

COMMUNICATION PATTERNS OF DPC HPDKI PANGANDARAN IN PRERERVING THE PERFORMING ARTS OF GARUT SHEEP

Ika Triyani, Atwar Bajari, Samson

Padjajaran University

ika21001@mail.unpad.ac.id, Manbajari@gmail.com, cmsfikom2022@gmail.com

Abstract. This study examines the communication patterns of the DPC HPDKI Pangandaran organization in preserving the traditional art of Garut Sheep agility through consistent monthly performances, which are recognized as a vital part of maintaining and strengthening local cultural traditions. The continued existence of these performances reflects the community's commitment to cultural sustainability and the transmission of traditional values across generations. Using a qualitative method with a case study approach, this research collected data through in-depth interviews and participatory observation involving nine organizational members who actively participate in planning, coordinating, and implementing event activities. Data were analyzed using organizational information theory to understand how communication flows and decisions are made within the group structure. The findings reveal that communication within the organization tends to be informal, familial, and flexible, fostering a sense of closeness and mutual trust among members. WhatsApp serves as the main tool for internal coordination, chosen for its ease of use, rapid response time, and ability to facilitate group discussions efficiently. In addition, social media platforms such as Facebook and Instagram are strategically utilized for broader public promotion, raising awareness and public interest in the art of Garut Sheep agility beyond the local community. The organization also relies on face-to-face communication, especially during event preparations and meetings, to strengthen interpersonal relationships. Effective organizational communication not only plays a crucial role in supporting the preservation of cultural heritage but also contributes significantly to improving breeders' welfare by expanding market access and promoting livestock-related activities. Furthermore, strong communication practices enhance community engagement, foster solidarity among breeders, and contribute to the stabilization of livestock prices, thus supporting the economic resilience of the local farming community.

Keywords: Organizational Communication Pattern; HPDK; Garut Sheep Agility Art; Organizational Information Theory

Abstrak. Penelitian ini mengkaji pola komunikasi organisasi DPC HPDKI Pangandaran dalam melestarikan kesenian tradisional Ketangkasan Domba Garut melalui pertunjukan bulanan yang konsisten, yang diakui sebagai bagian penting dalam mempertahankan dan memperkuat tradisi budaya lokal. Keberlangsungan pertunjukan ini mencerminkan komitmen masyarakat terhadap keberlanjutan budaya dan transmisi nilai-nilai tradisional lintas generasi. Menggunakan metode kualitatif dengan pendekatan studi kasus, penelitian ini mengumpulkan data melalui wawancara mendalam dan observasi partisipatif yang melibatkan sembilan anggota organisasi yang secara aktif berpartisipasi dalam merencanakan, mengkoordinasikan, dan melaksanakan kegiatan. Data dianalisis dengan menggunakan teori informasi organisasi untuk memahami bagaimana arus komunikasi dan keputusan dibuat dalam struktur kelompok. Temuan ini mengungkapkan bahwa komunikasi dalam organisasi cenderung informal, kekeluargaan, dan fleksibel, sehingga menumbuhkan rasa kedekatan dan rasa saling percaya di antara para anggota. WhatsApp berfungsi sebagai alat utama untuk koordinasi internal. Selain itu, platform media sosial seperti Facebook

dan Instagram digunakan untuk promosi publik yang lebih luas. Komunikasi organisasi yang efektif tidak hanya memainkan peran penting dalam mendukung pelestarian warisan budaya, tetapi juga berkontribusi secara signifikan dalam meningkatkan kesejahteraan peternak dengan memperluas akses pasar dan mempromosikan kegiatan yang berhubungan dengan peternakan. Praktik komunikasi yang kuat meningkatkan keterlibatan masyarakat, menumbuhkan solidaritas di antara para peternak, dan berkontribusi pada stabilisasi harga ternak, sehingga mendukung ketahanan ekonomi masyarakat peternak lokal.

Kata-kata Kunci: Pola Komunikasi Organisasi; HPDKI; Seni Ketangkasan Domba Garut; Teori Informasi Organisasi

INTRODUCTION

Garut sheep agility art is a local cultural heritage that not only contains aesthetic value, but also plays an important role in increasing the economic value of sheep and the welfare of farmers. However, in reality there are still many people, religious leaders, and even the government who view this art negatively, considering it a form of animal abuse. This stigma contradicts the main purpose of organizing the Garut Sheep agility art by the Indonesian Sheep Goat Breeders Association (HPDKI), especially the Pangandaran Regency Branch Management Council (DPC), which aims to preserve culture while improving the livelihood of breeders through a structured and integrated agribusiness system.

