
EVENT MANAGEMENT IN SOCIAL ENTREPRENEURSHIP: A BIBLIOMETRIC ANALYSIS

Ayundha Evanthi, Ratih Mukti Azhar

Faculty of Economic and Business
Universitas Pembangunan Nasional Veteran Jawa Timur, Indonesia

Article Info

Article History:

Received 21 Feb, 2023
Accepted 11 Mei, 2023

Keywords:

Event Management
Social Entrepreneurship
Bibliometric Analysis

ABSTRACT

Social entrepreneurship is a growing phenomenon that is currently attracting much public attention due to its potential to reduce social problems and improve people's well-being. Events hosted by social entrepreneurs may present vital chances for venues to enhance the event's goal and happiness. This study aims to (1) examine event management and social entrepreneurship while focusing on the relationships, dimensions, and context-specific functions that each play, and (2) identify the link between social entrepreneurship and event management so that it can be used to construct future theories. This study uses VOSviewer to visualize how event management and social entrepreneurship were meant from numerous earlier papers using bibliometric analysis. The findings of this study will contribute to our understanding of how event management may be used in social entrepreneurship to increase behavioral intention and improve event experiences. For further research, the recommendations listed below are provided. Researchers may also develop new theories and event management literature to further the discussion and research on this subject.

This is an open access article under the [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/) license



Corresponding Author

Ayundha Evanthi
Email: ayundha.evanthi.mnj@upnjatim.ac.id

INTRODUCTION

Events can serve as a venue for gathering, interacting, and meeting new people in the community, and they can also have a positive economic impact on both parties. Events are temporary activities, and every one of them combines in a unique way in length, environment, administration, and participants (Rohman & Prananta, 2018). It is essential to carefully arrange how events will be carried out. Events are experience-oriented and have the potential to forge emotional connections with customers, giving businesses extensive exposure to huge audiences. The purpose of an event as a branding activity is to elicit brand-related results. Branded marketing events can help to create memorable

and one-of-a-kind experiences that may influence consumer decision-making about purchasing a product or service (Dickson, Misener, & Darcy, 2017).

To communicate with clarity, consistency, and continuity both within and outside of formal organizational boundaries, integrated marketing communication is a strategic necessity rather than only a tactical one. Events can support integrated marketing communication strategies when they are connected in consistent and creative ways (Capriello, 2018). One of the integrated marketing communication techniques for enhancing a brand's image is event marketing (Clarita & Karsa, 2020). Event marketing has become a cutting-edge form of communication that actively engages the target audience on a behavioral level. Event marketing is one tool experiential marketing utilizes to forge enduring connections with its target audience. The aim of event marketing is to pique customer interest. It offers a useful method of establishing and enhancing relationships between brands and audience, particularly for service brands that do not offer the customer any observable results (Vila Lopez & Molina, 2016). Event marketing can include statements made on a company's own initiative about new product launches, partnership formation, channel reorganization, or announcements by a third party (Sorescu, Warren, & Ertekin, 2017). Well-planned and executed event marketing encouraged customer social network sharing of the brand experience, subsequently increasing brand value (Cristache, Micu, Basalic, & Rusu, 2013). According to (Zarantonello & Schmitt, 2013), the formation of consumer attitudes toward the brand was facilitated through event marketing related to the brand experience, which enhanced brand value. In essence, event marketing leaves a lasting impression on everyone in attendance so that past, current, and future clients will remember their positive experiences.

More consumers are drawn in when event promotion is moderately intense (Sun, Zhai, & Yang, 2021). The fundamental principles of innovation, strategic thinking, ongoing improvement, ethics, and integration must guide every choice made in relation to every aspect, stage, and procedure of event management (Brown, Getz, Pettersson, & Wallstam, 2015). Event management may help create a more participatory and customer-focused environment, which will make it easier for the company to meet its marketing goals (Turner, 2017). When organizing and executing an event management, market research is necessary to determine how the market is performing, what demands the community has, and what funding the market is looking for (Tjiotijono, 2015). It is necessary to conduct structural, functional, and cultural anticipatory risk analysis during the event management planning stage in order to streamline the implementation process, particularly with regard to potential challenges and the risk control process.

Social entrepreneurship has been valued globally in cutting-edge economic research. Social entrepreneurship is a process that starts with a social opportunity that is perceived, transforms it into a business model, determines and acquires the wealth required to launch the venture, launches and expands the venture, and generates future income upon the accomplishment of the venture's objective (Tiwari, Bhat, & Tikoria, 2017). The major objective of people interested in social business is to significantly contribute to society by looking for noteworthy goals and points (Khatri, Arora, Magd, & Khan, 2022). To accomplish their objectives, social business visionaries choose societal issues and gather resources to meet essential human needs. Competitive strategies built on innovation substantially contribute to such social impact. According to (Yulivan, Dina, Sukoco, Purnomo, & Fordian, 2021), despite the fact that competitive aggressiveness and

autonomy are still necessary and that their existence is influenced by individual and organizational characteristics, innovativeness, reactivity, and risk-taking are the dimensions of social entrepreneurship that receive the most attention. In order to improve their community and finance their social goals, social entrepreneurship organizations use the money they raise to address social challenges (Munro & Belanger, 2017).

