



ANALYSIS OF OPERATIONAL RISK MANAGEMENT AT DEKHA EVENTS ORGANIZERS

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ABSTRAK

M. RAFLI NUZANDA SYAPUTRA. Analisis Manajemen Risiko operasional pada Dekha Events Organizer. Dibimbing oleh NOER AZAM ACHSANI dan ZAENAL ASIKIN.

Perkembangan industri *event organizer* di Indonesia telah mengalami peningkatan pesat dengan tingkat pertumbuhan 15-20% setiap tahunnya, bahkan nilai industri ini telah mencapai Rp 500 triliun. Dekha Events adalah perusahaan yang bergerak di industri *event organizer* yang berfokus pada acara kategori MICE dan bertanggung jawab dalam merencanakan, mengatur, serta melaksanakan suatu acara. Dalam laporan perusahaan ditemukan bahwa Dekha Events pernah mengalami permasalahan operasional ketika menyelenggarakan suatu acara yang mengancam kegagalan acara tersebut. Selain itu, Perusahaan belum menerapkan sistem manajemen risiko operasional secara efektif. Penelitian ini bertujuan untuk mengidentifikasi risiko, melakukan penilaian risiko, dan menyusun upaya perlakuan yang tepat untuk penanganan risiko operasional. Penelitian ini mengacu pada kerangka manajemen risiko SNI ISO 31000:2018, dengan metode penilaian risiko (1996) dan perlakuan risiko Flanagan dan Norman (1993). Hasil dari penelitian ini didapatkan 9 risiko operasional yang terdiri 1 risiko tingkat rendah, 4 risiko tingkat sedang, 1 risiko tingkat tinggi, dan 3 risiko tingkat ekstrem. Upaya perlakuan risiko pada penelitian ini difokuskan dengan menyusun *action plan* yang meliputi strategi korektif dan preventif mengikuti skala prioritas risiko. Masing-masing risiko dilakukan penyusunan upaya untuk mengurangi tingkat dampak risiko dan kerugian yang dialami oleh Dekha Events.

Kata kunci: manajemen risiko, event organizer, risiko operasional, SNI ISO 31000:2018

ABSTRACT

M. RAFLI NUZANDA SYAPUTRA. *Analysis of Operational Risk Management at Dekha Events Organizers*. Supervised by NOER AZAM ACHSANI and ZAENAL ASIKIN.

The development of the event organizer industry in Indonesia has experienced rapid growth, with an annual growth rate of 15-20%. The industry's value has reached IDR 500 trillion. Dekha Events is a company operating in the event organizer industry, focusing on MICE events and is responsible for planning, organizing, and executing events. Company reports have revealed that Dekha Events has faced operational issues that threatened the success of some events. Additionally, the company has not yet implemented an effective operational risk management system. This study aims to identify risks, conduct risk assessments, and develop appropriate risk treatment measures to manage operational risks. The study follows the SNI ISO 31000:2018 risk management framework, employing the risk assessment method of Godfrey (1996) and the risk treatment approach of Flanagan and Norman (1993). The results of this study identified 9 operational risks, including 1 low-level risk, 4 medium-level risks, 1 high-level risk, and 3 extreme-level risks. Risk treatment efforts in this study are focused on developing action plans that include corrective and preventive strategies, following the priority scale of each risk. Each risk is addressed with measures to reduce the impact and potential losses experienced by Dekha Events.

Keywords: risk management, event organizer, operational risks, SNI ISO 31000:2018.

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INTRODUCTION

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