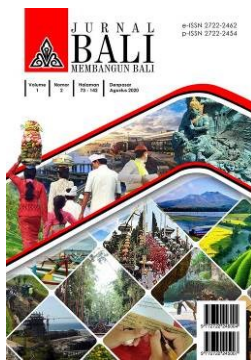




## Pregina Art & Showbiz Participation in the 14th Denpasar Festival Opening Ceremony

Aprildo Christofel Dapot Tua Parulian Gultom<sup>1</sup>, Ketut Sumerjana<sup>2</sup>,  
I Komang Darmayuda<sup>3</sup>, Ni Wayan Ardini<sup>4</sup>  
<sup>1,2,3,4</sup>Department of Music, Institut Seni Indonesia Denpasar  
email: <sup>1</sup>[aprildoqultom1@gmail.com](mailto:aprildoqultom1@gmail.com), <sup>2</sup>[sumerjana@gmail.com](mailto:sumerjana@gmail.com),  
<sup>3</sup>[darmayuda1970@gmail.com](mailto:darmayuda1970@gmail.com), <sup>4</sup>[niwayanardini17@gmail.com](mailto:niwayanardini17@gmail.com)



### Abstract

**Purpose:** The purpose of this research is to find out the role of Pregina Art & Showbiz, e.g. the pre-production, production, and post-production processes, as well as the obstacles that occurred during the opening of the 14th Denpasar Festival on 10 December 2021 at Alaya Dharma Negara building, Denpasar.

**Research methods:** the qualitative method used during this activity covers participant-observation, interview, and documentation.

**Results and discussion:** Having participated at the activity, the writers knew what Pregina Art & Showbiz Art's role was. Pregina Art & Showbiz became the Event Organizer for this event and made a live stream.

**Implication:** There are a special knowledge and skill on how to lead an event and how to market and sell it directly to clients via social media.

**Keywords:** event organizer, production, festival, opening ceremony.

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### Abstrak

**Tujuan:** Tujuan penulisan penelitian ini adalah untuk mengetahui peran Pregina Art & Showbiz, yaitu proses pra-produksi, produksi, dan pascaproduksi, serta kendala yang terjadi di dalam acara pembukaan Denpasar Festival ke-14 pada tanggal 10 Desember 2021 di gedung Alaya Dharma Negara, Denpasar.

**Metode penelitian:** metode kualitatif yang digunakan selama mengikuti kegiatan ini mencakup observasi partisipasi, wawancara, dan dokumentasi.

**Hasil dan pembahasan:** Setelah penulis mengikuti kegiatan tersebut, penulis menjadi tahu apa peran Pregina Art & Showbiz. Tim Pregina Art & Showbiz menjadi Event Organizer pada acara ini dan membuat live stream-nya.

**Implikasi:** Terdapat pengetahuan dan keterampilan khusus tentang bagaimana mengelola sebuah event serta memasarkan dan menjualnya secara langsung ke klien melalui media sosial.

**Kata kunci:** event organizer, produksi, festival, acara pembukaan.

## INTRODUCTION

Entrepreneurship has a form of discipline in its own right that can operate independently or interdisciplinary. Entrepreneurship is a new way of doing business in the face of risk and uncertainty to achieve profit and growth by identifying opportunities and pooling the necessary resources to exploit them. This is the ability to be creative, innovative, and keen to see opportunities and always open to receive input and positive changes from others that can bring the business to continue to grow (Croci, 2016). Based on the understanding of entrepreneurship above, it can be concluded that

someone who works as an entrepreneur is a person who can see opportunities from different angles, their products always innovate to keep up with the times.

In 2021, the 14th Denpasar Festival will be held by the Denpasar City Government which will take place from 10 to 23 December. This event is held for 14 days and is always held at the end of the year. With the 14th Denpasar Festival, it can indirectly provide space for creativity for Medium, Small and Micro Enterprises (MSMEs), artists, musicians, and others.