Social entrepreneurship emphasizes two key components to social entrepreneurship, namely the existence of social innovation that has the potential to alter the social system in place and the presence of people who have the foresight, ingenuity, and ethics to support these novel ideas. The process of discovering social entrepreneurial potential, turning it into specific ideas, and implementing them is described in the concept of social entrepreneur opportunity recognition, which serves as the foundation for social entrepreneurial action (Halberstadt, Timm, Kraus, & Gundolf, 2019). Munro & Belanger (2017) focuses on the managerial perceptions of social entrepreneurship that influence uptake rather than the external environment. The consensus among academics and practitioners is that non-profit organizations involved in social entrepreneurship must adopt a mixed approach to operations, fusing business and social activities. The idea of an event bundling strategy highlights the growing necessity to consider how to plan events in order to achieve the desired results and associated consequences on various event stakeholders. Social entrepreneur events may serve as crucial opportunities for locations to improve their brand recognition and reputation through favorable word-of-mouth marketing and audience' inclinations to return.

Word-of-mouth marketing, the intention to recommend and return to the event, and event satisfaction are all influenced by the event (Sorrentino, Fu, Romano, Quintano, & Risitano, 2021). Satisfaction did have a direct impact on the intention to return to recurrent events. Their total satisfaction is influenced by the event, which has an impact on whether they want to return. The most important factor influencing whether or not a person plans to return to a place or event is their actual experience there. Events are one of the platforms a company may utilize to build experiences (Vila Lopez & Molina, 2016). For instance, in the context of providing care for the elderly and the disabled, materiality is visible not only in the use of devices for movement, hearing, and vision, but also in affective events that highlight the blurring of social and material relations and the significance of affective dimensions in comprehending lived experience (Dawson, Sykes, McLean, Zanko, & Marciano, 2014). Through the programs, environments, and administration of the whole event experience, event design should have an emotional impact on attendees (Capriello, 2018). The customer is fully immersed in the event experience thanks to the "hands on" physical aspect of the experience. During the event experience, the customer engages with the brand and adds value, which fosters a favorable attitude and inclination toward the brand (Altschwager, Conduit, Bouzdine-Chameeva, & Goodman, 2017). Events promoting social entrepreneurship must improve audience's experiences before, during, and after the events. Festivals and events can be "stumbled upon" by audience as part of their overall experience and discovery (Holmes & Ali-Knight, 2017).

Events empower customers to actively engage with brand reality rather of acting as passive recipients, which is a trait of experience orientation. To leave a lasting impression on customers, businesses must develop and encourage distinctive, imaginative, and innovative events. Instead of only entertaining customers, a successful experience involves them in the activities (Vila Lopez & Molina, 2016). According to Sorrentino et

al. (2021), audience's intents to promote and visit the event were positively impacted by their event experiences and satisfaction. An event is more likely to develop into an experience when participation is rich in senses and can individually engage customers. Community members can share their knowledge and experiences of the events by participating in several events or by replicating the events (Kelly & Fairley, 2018). Audiences are co-creators of the experience, so the business should give them access to a creative environment where experiences can take place (Capriello, 2018). Despite previous research conducted across various streams of event management and social entrepreneurship literature separately, little is known about event management for social entrepreneurship. Therefore, this research is aimed to identify the relation between event management and social entrepreneurship, with a focus on its implementation and intention.

LITERATURE REVIEW

Event Management

Events are temporary activities, and every one of them combines in a special way the length, environment, administration, and participants (Rohman & Prananta, 2018). Event gathering resources, perceptions, and experiences. The goals and objectives established at the beginning of an event are utilized as benchmarks to gauge its performance in this last stage of planning. The task of event planning involves a large number of individuals and calls for cooperative synergy between them. As a result, it is important to carefully arrange how events will be managed. The fundamental principles of innovation, strategic thinking, ongoing improvement, ethics, and integration must guide every choice made in relation to every aspect, stage, and procedure of event management (Brown et al., 2015). Event management may help create a more participatory and customer-focused environment, which will make it easier for the company to meet its marketing goals (Turner, 2017). Regional event planners frequently lack formal training or experience in event management and as a result, they often require advice on how to effectively manage event sponsorships. According to (Capriello, 2018), event organizers need to have a thorough understanding of the companies that sponsor their events as well as the interactions and processes that support the sponsorship agreements they enter into.

When organizing and executing an event management, market research is necessary to determine how the market is performing, what demands the community has, and what funding the market is looking for (Tjiotijono, 2015). It is necessary to conduct structural, functional, and cultural anticipatory risk analysis during the event management planning stage in order to streamline the implementation process, particularly with regard to potential challenges and the risk control process. It is also necessary to create special notes and procedures that make it easier to manage costs apart from income and expenses incurred during the planning phase of events. In order to avoid creating negative perceptions and experiences for attendees and organizers, it is also vital to closely monitor the contributions made by sponsors and the media during the execution of event management

Social entrepreneur events may serve as crucial opportunities for locations to improve their brand recognition and reputation through favorable word-of-mouth and/or audience's inclinations to return. Word-of-mouth marketing, the intention to recommend and return to the event, and event satisfaction are all influenced by the event. Satisfaction did have a direct impact on the intention to return to small-scale recurrent events. Their

total satisfaction is influenced by the event, which has an impact on whether they want to return. The most important factor influencing whether or not a person plans to return to a place or event is their actual experience there. This may lead to an increase in the number of people planning to return to the next event. The purpose of an event as a branding activity is to elicit brand-related results, such as customer brand engagement.