DPC HPDKI Pangandaran Regency faces a big challenge in conveying these goals to the community. Organizational communication is key in changing this negative perception. Based on field observations, communication within the organization is informal, familial, and flexible. Internal coordination is done through WhatsApp, while promotion of activities is done through social media. Regular meetings and information disclosure are the main strategies of the organization in maintaining the existence of Garut Sheep agility art. However, there needs to be a deeper study to find out the extent to which this organizational communication pattern is able to become a tool for transforming public perceptions and a cultural preservation tool.

This research is important to do considering that there are not many scientific studies that specifically discuss organizational communication patterns in the context of preserving local culture such as the art of Garut Sheep agility. Previous research by Ramadani (2020), (Prima et al., 2018), and (Dabitha S & Juariyah, 2023).

Showed that organizational communication plays a strategic role in the effectiveness of public services and tradition preservation. Meanwhile, Karl Weick's organizational information theory is a relevant theoretical framework for understanding communication and organizing processes in organizations. This theory emphasizes that organizations are not only formal structures, but also dynamic and continuous communication processes in managing information.

This study aims to reveal the background of the formation of DPC HPDKI Pangandaran Regency in an effort to preserve the art of Garut Sheep agility, analyze its communication patterns, and explore the flow of information in the organizational structure. The focus of the study includes communication challenges related to negative public perceptions, the effectiveness of organizational communication patterns, and the role of information flow in supporting goal achievement. The results of the study are expected to provide theoretical contributions in the study of organizational communication and practical benefits for the preservation of local culture.

This study analyzes the communication patterns of DPC HPDKI Pangandaran in preserving the art of Garut sheep agility, which has high cultural value but is often viewed negatively. Communication in this organization plays an important role in changing public perception and supporting the welfare of breeders. Previous studies, such as (Nurhuda & Firdaus, 2023), focused on the symbolism of sheep naming, while this study highlights organizational communication patterns (Prima et al., 2018). Pointed out the importance of open communication in public services, relevant to DPC HPDKI's internal communication. (Dabitha S & Juariyah, 2023) also emphasized the role of communication in cultural preservation,

which is in line with the challenges faced by DPC HPDKI in managing this tradition. Karl Weick's organizational information theory is used to analyze how communication within DPC HPDKI supports their goals in cultural preservation and changes negative perceptions towards the Garut sheep agility art.

LITERATURE REVIEW

A number of previous studies have also examined aspects of organizational communication in various different environments and contexts. Previous research has been conducted by various researchers regarding this research such as: Ramadani (2020) on Organizational Communication at the Bureau of Energy Policy Facilitation and Hearings of the Secretariat General of the National Energy Council; Prima, Erwin & Jendrius (2018) on Communication Information Flow Analysis on Delivery Service for Birth Certificate Quotations in East Padang District, Padang City; Dabitha and Juariyah (2024) on the Role of Youth Organization Communication in Preserving the Puter Kayun Tradition in Boyolangu Village, Banyuwangi Regency;

Naming Sheep as a Media of Historical and Cultural Reconstruction: A Zoomini Study in Garut District (Name of Sheep as a Media of Historical and Culture Reconstruction: A Zoonymy Study in Garut District). This research discusses the naming of arrowroot sheep in agility events in Garut Regency. Garut sheep are not only livestock, but also a symbol of Priangan cultural prestige. The names given reflect the hopes, prayers, and cultural values of the owners. Although the economic and technological aspects of arrowroot sheep have been widely researched, studies on its naming are still limited. This research aims to

reveal the meaning behind the names of sheep in Liga Garut 2022.

The approach used was descriptive qualitative. The research was conducted at the 2022 Sheep Agility League event, Sunday, November 13, 2022, at Pamidangana Bumdes Laksana Jaya, Garut. The object was 206 sheep from various hermitages in Priangan. Data were collected through interviews with owners, organizers, and related figures, using the techniques of fishing, open talk, recording, and note-taking. Data were analyzed through data reduction and classification to understand the pattern of sheep naming (zoomini).

The results show that the naming of sheep is closely related to the history and culture of agility fighting, which was originally carried out by nobles. It is now a prestigious event and the name of the sheep symbolizes the owner's expectations. Sheep names are categorized based on physical, psychological, names of people, nature, places, weapons, and automobiles, and use Indonesian, Sundanese, and English. Further research will highlight more aspects of organizational communication in DPC HPDKI Pangandaran, especially communication patterns, information flow, and the background of its formation.

Analysis of Communication Information Flow on Delivery Service for Birth Certificate Quotations in East Padang Sub-district, Padang City. The success of public services is greatly influenced by effective organizational communication. Padang Timur Sub-district presents a service innovation in the form of "Public Service Plus Birth Certificate Delivery Service" to improve population administration. This study aims to examine the role of information flow and communication structure in supporting the program.

