



DIGITALIZATION OF EVENT MANAGEMENT USING CLICK UP IMPLEMENTATION FOR REGIONAL ART EVENTS BY PT ANTRONATIVE MEDIA SEMESTA

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Abstract

All integrated processes, including creative ones, require digital transformation for greater efficiency and competitiveness. PT Antronative Media Semesta, a regional art event organizer, suffers major operational challenges due to rigid, non-automated workflows. This research aims to assess the challenges and effects of Click Up, a digitized project management application, on the organization, planning, and execution of regional events in art within Banyumas. Using a qualitative case study design, information was gathered from direct observations, interviews, and analysis of results before and after the transition. There were marked enhancements in the coordination of tasks, allocation of resources, and communication of stakeholders, which resulted in greater efficiency and less delayed actions. In addition, the use of Click Up provided enhanced structure in project tracking along with improved transparency and real-time decision-making through data access. This research demonstrates how integration of digital systems into conventional workflows around the events transforms operational efficiency, thereby encouraging innovation within the region's creative industry. The information and forwarded results stand to benefit event planners, organizations, and government policymakers who wish to use digital technology in total modernization of event management. Further research can investigate the applicability and usefulness of these digital solutions in other, more complex creative companies.

Keywords : *digital transformation, management information system, project management, event planning, creative industry*

Abstrak

Semua proses terintegrasi, termasuk yang kreatif, memerlukan transformasi digital untuk efisiensi dan daya saing yang lebih besar. PT Antronative Media Semesta, sebuah penyelenggara acara seni regional, mengalami tantangan operasional besar akibat alur kerja yang kaku dan tidak terotomatisasi. Penelitian ini bertujuan untuk menilai tantangan dan efek dari Click Up, sebuah aplikasi manajemen proyek yang terdigitasi, terhadap organisasi, perencanaan, dan pelaksanaan acara seni regional di Banyumas. Menggunakan desain studi kasus kualitatif, informasi dikumpulkan dari observasi langsung, wawancara, dan analisis hasil sebelum dan setelah transisi. Terdapat peningkatan yang signifikan dalam koordinasi tugas, alokasi sumber daya, dan komunikasi dengan pemangku kepentingan, yang menghasilkan efisiensi yang lebih besar dan tindakan yang lebih sedikit tertunda. Selain itu, penggunaan Click Up memberikan

struktur yang lebih baik dalam pelacakan proyek serta meningkatkan transparansi dan pengambilan keputusan secara real-time melalui akses data. Penelitian ini menunjukkan bagaimana integrasi sistem digital ke dalam alur kerja konvensional di sekitar acara mengubah efisiensi operasional, sehingga mendorong inovasi dalam industri kreatif di wilayah tersebut. Informasi dan hasil yang diteruskan dapat bermanfaat bagi perencana acara, organisasi, dan pembuat kebijakan pemerintah yang ingin menggunakan teknologi digital dalam modernisasi total manajemen acara. Penelitian lebih lanjut dapat menyelidiki penerapan dan kegunaan solusi digital ini di perusahaan kreatif lainnya yang lebih kompleks.

Kata kunci : transformasi digital, manajemen sistem informasi, manajemen proyek, perencanaan event, industri kreatif

A. INTRODUCTION

The swift progression of digital technology has profoundly impacted numerous industries, particularly the creative sector, where conventional procedures are progressively supplanted by innovative digital alternatives. Event planning in the arts is a multifaceted process necessitating cohesive collaboration among various stakeholders, optimal resource distribution, and proficient communication.

PT Antronative Media Semesta, a new entrant in the creative event industry, is confronted with substantial obstacles in optimizing its business processes as a result of their lack of a suitable information system. These constraints affect the company's operational operations, including the execution of events and the conception of new ideas. The budgeting process, pricing of show packages, coordination with vendors, and marketing strategies are still conducted in a conventional manner (unintegrated), which leads to suboptimal productivity.

Another issue encountered is the challenge of monitoring performance and making strategic decisions. The company encounters challenges in generating structured Key Performance Indicators (KPIs) and accurate data in

the absence of an integrated information system. In crucial situations, managers find it difficult to make rapid and precise decisions as a result of this condition.

After conducting an analysis of the current situation, it is possible to implement a solution that will solve the obstacles encountered by PT Antronative. Specifically, the implementation of a project management software known as Click Up. Implementing an integrated information system may serve as an effective initial measure. automating inventory administration, administrative processes, and vendor coordination. Furthermore, the utilization of virtual team collaboration platforms can improve the efficacy of both internal and external communication.

The use of digital project management solutions such as Click Up aligns with the larger trend of digital transformation, which aims to streamline processes and improve outcomes using technology. In the context of regional art events, where creative and logistical demands come together integrating such tools provides a unique chance to address inefficiencies and increase stakeholder engagement. This study investigates the significance of Click Up in optimizing workflows, boosting communication, and assuring efficient resource allocation. The study intends to

provide insights into the influence of the software's implementation into PT Antronative Media Semesta, as well as the broader cultural movement towards digital transformation in the creative sector.