Events are experience-oriented and have the potential to forge emotional connections with customers, giving businesses extensive exposure to huge audiences. In order to communicate with clarity, consistency, and continuity both within and outside of formal organizational boundaries, integrated marketing communication is a strategic necessity rather than only a tactical one. Events can support integrated marketing communication strategies when they are connected in consistent and creative ways (Capiello, 2018). One of the integrated marketing communication techniques for enhancing a brand's image is event marketing (Clarita & Karsa, 2020). The most significant component of integrated marketing communications in many businesses, event marketing is also the best programs and activities for brands that are associated to one another in terms of lifestyle, hobbies, and activities. The definition of event marketing given above by the experts leads to the conclusion that it is a form of product promotion that entails cooperation between the event organizer and the sponsor (an individual, organization, or business) as a party willing to pay all or part of the production costs necessary to hold the event. Event marketing associates a company's goods with popular events like sporting contests, music festivals, exhibitions, and other attention-grabbing activities. In essence, event marketing leaves a lasting impression on everyone in attendance so that past, current, and future clients will remember their positive experience. Event marketing is mainly concerned with connecting a company to a particular activity to advertise a product and its brand.

Event marketing is one tool experiential marketing utilizes to forge enduring connections with its target audience. Event marketing has become a cutting-edge form of communication that actively engages the target audience on a behavioral level. It offers a useful method of establishing and enhancing relationships between brands and customers, particularly for service brands that don't offer the customer any observable results (Vila Lopez & Molina, 2016). Event marketing can include statements made on a company's own initiative about new product launches, partnership formation, channel reorganization, or announcements by a third party (Sorescu et al., 2017). Well-planned and executed event marketing encouraged customer social network sharing of the brand experience, which subsequently increased brand value (Cristache et al., 2013). The formation of consumer attitudes toward the brand was facilitated through event marketing related to the brand experience, which in turn enhanced brand value (Zarantonello & Schmitt, 2013). To increase revenue, different types and intensities of event marketing should be used at different times. Consumer readiness as a revenue-mediating factor in event marketing. Event marketing that has been thoughtfully planned and organized enhances customer satisfaction and increases investment return. Event marketing is the utilization of noteworthy people or occasions to grab the public's attention and encourage the purchase of goods. The aim of event marketing is to pique consumer interest. More consumers are drawn in when event promotion is moderately intense (Sun et al., 2021).

The event management approach must include event evaluation. The successful execution of a marketing strategy for events, festivals, conferences, and expositions depends on the product's strategic positioning, which is why positioning is so important. Positioning in the context of a festival is a tactic for figuring out the areas of customer wants that the

festival may satisfy through intuition, research, and evaluation (Zyl, 2017). The themes or brands that the organizers are promoting in order to introduce and grab the public's attention must be evaluated, according to (Guiette & Vandenbempt, 2014). Both internal and exterior evaluation processes are crucial in a systems approach to event management.

Events are one of the platforms a company may utilize to build experiences (Vila Lopez & Molina, 2016). For instance, in the context of providing care for the elderly and the disabled, materiality is visible not only in the use of devices for movement, hearing, and vision, but also in affective events that highlight the blurring of social and material relations and the significance of affective dimensions in comprehending lived experience (Munro & Belanger, 2017). Events promoting social entrepreneurship must improve attendees' experiences before, during, and after the events. At the show, entertainment, product diversity and assortment, and booth design had an impact on attendees' emotional and cognitive experiences, while booth staff had an impact on visitors' cognitive experiences. By enhancing both the cognitive and emotional experiences at the show, after-show purchases can be increased (Van Niekerk, 2017).

Social Entrepreneurship

Social entrepreneurship has been valued globally in cutting-edge economic research. Social entrepreneurship is a process that starts with a social opportunity that is perceived, transforms it into a business model, determines and acquires the wealth required to launch the venture, launches and expands the venture, and generates future income upon the accomplishment of the venture's objective (Tiwari et al., 2017). The major objective of people interested in social business is to significantly contribute to society by looking for noteworthy goals and points (Khatri et al., 2022). To accomplish their objectives, social business visionaries choose societal issues and gather resources to meet essential human needs. The concept of social entrepreneurship refers to legitimate initiatives that join the business norm eagerly for social impact. Decisions made in social entrepreneurship need people to weigh social and economic rewards. Those social enterprises that specialize in work integration are most susceptible to running into these conflicts. Just like a corporation measures profits or return on investments, social entrepreneurship returns should be quantified in terms of "social profit" (Munro & Belanger, 2017).

Competitive strategies built on innovation "substantially contribute" to such social impact. According to Yulivan et al. (2021), despite the fact that competitive aggressiveness and autonomy are still necessary and that their existence is influenced by individual and organizational characteristics, innovativeness, reactivity, and risk-taking are the dimensions of social entrepreneurship that receive the most attention. Leadership abilities, managerial expertise, and ethical corporate conduct are necessary for social entrepreneurship to succeed (Munro & Belanger, 2017). In addition to receiving more money and benefits, social businesses have recently received attention from funders, customers, academia, the media, and politicians. The distinguishing characteristic of social entrepreneurship is that it blurs the lines between the three pillars of government, market, and society (Tiwari et al., 2017) In order to improve their community and finance their social goals, social entrepreneurship organizations use the money they raise to address social challenges. Social entrepreneurs look for and seize chances that can advance social progress or address pressing needs. As government funding decreases and it becomes harder to attract private investment or donations, social entrepreneurship has emerged as a creative solution. Some people think that the

popularity of social entrepreneurship is growing because non-profit executives want to be seen as active businesspeople rather than passive administrators (Munro & Belanger, 2017).