The research was conducted using a qualitative approach in Padang Timur Sub-

district. Data were collected through observation, interviews and documentation, then analyzed using the Miles and Huberman model. The results show that communication runs quite well, mainly due to the openness of the leadership. Formal communication follows the hierarchy and uses oral and written channels, although there are still obstacles such as differences in employee experience, psychological constraints, culture, and the lack of specialized officers in this service.

The difference with the research to be conducted lies in the focus and object. This research discusses organizational communication in public services, while future research will examine communication patterns in the DPC HPDKI Pangandaran Regency organization that oversees the art of Garut Sheep agility, with a case study approach.

The Role of Youth Organization Communication in Preserving the Puter Kayun Tradition in Boyolangu Village, Banyuwangi Regency. This research discusses the importance of communication in youth organizations such as Karang Taruna which plays a role in cultural preservation. In Boyolangu Village, Giri Banyuwangi District, youth participation in the Puter Kayun Tradition is low due to a lack of enthusiasm and internal communication barriers. The purpose of this study is to describe the communication role of Youth Organization in preserving the tradition and identify the obstacles faced.

With a descriptive qualitative approach and case study method, the results showed that Karang Taruna Teratai Bhakti plays an active role in preserving the Puter Kayun Tradition through effective communication in planning and implementing the event. The organization also encourages community participation and supports MSMEs. Communication barriers

such as differences in member backgrounds, personal problems, and technical constraints still occur, but can be overcome by building open and interactive communication and strong leadership from the Youth Organization chairman.

The difference in research lies in the subject, object, and purpose. This research focuses on Karang Taruna and the Puter Kayun Tradition, while the upcoming research will examine communication in DPC HPDKI Pangandaran Regency with a focus on the art of Garut Sheep Agility, the direction of information flow, and the background of organizational formation.

METHOD

Paradigm is a perspective or framework that becomes the basis for understanding, formulating, and investigating a phenomenon in research (Irawati et al., 2021). The constructivism paradigm views reality as formed from individual experiences and perspectives. This paradigm was chosen because it is able to explore a deep understanding of social phenomena through the subjective experiences of participants. This research uses a qualitative approach with a case study method. A case study is a research approach that is conducted intensively, in detail, and in-depth on a particular program, event, activity, or group to understand the background, characteristics, and interactions that occur in it. This approach provides a comprehensive and contextual picture of the object under study, thus helping researchers understand the meaning of a “case” in the context of the research (Rusandi & Muhammad Rusli, 2021).

This approach was chosen because it is in line with the research objectives, namely to deeply understand the communication patterns built by DPC HPDKI Pangandaran Regency in an effort to maintain the existence

of Garut sheep agility art. The qualitative approach allows researchers to explore the meaning behind actions, interactions, and communication processes that occur in organizations. The case study method was used because this research focuses on one specific case, namely the Pangandaran Regency HPDKI DPC organization in the context of preserving the art of Garut sheep agility. The subject of the research is the organization of the Branch Management Board of the Indonesian Goat Sheep Breeders Association of Pangandaran Regency, while the object of research is the art of Garut sheep agility.

Data collection was conducted through in-depth interviews with nine informants who are members of the organization and have an active role in the preservation of Garut sheep agility art. In addition, researchers also conducted participatory observations to obtain more comprehensive data. This research was conducted in Pangandaran Regency, with the time span starting from August 2024 to March 2025. To ensure the validity of the data, the researcher conducted member checking to all interviewees to verify that the statements and interview results were in accordance with the conditions and facts that occurred in the field.

RESULTS AND DISCUSSION

Results.

Background: The Formation of DPC HPDKI Pangandaran Regency in Preserving the Art of Garut Sheep Agility. The formation of the DPC HPDKI Pangandaran Regency was driven by the need for a formal platform to accommodate the activities of sheep breeders, particularly in animal husbandry and the preservation of Garut Sheep agility art. This organization serves not only as a facilitator for cultural

activities but also plays a crucial role in improving the welfare of breeders. It strengthens networks, provides educational resources, and facilitates access to government support. As one interviewee explained, "The main goal is not to focus solely on the agility art, but to foster relationships... agility is one of the indicators that enhance the dignity of sheep farmers" (RR, Interview, December 2024). Moreover, regular events such as the patok party and sheep agility art have proven to increase the value of livestock. Another interviewee noted, "When farmers aim to sell sheep at higher prices, events like the patok party and agility art are held, and, God willing, the economy of farmers improves" (RN, Interview, December 2024). Therefore, DPC HPDKI Pangandaran acts as a bridge between the preservation of local culture and the sustainable economic development of breeders.