This research is especially influential due to the obstacles faced by organizations in creative industries, which frequently encounter difficulties in adapting to the requirements of contemporary event planning. In addition to analyzing the practical advantages of Click Up, the analysis combines its findings into theoretical frameworks, including the diffusion of innovations theory and sociotechnical systems theory.

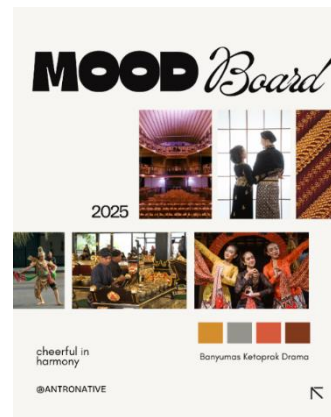
By implements these technologies, PT Antronative will not only increase operational efficiency but also strengthen its position in the increasingly competitive creative event business. This digital transformation also provides opportunity for the organization to create new business models and reach a larger market.

B. IMPLEMENTATION AND METHOD

The internship at PT Antronative Media Semesta took one month or three weeks, and the author worked in the Event Package Planning and Marketing department. PT Antronative Media Semesta's internship activities are performed online, with each internship session taking place on an online meeting platform. The internship programme at PT Antronative conducts each Monday and Wednesday from 8:00 PM to 9:30 PM WIB. In each session, PT Antronative presents unique material to the internship participants.

During the internship, the participants are not only provided with material by the the instructors, but they also have the opportunity to apply the material through assignments. These assignments can be used by the interns as evidence to convert courses at the campus.

A few of the activities that were conducted during an internship at PT Antronative Media Semesta is the development of a mood board for the purpose of planning marketing content for an event bundle and the budgeting for the Banyumas cultural arts performance event.



Picture 1. Mood Board Content with Story Telling

	1	2	3	4	5	6	7	8	9	10	11	12
1	PERSYARATAN KELOMPOK KERJA											
2	1	2	3	4	5	6	7	8	9	10	11	12
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5	1	2	3	4	5	6	7	8	9	10	11	12
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12	1	2	3	4	5	6	7	8	9	10	11	12
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Picture 2. Budget Planning Package for the Ebeg Cultural Arts Performance Event

The primary objective of this digital transformation case study is to examine the utilisation of project management



software to organise an event from conception to execution.

The theoretical framework for this research is based on the principles of sociotechnical systems theory, which indicates the interdependence of social and technological components within organisational processes. When technological tools are seamlessly integrated into human workflows, this theory posits that effective outcomes are achieved, thereby fostering efficiency and collaboration. This integration is exemplified by Click Up software, a digital project management tool, which provides features that improve task coordination, resource allocation, and communication. These features are essential for the planning and execution of service corporation.

The research emphasizes the importance of effective information flow and decision-making in complex environments, as it is based on organizational information processing theory. A substantial amount of uncertainty is generated by the management of multiple stakeholders, timelines, and resources that are involved in the planning of an art event.

The study also incorporates collaborative work theory, which emphasizes the importance of shared objectives and collaboration in the attainment of organizational success. This theoretical perspective is consistent with the collaborative tools of Click Up, including shared task boards, integrated communication channels, and progress monitoring. The software ensures that all parties remain aligned throughout the planning and execution phases of regional art events by fostering transparency and accountability, thereby

enhancing collaboration among artists, organizers, and sponsors.

C. RESULTS AND DISCUSSION

PT Antronative Media Semesta is presently conducting its creative event operations using a semi-digital and manual system. The Banyumas cultural arts performance initiative is managed by the company through the use of a combination of physical documentation, simple digital documents, and simple spreadsheets, as evidenced by observations. The company's fundamental business processes are impacted by this practice, which leads to numerous inefficiencies. The utilization of these unintegrated tools can result in information discrepancies and a delay in the decision-making process.

The customized workflows of Click Up were crucial in ensuring that task management was in accordance with the distinctive requirements of art event planning. The organization was able to maintain structure while accommodating creative processes by customizing task categories and timelines.

The success of art events was also influenced by wider effects of enhanced communication. Click Up reduced the risk of last-minute disruptions and facilitated proactive problem-solving by ensuring that all stakeholders were consistently informed and engaged. This was particularly noticeable during the execution of large-scale events, where the effective coordination of multiple parties was essential. In conclusion, the implementation of Click Up as a digital communication instrument not only enhanced operational efficiency but also encouraged a more cohesive and collaborative planning environment.

Organizers were able to more effectively allocate human and material resources by utilizing the platform's centralized resource management



features, which included task dependencies and workload views. This ensured that critical tasks were adequately supported without incurring superfluous redundancies.