In accordance with (Palesangi, 2012), social entrepreneurs consist of four major elements:

1. Social values

The hallmark of a social entrepreneur is their commitment to generating tangible social benefits for their local community and the environment.

2. Civil society

By maximizing already-existing social capital in society, social entrepreneur typically emerges through civil society efforts and involvement.

3. Inventions

By fusing social innovation and local knowledge, social entrepreneur finds novel solutions to societal issues.

4. Activities in the economy

Social entrepreneur who are successful typically strike a balance between their personal and professional lives. Social entrepreneurship emphasizes that there are two key components to social entrepreneurship, namely the existence of social innovation that has the potential to alter the social system in place and the presence of people who have the foresight, ingenuity, and ethics to support these novel ideas.

RESEARCH METHODS

This study was conducted using bibliometric analysis. Bibliometric analysis is used to see the development of research on a topic and has been widely used in literature research (Yulist Rima Fiandari, 2022). Bibliometric analysis supports the development of knowledge to explore a special topic (Farida, 2020). Bibliometrics is a combination of mathematical and statistical methods used to identify patterns in literature. Bibliometric analysis is a rigorous and systematic analysis that identifies qualitative and quantitative changes in the research topic (Misra, Kumar, Agarwal, & Agarwal, 2016).

This research was conducted by collecting scientific article data using Publish or Perish software. The database used in this study is a database derived from Google Scholar and CrossRef. Data search determines keywords as guidelines for the data search process with the keywords used in this study are "Event Marketing" and "Sociopreneurship". Publish or Perish summarizes information about the number of citations, author of information, year of publication, source, publisher, related articles, summary, and other information (Liao et al., 2018). The selected data comes from 2020 to 2023. Data processing using VOSviewer software. VOSviewer software is able to show the relationship between data with a good visual layout so that it helps in the data analysis process (Strandberg, Nath, Hemmatdar, & Jahwash, 2018).

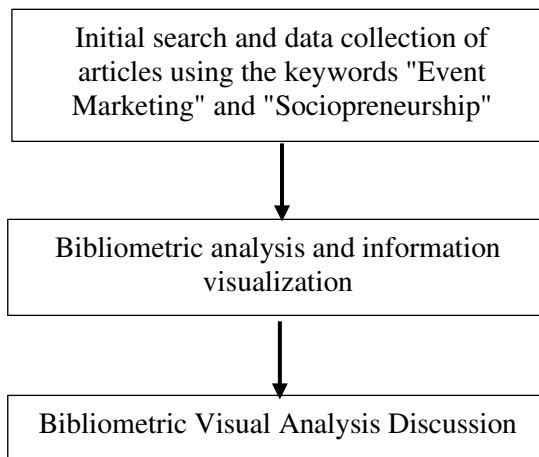


Figure 1. Research design "Event Management for Social Entrepreneurship"

RESULTS AND DISCUSSION

Event Management and Social Entrepreneurship Publication Trends

Trend Publication is a way used to collect and study data so that it can predict the future by analyzing past and ongoing trends (Rahman & Kebijakan, 2023). Looking at publication trends aims to present the development of articles from research publications specifically related to Event Management and Sociopreneurship. Therefore, this study is limited to describe Event Management in Sociopreneurship and its relationships. The following is a bibliometric analysis based on the year published in the journal to see the publication trend of event management in sociopreneurship.

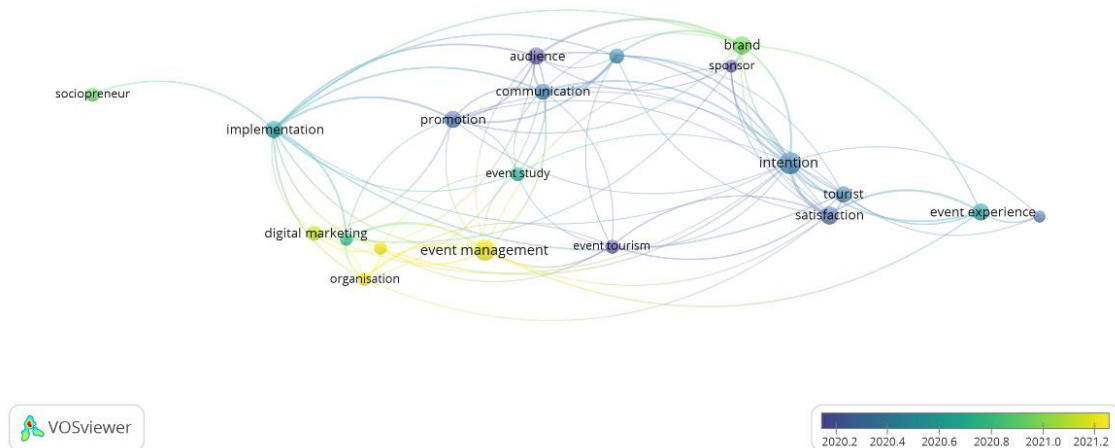


Figure 2. Bibliometric Analysis by year of publication

Based on figure 2, of all literature that is the subject of study, audience, sponsors and event tourism are the initial study materials related to the discussion of event management in sociopreneurship in 2020. Throughout 2021, discussions related to event management were specifically published and increasingly developed by emphasizing organization and digital marketing as the subject of discussion. Meanwhile, the publication of sociopreneurship and its relation to event management only appeared at the end of 2020. This indicates that there are still not many publications that discuss Event Management in sociopreneurship.