The role of Pregina Art & Showbiz itself has been seen since the opening of the 14th Denpasar Festival on 10 December 2021. In order for this event to run smoothly, careful preparation is needed. Therefore, the Denpasar City Government and Pregina Art & Showbiz work together to organize the opening ceremony of the 14th Denpasar Festival in 2021. Starting from creating a concept for an event, arranging the event, finding artists or performers, making an opening song theme, and so on.

In the planning process that had been planned, there were problems that made the opening ceremony less smooth. Therefore, the writers observe the problems that occur from pre-production, production, and post-production.

The purpose of this paper is to find out what roles are performed by Pregina Art & Showbiz, the processes carried out by Pregina Art & Showbiz during pre-production, production, and post-production, and to find out the obstacles that occurred during the production process of the opening of the 14<sup>th</sup> Denpasar Festival. The benefits obtained by are, this research can be used as a theoretical basis for research that will be carried out in the future regarding the event organizer. The practical benefits of this research can be used as self-improvement for service providers in the field of entrepreneurship. Especially the Event Organizer or the community in order to improve their abilities and know what to prepare and what to do in an event or event.

## RESEARCH METHODS

The research method used is a qualitative method. According to Moleong (2007) and Kusumaningrum (2020), qualitative research is research that uses a natural setting, with the intention of interpreting phenomena that occur and is carried out by involving various existing methods. (Kusumaningrum & Dewanto, 2020).

This research was conducted in November and December 2021. The location of this research is in Pregina Art & Showbiz office, and Alaya Dharma Negara building in Denpasar City. The object under study is the role of Pregina Art & Showbiz in the opening ceremony of the 14th Denpasar Festival in 2021. The data was collected by means of interviews, documentation, observation, and literature study.

## RESULTS AND DISCUSSION

### Pre-production

This stage is the preparation process in making the opening of the event, planning the event in detail and thoroughly when the event will take place. The Event Organizer is tasked with translating ideas into a concept, then determining which artist or performer will be involved in the event, compiling the rundown, determining the venue, preparing equipment at the event venue, transportation, accommodation, documentation, promotion, publication, visual recording and theme song. In this event, Pregina Art & Showbiz was appointed as the Event Organizer. Pregina Art & Showbiz got an idea from the Mayor of Denpasar, then developed it into a theme. The theme used for this 14th Denpasar festival is "Arsa Wijaya". Based on the official Denpasar Festival account, "Arsa Wijaya" in the sense of "victory of hope" relies on proactive, down-to-earth, and communicative leadership. Sang Arsa Wijaya is an ideal figure or character who fosters hope and strengthens belief that the enemy or challenge that afflicts can be anticipated and conquered.