The adoption of Click Up resulted in substantial improvements in operational efficiency and event success, as evidenced by the comparative analysis of pre- and post-implementation event outcomes. The event timelines and stakeholder satisfaction were adversely affected by frequent delays, resource mismanagement, and fragmented communication, as indicated by pre-implementation data. A 40% decrease in project delays and a 25% increase in on-time assignment completion rates were observed in post-implementation metrics. The centralized task management and real-time updates of Click Up were responsible for these enhancements, as they streamlined workflows and reduced disruptions during the planning and execution of events.

Based on the system's implementation results at PT Antronative Media Semesta, monitoring and evaluation are conducted in a systematic and structured approach to ensure that the digital transformation objective has been achieved. Furthermore, companies require structured success indicators to facilitate the implementation of solutions in various sectors, including Operational Metrics, Financial Metrics, and Satisfaction Metrics.

Operational metrics may be characterized by the duration of the event, the optimization of resource utilization, and the reduction of error rates during the event execution. Furthermore, there are financial metrics Indicators such as cost savings and operational efficiency, revenue growth,

and positive ROI within 12 months or less are included in financial metrics. After that, the Key Performance Indicators include the enhancement of the Employee Satisfaction Index, the majority of vendors achieving a positive rating, and the enhancement of the Client Satisfaction Score.

It is necessary for PT Antronative to consider several factors that may influence the success of the digital system transformation. By understanding these factors, the company will be able to more effectively mitigate the risks that will occur and increase the output rate of the new digital information system.

There are numerous factors that can enhance the success of digital transformation at PT Antronative; however, the evaluation must be relevant and suitable for the current situation and size of the company.

Management commitment. The active and strategic management of the organization is crucial for the successful implementation of digital transformation. This ensures that the necessary security and support are available during the digitalization of the information system implementation process.

Readiness of infrastructure. The availability of internet connectivity and the hardware infrastructure that is available are crucial for the development of a new digital system. The objective of this project is to provide operational facilities that are both efficient and safe.

Organizational culture. Organisational culture that can facilitate the adoption of new technologies through continuous learning and change. Facilitated by effective internal communication, ensuring that all personnel are fully engaged in the



information system transformation objective.

Support from the vendor. The system is used in a safe manner and the user is satisfied with the experience. This is achieved through comprehensive training, comprehensive maintenance, and regular updates from the service provider.

There are several factors that must be considered when adapting digital information systems for businesses that are engaged in event planning, including:

Resistance to Change. The employee may be dissatisfied with the system and processes in place, which may lead to resistance. This can be achieved through structured change management, continuous training, and a willingness to adopt technology.

Resource limitations. Implementation can be disrupted by financial limitations and the limited digital skills of team members. These resource limitation challenges can be resolved through a phased approach, as well as skill enhancement and treatment programs.

Complexity of Integration. Technical challenges may arise when integrating a new system with an existing one. The integration process between platforms can be simplified by selecting a system with a flexible API and standardizing data formats.

Click Up software was implemented as a transformative measure to improve the planning and execution of regional art events by PT Antronative Media Semesta. Their real-time updates and centralized task management facilitated smoother transitions between planning phases, minimized disruptions, and streamlined workflows. The organization was able to more consistently meet deadlines as a result of these advances, which not only addressed pre-existing inefficiencies but also established it as a leader in digital transformation within the regional arts sector.

Also, Click Up was helpful in promoting communication and collaboration among stakeholders. Integrated messaging, shared task boards, and real-time notifications were among the features that improved transparency and inclusivity, enabling all parties, including artists and sponsors, to remain informed and engaged during the planning process. This cultural transition toward proactive problem-solving and accountability resulted in more cohesive event execution and increased stakeholder satisfaction.

It is expected that the Company will be able to optimize operational efficiency and productivity by implementing this project management software in a phased manner to ensure the success of the process. In the end, the Company will be able to increase its revenue by making more objective decisions based on data.

D. CONCLUSION AND SUGGESTION

A. CONCLUSION

B. SUGGESTION

This could be the initial step in the company's progression to the next level, provided the progressive



implementation of digital transformation at PT Antronative Media Semesta. It is expected that the Company will take into consideration the following suggestions provided by the author in order to improve the results of this implementation.

Enhancing Change Management. By implementing a better structured change management program that involves more in-depth training and feedback sessions to address team concerns. This provides the potential to decrease resistance and accelerate the adoption of new technology.

Improvement of Employee Skills. In order to guarantee that employees own the required skills to operate the new system efficiently, the organization must implement periodic upskilling and reskilling programs. This may encourage a culture of continual learning within the organization.

Continuous Monitoring and Evaluation. The company must implement mechanisms for continuous monitoring and evaluation at each stage of the digital information system implementation. Regularly analyzing data and obtaining feedback from the team will assist in determining which areas require improvement.

Diversification of vendors. The Company could choose to establish partnerships with numerous additional service providers in order to decrease its dependence on a single vendor. This will reduce the risk associated with dependence on a single resource and provide flexibility.

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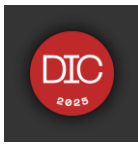
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