Visualization of Event Management for Social Entrepreneurship

After researchers get content information or content from Event Management in Sociopreneurship, they will then discuss the relationship between each cluster. Here is the visualization result from VOSviewers:

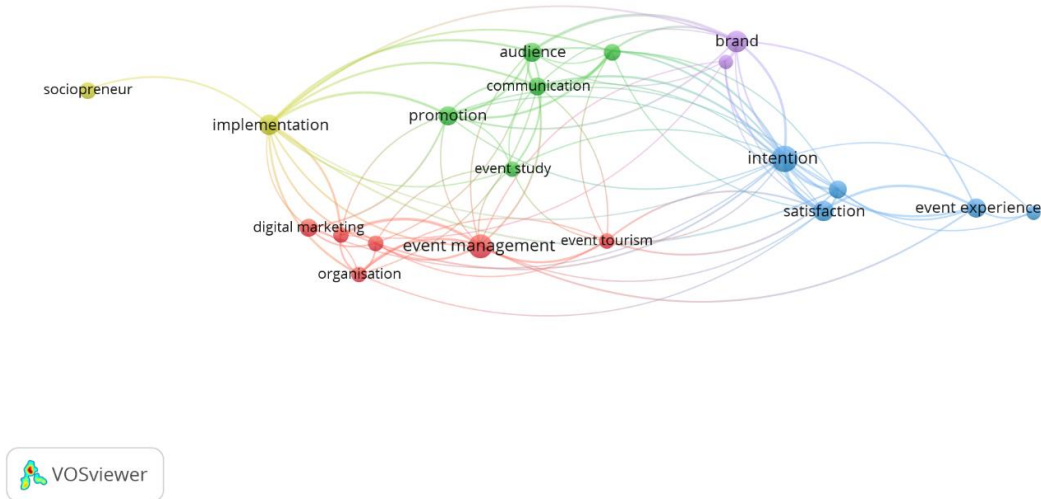


Figure 3. Visualization of Event Management in Sociopreneurship

In the visualization of the Co-occurrence network based on the Author Keyword, 20 items were obtained divided into 3 clusters. Cluster 1 consists of 13 items, namely organization, digital marketing, event industry, event tourism, event experience, satisfaction, event study, promotion, communication, audience, sponsor and implementation. Cluster 2 consists of 14 items, namely tourist, satisfaction, event experience, brand, sponsor, audience, communication, promotion, event tourism, digital marketing, and implementation. And Cluster 3 consists of 14 items, namely sociopreneur, brand, audience, communication, promotion, event study, intention, tourist, event management, digital marketing and organization.

Event Management Relations; Intention and Implementation as Cluster Core

The relationship of Event Management as cluster core is seen in Figure 4.

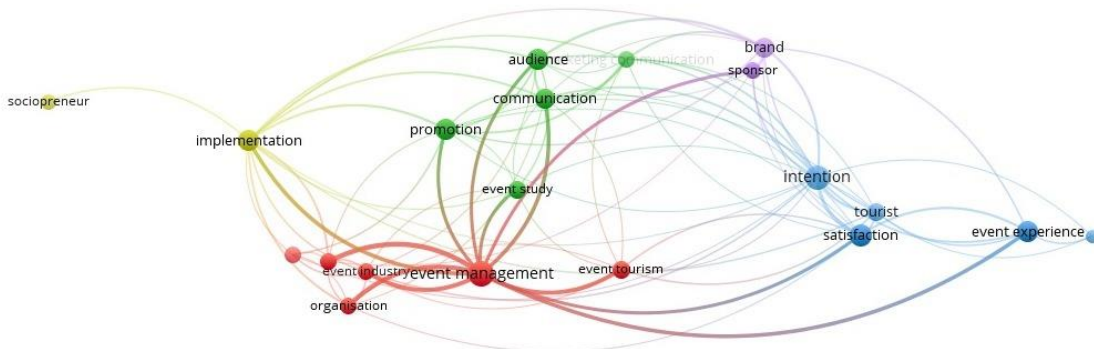


Figure 4. The relationship of Event Management as Cluster Core

Analysis of the relationship between event management as the core of the cluster with related items can be an initial discussion to find out more deeply about event management in sociopreneurship. It can be seen that in Figure 4, Event Management as the core of the

cluster is related to the event experience. Events are one of the platforms a company may utilize to build experiences (Vila Lopez & Molina, 2016). Affect has a temporality of meaning that goes beyond the present-day memories of the past and the anticipations and expectations of future events and happenings (Dawson et al., 2014). Affect is rooted in the particular of the socio materiality of a known context. Customers can take in an emotive event experience while staying passive. During the event experience, the customer engages with the brand and adds value, which fosters a favorable attitude and inclination toward the brand (Altschwager et al., 2017).

Events promoting social entrepreneurship improve attendees' experiences before, during, and after the events. At the show, entertainment, product diversity and assortment, and booth design had an impact on attendees' emotional and cognitive experiences, while booth staff had an impact on visitors' cognitive experiences. By enhancing both the cognitive and emotional experiences at the show, after-show purchases can be increased (Van Niekerk, 2017). Events empower customers to actively engage with brand reality rather of acting as passive recipients, which is a trait of experience orientation. The consumer wants to be emotionally startled by a brand's reality as well. To leave a lasting impression on customers, businesses must develop and encourage distinctive, imaginative, and innovative events. According to Sorrentino et al. (2021), attendees' intents to promote and visit events were positively impacted by their event experiences and satisfaction. Even while marketing encompasses both offline and online actions, the online resources give consumers comprehensive information of the product or service, while the offline activities improve the consumer engagement experience.

