person in Charge
Friday, April 21 <sup>st</sup> 2017	10:00-11:30	Stage under the Ilir side of Ampera bridge	Opening Ceremony	Commitees
	11:30-11:45		Balloon lighting	Commitees
	11:45-12:00		Accoustic performance	UKM Seni
	12:00-12:30		Dance Competition (5 teams)	Commitees
	12:30-13:30		Break	Commitees
	13:30-14:00		Beatbox & Flashmob performance	Commitees



	14:00-15:15		Dance Competition (8 teams)	Committees
	15:15-15:30		Accoustic performance	UKM Seni
	15:30-16:45		Dance Competition (7 Teams)	Committees
	16:45-17:00		Accoustic performance and closing	Committees
Saturday, April 22 <sup>nd</sup> 2017	09:00-09:10	Stage under the Ilir side of Ampera bridge	Opening	Non-Formal MC
	09:10-09:30		Stand Up Comedy performance	Palembang Stand Up Community
	09:30-10:45		Dance Competition (8 teams)	Committees
	10:45-11:00		Accoustic performance	Guest Star
	11:00-12:00		Dance Competition (7 teams)	Committees
	12:00-13:00		Break	Committees
	13:00-15:00		Dance Competition (15 teams)	Committees
	15:00-15:30		Accoustic Performance and closing	Committees
Sunday, April 23 <sup>rd</sup> 2017	19:00-19:15	Stage under the Ilir side of Ampera bridge	Opening	Committees
	19:15-20:00		Guest Stars Performance	Guest Stars
	20:00-20:30		Fashion Show Competition	Committees
	20:30-21:00		Competition Announcement	Committees
	21:00-21:30		DJ's Performance	Guest Star

### **2.3.2 Structural Organization of Amazing Festival of Sriwijaya**

The structural organization of Amazing Festival of Sriwijaya are as follows:

#### **STRUCTURAL ORGANIZATION**

#### **AMAZING FESTIVAL OF SRIWIJAYA**

<b>PROTECTOR</b>	<b>: Dr. Ing. Ahmad Taqwa, M.T.</b> Director of Sriwijaya Polytechnic.
<b>STEERINGS</b>	<b>: Carlos R.S. S.T., M.T</b> 1 <sup>st</sup> Assistant Director of Sriwijaya Polytechnic. <b>Aladin S.E., M., Si., Ak., CA.</b> 2 <sup>nd</sup> Assistant Director of Sriwijaya Polytechnic. <b>Drs. Zakaria, M.Pd.</b> 4 <sup>th</sup> Assistant Director of Sriwijaya Polytechnic.
<b>PERSON IN CHARGE</b>	<b>: Ir. Irawan Rusnadi, M.T</b> 3 <sup>rd</sup> Assistant Director of Sriwijaya Polytechnic.
<b>ADVISORS</b>	<b>: Hari Mulyono, S.E., M.M.</b> Head of Academic and Student Affairs Division. <b>Firdaus, S.E, M.M</b> Head of General Administration and Monetary Division. <b>H. Hatta Yudistira, S. Kom, M. Kom.</b>

Coordinator of Student Affairs Unit.

**Drs. Najmuddin, M.A**

Head of English Department of Sriwijaya Polytechnic.

**Dr. Paisal, M.Si**

Advisor of Student Council of English Department's Activities.

PERSON IN CHARGE IN  
ACTIVITY

: **Puspa Istiqamah**

Head of MPM of Sriwijaya Polytechnic.

**M. Ihsan Kamil**

Student President of Sriwijaya Polytechnic.

**Yudhohadi Bintang Prasajo**

Student Vice-President of Sriwijaya Polytechnic.

**Rama Indra Wijaya**

Student Governor of Sriwijaya Polytechnic.

**Lyanza Inalda Poetra**

Student Vice-Governor of Sriwijaya Polytechnic.