RUNDOWN PEMBUKAAN DENFEST 2021						
Taku, Room Dharma Negara Alaya						
NO	WAKTU	DURASI	ACARA	ARTIS ON STAGE	SOUND	VISUAL
	16.30 - 17.30	60 menit	Gathering	Mesandai Kroncong	Live Band	
	17.30 - 18.00	30 menit	Video Ucapan Negara Sahabat		Play Back	video
1	18.00 - 18.05	5 Menit	Tri Sandya		Play Back	
2	18.05 - 18.10	5 Menit	Lagu Indonesia Raya		Play Back	
		20 Detik	Pre Opening Logo			
3	18.10 - 18.15	5 Menit	SEGMENT 1 Kidung Salampahlaku	Tina, 3 legong pembawa topeng dan kober	Live Palawara	curtain hitam dan logo denfest
			Voice Over Karang Awak	Ani Wirasutha, Tina, 3 legong pembawa topeng dan kober	Live Palawara	asap dan teks selangkah laku
			Video Konten Lagu Salampahlaku		Play Back	ida pedanda Made Sidemen
			Live Band	Tri Brother	Live Band & Live Palawara	video solo gung joni
						Visual Patra Bali
4	18.15 - 18.25	10 Menit	SEGMENT 2 Video Konten Jagatnata dan Tari Baris		Play back & Live Palawara	Pura Jagatnata dan tari Baris di Caturmuka
			Tari Baris & Barong	8 Peneri Baris & Barong	Live Palawara dan Pesel	Catur Muka
			Video Konten Murwa Daksina		Live Palawara	Taris Baris Caturmuka murwa Daksina
5	18.25 - 18.35	10 Menit	SEGMENT 3 Video Morning of The World Sanur dan Mangrove	Bobby Dinar, Donnie Lesma & Koor	Live Palawara	Video Sanur menuju Mangrove
			Suling lagu Ratu Anom		Play Back	Video Mangrove
			Lagu Ratu anom & Don Dadape	Tina & Koor	Live Palawara	Video Puri
6	18.35 - 18.43	8 Menit	SEGMENT 4 Tarian kober	Abinaya ahsata	Play Back	Video Tarian kober di sungai
7	18.43 - 18.48	5 Menit	SEGMENT 5 Carnival		Play Back	Video Gajah Mada (carnival)
			Carnival			Free style video
8	18.48 - 18.53	5 Menit	SEGMENT 6 Mapeed	3 legong pembawa topeng, kober, beleganjur pesel	Live Beleganjur Pesel	Live Cam
			Mapeed on stage			Video Bu Arini dan Prof.Dibya
9	18.53 - 19.13	20 Menit	SEGMENT 7 Arsa Wijaya	Bapak Walkota, Gambelan Pesel	Live Palawara Live Gambelan Pesel	
			TVC Sambutan Mentri parekraf		Video Sambutan	
			Lagu Arsa Wijaya	Gus Agung, Nanae, Joni Agung, Yuki & Friend (all artist)	Live Palawara	Goes ndut Voice over
			Tiktok MC On stage			Mengundang pak wakil walkota
11	19.13 - 19.58	45 Menit	Hiburan Kaka n lolot	Kaka feat Lolot, nano Broe, Joni agung,yuki n friend	Live Band	Logo Kota Denpasar (Bumper)

Figure 1. Rundown of the 14th Denpasar Festival Opening Event in 2021 (Source: Gultom, 2021).

### Production

Production is the process of building, planning and creating a product or work (Ardini, 2018) (see also: Ardini, 2015; Ardini, 2016; Ardini, 2018). The production stage

itself is carried out starting from the first week of November 2021. In the first week, namely the 1st and 2nd, the writer participated in making, and recording guitar playing for the opening theme song of the 14th Denpasar festival, entitled "Arsa Wijaya". On that same date, I Gusti Agung Bagus Mantra and Pregina Art & Showbiz team were having discussions with a team from the Denpasar City Government. Then on the third week of November 17th, the writers saw the video recording process for video playback at Sanur beach at 6:00 AM to 6:30 AM WITA (central Indonesian time). In the fourth week, on November 25, the writers also watched the video recording of the Catur Muka statue in Denpasar city from 7:30 AM to 9:00 AM WITA. In early December, the writers attended a series of events at Alaya Dharma Negara building located on Jalan Mulawarman, Dauh Puri Kaja, North Denpasar, Denpasar City. On 8 and 9 December, the writers participated as crews and saw the rehearsal process for the opening ceremony of the 14th Denpasar Festival. Then on 10 December, the opening ceremony of the 14<sup>th</sup> Denpasar Festival began and was broadcast through the Youtube account "Kreativi Denpasar" at 18:00 WITA, until 20:00 WITA. The writers became the crew at the time the event took place. According to Septiyan, the government's policy to carry out all activities at home, is a tough test for artists. So it is necessary to change the culture of musical performances by organizing online music performances, and the presence of the audience through gadget screens in their respective homes (Kusuma, 2020).