The relationship of Intention as cluster core is seen in Figure 5:

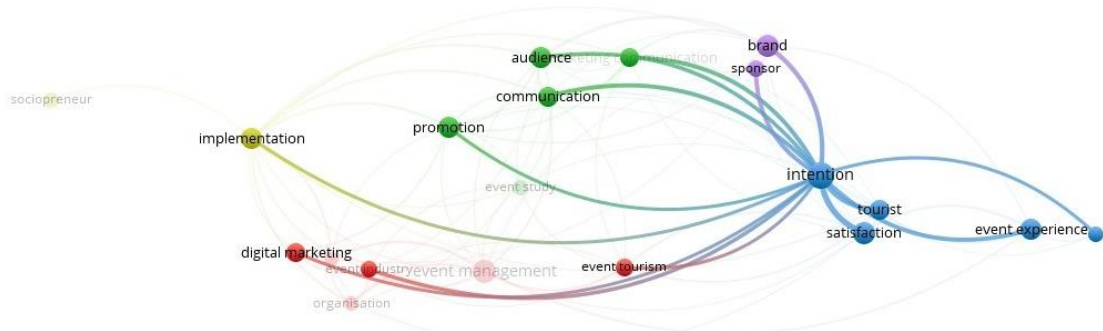


Figure 5. The Relationship of Intention as Cluster Core

Intention as the core of the cluster also has a relationship with Implementation where word-of-mouth marketing, the intention to recommend and return to the event, and event satisfaction are all influenced by the event. Satisfaction did have a direct impact on the intention to return to small-scale recurrent events. Their total satisfaction is influenced by the event, which has an impact on whether they want to return. According to Sorrentino et al. (2021), the most important factor influencing whether or not a person plans to return to a place or event is their actual experience there. Between ethical considerations and behavioral intention, consumer attitude mediates the purchasing of counterfeit goods. Additionally, consumer willingness acts as a mediator between event promotion and income (Sun et al., 2021).

Event planners should pursue a development agenda for the event's image by concentrating on the event image characteristics that affect participant happiness and behavioral intention, maintaining a strategy for increased satisfaction through the event image (more closely tying participants' emotions to the event's elements). The event image appears to be both a significant factor in determining behavioral intention and a direct antecedent of satisfaction. In the interaction between event image and behavioral intention, contentment is discovered to play a crucial mediating function. Improving event image with satisfaction can maximize favorable results in terms of participants' behavioral intention (Capriello, 2018).

It is also necessary to create special notes and procedures that make it easier to manage costs apart from income and expenses incurred during the planning phase of events. In order to avoid creating negative perceptions and experiences for attendees and organizers, it is also vital to closely monitor the contributions made by sponsors and the media during the execution of event management (Tjotijono, 2015). Customers are co-creators of the experience, so the business should give them access to a creative environment where experiences can take place (Kelly & Fairley, 2018). Utilizing social media is essential for keeping in touch with people and inspiring visitors to share their experiences. However, this depends on the synergies between sponsorship and event marketing.

The relationship of Implementation as cluster core is seen in Figure 6.

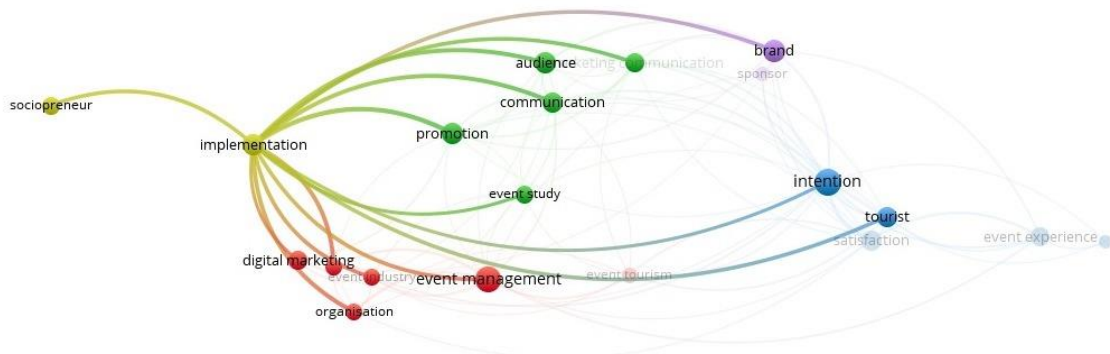


Figure 6. The Relationship of Implementation as Cluster Core

Event Management cannot only be a concept but must also be implemented. This also applies to events related to social entrepreneurship. Events promoting social entrepreneurship improve attendees' experiences before, during, and after the events. Understanding a social opportunity is the first step in social entrepreneurship. From there, it is transformed into an enterprise model, which gathers the resources needed for implementation. The process of discovering social entrepreneurial potential, turning it into specific ideas, and implementing them is described in the concept of social entrepreneur opportunity recognition, which serves as the foundation for social entrepreneurial action (Halberstadt et al., 2019). Decisions made in social entrepreneurship need people to weigh social and economic rewards. Just like a corporation measures profits or return on investments, social entrepreneurship returns should be quantified in terms of "social profit" (Munro & Belanger, 2017). Competitive strategies built on innovation "substantially contribute" to such social impact. According to Yulivan et al. (2021), despite the fact that competitive aggressiveness and autonomy

are still necessary and that their existence is influenced by individual and organizational characteristics, innovativeness, reactivity, and risk-taking are the dimensions of social entrepreneurship that receive the most attention. Leadership abilities, managerial expertise, and ethical corporate conduct are necessary for social entrepreneurship to succeed (Munro & Belanger, 2017).