STEERING COMMITTEES : **Indah Damayanti**

General Secretary.

**Marisa Hardina**

General Chamberlain.

**Inggit Dwi Anggraini**

Ministry of PTKP Coordinator

**M. Gibran Afrian**

Ministry of Work coordinator

**Rosi Agustia**

Ministry of Student Welfare Coordinator

**M. Yazid Asy'ari**

Ministry of Public Relation Coordinator

### **ORGANIZING COMMITTEES**

Chief Executive	: Layanza Inalda Poetra
Co-Chief Executive I	: Singgih Rafianto
Co-Chief Executive II	: Kurniawan Saputra
Executive Secretary I	: Indah Damayanti
Executive Secretary II	: Afio Desta Brisky
Executive Chamberlain I	: Marisa Hardina
Executive Chamberlain II	: Suci Sabillah Handayani

#### **1. Secretary Section**

Coordinator	: Hanun Nadiyah
Members	: Anisa Marzela Nadia Ayuningtyas Rosi Agustia

#### **2. Event Section**

Coordinator	: Rama Indra Wijaya
Members	: Heti Rahmawati Birgita Verity Indah Rahmadhini Aprili Syalwa Septian Dwi Wangga Putra Fadhilah Khairani

### **3. Equipment Section**

Coordinator : Fajar Sumandiargo  
Members : Hendi Rama Cahyadi  
Imanuddin Yudzandika  
M. Fikri Surya Agung  
Kurniawan Saputra  
Ahmad Zabani

### **4. Consumption Section**

Coordinator : Inggit Dwi Anggraini  
Members : Bella Des Kharin  
Ririn Maharani Putri  
Monita Dwi Ayu  
Yolanda Alifia

### **5. Public Relation Section**

Coordinator : Ardy Rahmat  
Members : Lady Intania  
Resi Wahyuni  
Kintan Nadia Putri  
Alif Dema Nirwana Jaya

### **6. Documentation and Production Section**

Coordinator : M.. Gibran Afrian  
Members : Diki Rivaldo  
Achmad Fajar Akbar Sutrisno  
Talvati Madyan  
Syerina Utami Putri

### **7. Sponsorship Section**

Coordinator : M. Yazid Asy'ari

Members : Wahida Karunia Putri  
Viola Altasya  
Singgih Rafianto

The sixth semester student participated and supported in each section of the event. Because the writer lack of the data, the writer only wrote the HMJ only of the section committees. The writer himself also joined as a committee in the event, and act in the Documentation and Production Section of Amazing Festival of Sriwijaya.

### **2.3.3 Vendors and Sponsors of Amazing Festival of Sriwijaya**

According to Yazid (2017), Amazing Festival of Sriwijaya also cooperated with some vendors and sponsors. The sponsors that was cooperated with Amazing Festival of Sriwijaya are: CGV, Wardah Cosmetic, Super VVIP Club, Masterpiece Karaoke, and Diva Karaoke. The sponsors (CGV, Super VVIP Club, Masterpiece Karaoke, and Diva Karaoke) giving freepass ticket for the competition winners to enjoy the facilities and services of their business, and Wardah Cosmetic giving sponsorship's fund as additional fund of the event. Those sponsors also standing the vendors to promoting and offerin their product to publics around the event.

The event also cooperated with student's business, like *Keripik Boss*. The CEO of *Keripik Boss*, M Gibran Afrian act as a committee in Documentation and Production Section and Mr. Gibran demands to add a vendor for *Keripik Boss* around the event, as consequences of his contribution in this event.

Some vendors of *Pasar Seni* such as PMI (*Palang Merah Indonesia/ Indonesian Red Cross*), the local artist Kamsul A. Harla (creator of *Ya Saman* song), and local painter also contributed in this event. They helps to envilen the event. Mr. Kamsul standing a vendor in Amazing Festival of Sriwijaya because he was promoting his song "*Ya Saman*" to public.