Based on an interview with I Kadek Bardon from Pregina Art & Showbiz said, the obstacle at this time was the change in the schedule for the opening of the 14th Denpasar Festival which was originally on 10 and 11 December. Changes occur a week before the event. Therefore, the writers saw that Pregina Art & Showbiz and the Denpasar City Government team immediately held discussions at Alaya Dharma Negara building. At the end this problem can be solved.



Figure 2. The process of finding the melody to be sung and determining the basic note (Source: Gultom, 2021).





Figure 3. The saxophone recording session  
(Source: Gultom, 2021).



Figure 4. Video playback recording session at Sanur Beach  
(Source: Gultom, 2021).



Figure 5. Video playback recording session in Catur Muka  
(Source: Gultom, 2021)



Figure 6. Rehearsal on 9 December at Alaya Dharma Negara Building, Denpasar  
(Source: Gultom, 2021).





Figure 7. The event on 10 December took place with great fanfare  
(Source: Gultom, 2021).



Figure 8. Helping lower the musical instruments down the stage  
(Source: Gultom, 2021).

### Post-production

Based on an interview with I Gusti Agung Bagus Mantra, Pregina Art & Showbiz evaluated the team for the opening of the 14th Denpasar Festival. Then Pregina Art & Showbiz made a video of their work on social media. The writers also observed that the people of Denpasar were very enthusiastic to watch the opening of the 14th Denpasar Festival through the Youtube account "Kreativi Denpasar". Audiences for the live streaming of this event were 30 thousand and it keeps growing. The majority of comments from viewers of the Youtube video of the Denpasar Festival

Opening event were very positive. This can be seen in the comments section of the Youtube video of the opening of the 14th Denpasar Festival.

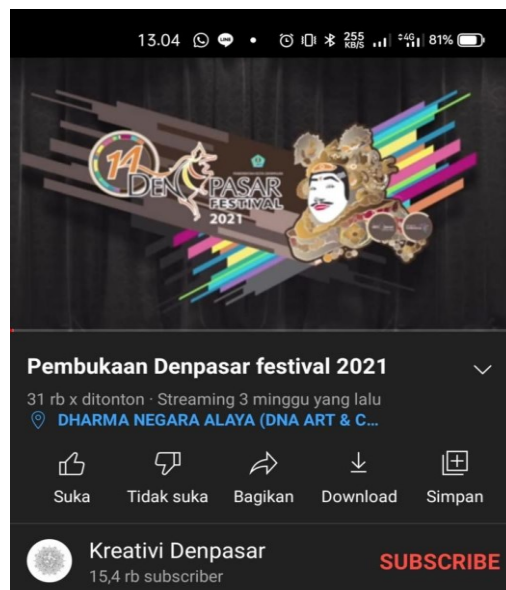


Figure 9. Number of viewers  
(Source: Gultom, 2021).

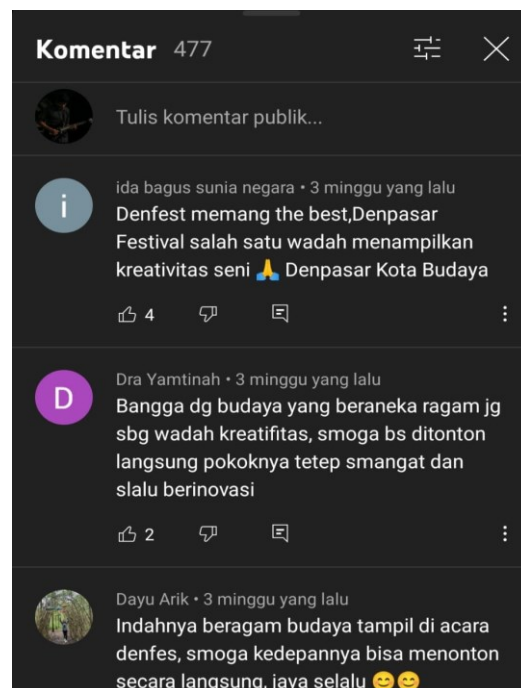


Figure 10. Comments  
(Source: Gultom, 2021).