When organizing and executing an event management, market research or event study is necessary to determine how the market is performing, what demands the community has, and what funding the market is looking for (Tjotijono, 2015). It is necessary to conduct structural, functional, and cultural anticipatory risk analysis during the event management planning stage in order to streamline the implementation process, particularly with regard to potential challenges and the risk control process.

CONCLUSION

The result of research showed that event management is connected to the event experience, where consumers interact with brands and contribute value. Customers are empowered by events to actively interact with brand reality. Customers participate in the experience's creation; thus, the company should provide them with access to a stimulating setting where experiences can happen. To stay in touch with individuals and encourage visitors to share their experiences, social media usage is crucial. Event management must be implemented as well as just an idea. The findings of the study also demonstrated that intention has a relationship with implementation, with the event having an impact on both the intention to recommend and return to the event as well as the intention to be satisfied by the event. The qualities of an event image influence behavioral intention and raise satisfaction. During the event management process, it is crucial to keep a tight eye on the media and sponsor contributions.

Another finding of this study indicated that social entrepreneurship-focused events enhance attendees' event experiences. In order to streamline the implementation process, particularly with regard to potential challenges and the risk control process, risk analysis is required at the event management planning stage. The idea of social entrepreneur opportunity recognition, which forms the basis for social entrepreneurial action, describes the process of identifying social entrepreneurial potential, converting it into particular ideas, and implementing them. The results of this study are anticipated to advance understanding of the ways in which event management may be used in social entrepreneurship to raise behavioral intention and enhance event experiences. Researchers who will further develop the study can take into account a number of variables because it undoubtedly needs to be improved in future studies due to its flaws. The following recommendations are made for additional study. In order for research and conversation on this topic to keep expanding, researchers can also offer new theories and literature on event management.

REFERENCES

- Altschwager, T., Conduit, J., Bouzdine-Chameeva, T., & Goodman, S. (2017). Branded marketing events: engaging Australian and French wine consumers. *Journal of Service Theory and Practice*, 27(2), 336–357. <https://doi.org/10.1108/JSTP-04-2015-0108>
- Brown, S., Getz, D., Pettersson, R., & Wallstam, M. (2015). Event evaluation: Definitions, concepts and a state of the art review. *International Journal of Event*

- and Festival Management*, 6(2), 135–157. <https://doi.org/10.1108/IJEFM-03-2015-0014>
- Capriello, A. (2018). The strategic management of events for destination marketing. *Tourism Planning and Destination Marketing*, 221–237. <https://doi.org/10.1108/978-1-78756-291-220181011>
- Clarita, C., & Karsa, S. (2020). Strategi Event Marketing PT. Kilau Indonesia. *Prosiding Manajemen Komunikasi*, 6–10.
- Cristache, N., Micu, A., Basalic, E. V., & Rusu, E. (2013). Event Marketing Management – Opportunities for Integrating Into Companies’ Business Policy. *Risk in Contemporary Economy*, (1), 261–272.
- Dawson, P., Sykes, C., McLean, P., Zanko, M., & Marciano, H. (2014). Stories affording new pathways: Bridging the divide between aged and disability care. *Journal of Organizational Change Management*, 27(5), 819–838. <https://doi.org/10.1108/JOCM-12-2013-0245>
- Dickson, T. J., Misener, L., & Darcy, S. (2017). Enhancing destination competitiveness through disability sport event legacies: Developing an interdisciplinary typology. *International Journal of Contemporary Hospitality Management*, 29(3), 924–946. <https://doi.org/10.1108/IJCHM-10-2015-0530>
- Farida, N. (2020). Analisis bibliometrik berdasarkan pendekatan Co-word : Kecenderungan penelitian bidang kearsipan pada Jurnal Khazanah dan Journal of Archive and Record tahun 2016 – 2019. *Khazanah: Jurnal Pengembangan Kearsipan*, 13(2), 91. <https://doi.org/10.22146/khazanah.55690>
- Guiette, A., & Vandenbempt, K. (2014). *A Focused Issue on Building New Competences in Dynamic Environments*. <https://doi.org/10.1108/s1744-211720140000007018>
- Halberstadt, J., Timm, J. M., Kraus, S., & Gundolf, K. (2019). Skills and knowledge management in higher education: how service learning can contribute to social entrepreneurial competence development. *Journal of Knowledge Management*, 23(10), 1925–1948. <https://doi.org/10.1108/JKM-12-2018-0744>
- Holmes, K., & Ali-Knight, J. (2017). The event and festival life cycle – developing a new model for a new context. *International Journal of Contemporary Hospitality Management*, 29(3), 986–1004. <https://doi.org/10.1108/IJCHM-10-2015-0581>
- Kelly, D. M., & Fairley, S. (2018). The utility of relationships in the creation and maintenance of an event portfolio. *Marketing Intelligence and Planning*, 36(2), 260–275. <https://doi.org/10.1108/MIP-11-2017-0270>
- Khatiri, B., Arora, S., Magd, H., & Khan, S. A. K. (2022). Bibliometric Analysis of Social Entrepreneurship, (May), 46–60. <https://doi.org/10.4018/978-1-6684-4666-9.ch003>
- Liao, H., Tang, M., Luo, L., Li, C., Chiclana, F., & Zeng, X. J. (2018). A bibliometric analysis and visualization of medical big data research. *Sustainability (Switzerland)*, 10(1), 1–18. <https://doi.org/10.3390/su10010166>
- Misra, G., Kumar, V., Agarwal, A., & Agarwal, K. (2016). Internet of Things (IoT) – A Technological Analysis and Survey on Vision, Concepts, Challenges, Innovation Directions, Technologies, and Applications (An Upcoming or Future Generation Computer Communication System Technology). *American Journal of Electrical and Electronic Engineering*, Vol. 4, 2016, Pages 23-32, 4(1), 23–32. <https://doi.org/10.12691/ajeee-4-1-4>
- Munro, M. M., & Belanger, C. (2017). Analyszing External Environment Factors Affecting Social Enterprise Development. *Social Enterprise Journal*, 13(1).

- <https://doi.org/10.1108/sej-02-2015-0007>
- Palesangi, M. (2012). Pemuda Indonesia Dan Kewirausahaan Sosial. *Jurnal Masyarakat Dan Budaya*, 1(2), 1–6. Retrieved from <http://www.journal.unipdu.ac.id/index.php/seminas/article/view/198>
- Rahman, H., & Kebijakan, I. (2023). Analisis Bibliometrik Perkembangan Penelitian Inovasi Kebijakan di Indonesia Bibliometric Analysis of Policy Innovation Research, 7, 37–48.
- Rohman, Y. A., & Prananta, R. (2018). Sistem Pengelolaan dan Strategi Pemasaran Event Pariwisata di Nusa Dua. *Journal of Tourism and Creativity*, 2(1), 47–68. Retrieved from <https://jurnal.unej.ac.id/index.php/tourismjournal/article/view/13840>
- Sorescu, A., Warren, N. L., & Ertekin, L. (2017). Event study methodology in the marketing literature: an overview. *Journal of the Academy of Marketing Science*, 45(2), 186–207. <https://doi.org/10.1007/s11747-017-0516-y>
- Sorrentino, A., Fu, X., Romano, R., Quintano, M., & Risitano, M. (2021). Measuring event experience and its behavioral consequences in the context of a sports mega-event. *Journal of Hospitality and Tourism Insights*, 3(5), 589–605. <https://doi.org/10.1108/JHTI-03-2020-0026>
- Strandberg, C., Nath, A., Hemmatdar, H., & Jahwash, M. (2018). Tourism research in the new millennium: A bibliometric review of literature in Tourism and Hospitality Research. *Tourism and Hospitality Research*, 18(3), 269–285. <https://doi.org/10.1177/1467358416642010>
- Sun, L., Zhai, X., & Yang, H. (2021). Event marketing, movie consumers' willingness and box office revenue. *Asia Pacific Journal of Marketing and Logistics*, 33(2), 622–646. <https://doi.org/10.1108/APJML-09-2019-0564>
- Tiwari, P., Bhat, A. K., & Tikoria, J. (2017). Predictors of social entrepreneurial intention: an empirical study. *South Asian Journal of Business Studies*, 6(1), 53–79. <https://doi.org/10.1108/SAJBS-04-2016-0032>
- Tjiotijono, C. F. (2015). Perencanaan dan Implementasi Event Marketing PT. ABCD. *Agora*, 3(1), 771–777.
- Turner, P. (2017). Post-event Visits as the Sources of Marketing Strategy. *European Journal of Marketing*, 51(3), 1–44.
- Van Niekerk, M. (2017). Contemporary issues in events, festivals and destination management. *International Journal of Contemporary Hospitality Management*, 29(3), 842–847. <https://doi.org/10.1108/IJCHM-01-2017-0031>
- Vila Lopez, N., & Molina, M. R. (2016). Event-Brand Transfer in an Entertainment Service: Experiential Marketing. *Industrial Management & Data Systems*, 113(5), 712–731.
- Yulist Rima Fiandari. (2022). Analisis Bibliometrik Publikasi Perkembangan Penelitian Pemasaran Digital Kosmetik Halal. *BACA: Jurnal Dokumentasi Dan Informasi*, 43(2). <https://doi.org/10.14203/j.baca.v43i2.843>
- Yulivan, I., Dina, N., Sukoco, I., Purnomo, M., & Fordian, Di. (2021). Social Entrepreneurial Orientation An Analysis of State of the Art Based on Synthetic Scoping Review. *AdBispreneur: Jurnal Pemikiran Dan Penelitian Administrasi Bisnis Dan Kewirausahaan*, 6(2), 189–212.
- Zarantonello, L., & Schmitt, B. H. (2013). The impact of event marketing on brand equity: The mediating roles of brand experience and brand attitude. *International Journal of Advertising*, 32(2), 255–280. <https://doi.org/10.2501/IJA-32-2-255-280>
- Zyl, C. van. (2017). *Positioning Maps: A Conjoint Analysis Tool for Festival or Event Application*. *International Journal of Tourism Cities*. Retrieved from <http://dx.doi.org/10.1108/IJTC-08-2014-0014>