Pregina Art & Showbiz succeeded in running an event, especially at the opening of the 14th Denpasar Festival. This can be seen from Pregina Art & Showbiz 's skill in managing events, managing broadcasting, and others. Pregina Art & Showbiz considers that every event is a task that must be completed with excellent



results so that it can provide satisfaction not only to service users, but also to the creators.

Leadership is a science that studies comprehensively about how to direct, influence, and supervise others to do tasks in accordance with planned orders (Fahmi, 2011). I Gusti Agung Bagus Mantra as the Event Manager & Show Officer and Pregina Art & Showbiz were successful in organizing the opening of the 14th Denpasar Festival and the writers learned how to manage an event such as the opening of the 14th Denpasar Festival. The writers also see that in order for the event to run smoothly, Pregina Art & Showbiz team distributes individual or group job descriptions.

Marketing is an activity directed at meeting needs through an exchange process (Kotler & Armstrong, 2004). In marketing, the term 4P is known namely product, price, place of distribution, and promotion. Product is a central thing in marketing. Without a product, of course, nothing is transferred from the producer to the consumer. The products produced by Pregina Art & Showbiz are content creators (talk-shows), festival creators and publishers. An example can be seen from the Denpasar Festival Opening event, Pregina Art & Showbiz became the festival creator for the event. Price also determines in product marketing. Pregina Art & Showbiz has a characteristic in its products so that the market forms its own price to appreciate an event that has been created. This price has also been determined by Pregina Art & Showbiz. The price offered is adjusted to the quality of the product produced. Place/distribution (marketing place), is also an important thing in product marketing. Pregina Art & Showbiz markets its products directly to consumers. The media is in the form of social media such as from Live streaming Youtube, Instagram, M-cast, and many more. Promotion is very important, because with the promotion, users become aware of what products are produced. Promotions have been carried out by Pregina Art & Showbiz through the opening of the 14th Denpasar Festival by affixing Pregina Art & Showbiz logo advertised before the event and after the event.

It turned out that Pregina Art & Showbiz did an extraordinary job. It is proven that even during the current pandemic, Pregina Art & Showbiz was able to complete a series of events at the 14th Denpasar Festival, especially the opening of the Denpasar Festival. While observing the activities of the pre-production, production, and post-production processes, the writers become aware of what is being done and needed when these activities are carried out. For example, the writers learned that in the opening ceremony of the 14th Denpasar Festival, Pregina Art & Showbiz played a role as the event creator, then also became the Event Organizer. Then 8 people from Pregina Art & Showbiz also took part in the committee. Examples are Event Manager,

Show Manager, Stage Manager, and others. Even though there were obstacles, Pregina Art & Showbiz team was able to resolve these obstacles well. The writers also observe that the way Pregina Art & Showbiz sells products directly to customers. Then they promote their products by taking videos of their work, then they promote their work through social media such as Instargam, Youtube, and Facebook.

I Gusti Agung Bagus Mantra as the Director of Pregina Art & Showbiz can lead the team to carry out the pre-production, production, and post-production processes well. This is one of the skills needed in acting as an entrepreneur.

## CONCLUSION

The conclusion after participating in the Entrepreneurship Program of the Indonesian Arts Institute Denpasar is that the writer knows the role played by Pregina Art & Showbiz. Pregina Art & Showbiz can prove that even in the current pandemic era, it can still run an event as big as the 14th Denpasar Festival 2021, especially being the Event Organizer at the opening of the Denpasar Festival very well.

All processes carried out by Pregina Art & Showbiz are neatly arranged and are always ready if any changes occur. The factor that influences why they work so well is because Pregina Art & Showbiz Team always discusses and exchanges ideas in preparing for the opening of the Denpasar Festival. So that even though there are obstacles such as schedule changes, Pregina Art & Showbiz can find a solution to keep running the opening ceremony of the 14th Denpasar Festival smoothly.

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