Organizational Communication Delivery Pattern of DPC HPDKI Pangandaran Regency. The communication patterns within DPC HPDKI Pangandaran are informal, familial, and supported by technology, particularly through WhatsApp groups, which serve as the primary medium for disseminating information. This communication style aligns well with the characteristics of breeders and facilitates coordination, especially in planning and implementing events like Garut Sheep agility art. As one member, ES, put it, "We communicate as a family because in breeding, we cannot operate like other formal organizations" (ES, Interview, January 2025). The communication structure flows from the DPC to the PAC, PDP, and eventually to the members, utilizing social media to ensure that information is conveyed quickly and efficiently. RR confirmed, "We create groups on social media so communication, coordination, and

information sharing can occur quickly" (RR, Interview, December 2024). This flexible and open approach fosters effective communication and strengthens relationships within the organization.

Information Flow and Communication Direction in DPC HPDKI Pangandaran Regency. Communication within DPC HPDKI Pangandaran heavily relies on digital platforms, particularly WhatsApp groups, which serve as the main medium for coordination, information delivery, and discussions between administrators and members. Around 70% of the organization's communication occurs through social media, particularly WhatsApp, due to its speed and efficiency compared to traditional methods like official letters. One interviewee remarked, "Mostly, it's through social media and groups" (RN, Interview, December 2024). The communication patterns are characterized by two-way interaction and a non-hierarchical structure, reflecting the familial relationships among members who are primarily breeders. As stated by one member, "There is no distinction between us; we are all breeders, just 'tukang ngarit' [grass cutters]" (RR, Interview, December 2024). Information about events, including Garut Sheep agility art, is distributed through WhatsApp, Facebook, and live chats, ensuring that participants from various regions receive the information. As ES explained, "The flyer is distributed via Facebook, and if not, we send it to the groups" (ES, Interview, January 2025).

Discussion.

Establishment of DPC HPDKI Pangandaran Regency: Background, Objectives, and Mechanisms and Procedures for Organizing the Art of Agility of Garut Sheep. DPC HPDKI Pangandaran Regency is an organization

formed by farmers with the aim of managing and preserving the art of Garut Sheep agility (SKDG) and supporting the welfare of farmers through activities such as livestock contests and livestock education. This organization is present as a response to the needs of the breeder community to have a forum that is able to organize events, eliminate the negative stigma against SKDG, and increase the selling value of livestock through structured and objective activities (Anwar & Rachmiate, 2023) ; (Hidayatuloh et al., 2019).

Through the HPDKI DPC, farmers gain access to a wider community, training and economic opportunities, as well as protection from price monopolies (Daud et al., 2022). The organized events are not only a means of entertainment and friendship for breeders, but also encourage local economic growth and maintain the traditional cultural values of the community (Nugraha, 2017) ; (Wardhani, 2022) ; (Achmad, 2016).

Communication Patterns of Information Delivery of DPC HPDKI Pangandaran Regency in Preserving the Art of Garut Sheep Agility Through Digital Communication Media. The communication pattern in the DPC HPDKI Pangandaran Regency organization in an effort to preserve the art of Garut Sheep agility is characterized by a strong family climate, so that communication takes place openly without hierarchical barriers between members, which allows for smoother and more effective interactions (Aldizza & Santosa, 2021). The flow of information in this organization is flexible and not too structured, but still follows the stages of coordination starting from the PAC chairman to the DPC, then forwarded to the Padepokan level (Muspawi et al., 2024).

Digital communication through WhatsApp is the main medium used because it is fast and practical (Djamarah, 2004).

while formal communication is done through letters for various purposes such as invitations, assignments, and coordination and licensing with related agencies such as the Agriculture Office, Tourism Office, village government, and police (Erliani, 2024). In addition, the dissemination of information to the public regarding the Garut Sheep agility art is done through pamphlets and social media, which has proven to be effective in conveying messages visually and informatively (Prasanti & Fuady, 2018).

Direction of Information Flow in Organizational Communication of DPC HPDKI Pangandaran Regency in Preserving the Art of Garut Sheep Agility: A Review of Organizational Information Theory. The communication climate in the DPC HPDKI Pangandaran Regency organization is built on a family basis, which affects the flexibility of information flow, especially in the preservation of Garut Sheep agility art. Information is disseminated simultaneously through WhatsApp groups that allow quick and efficient coordination between members (Nur Cahya, 2023) ; (Faules, 2010). In addition, information is also conveyed through social media such as Facebook and Instagram in the form of digital pamphlets to reach a wider community (Sari, 2021). Communication in this organization includes formal, informal, horizontal, cross-channel flows as well as a bottom-up model that allows input from members to make decisions (Thadi, 2020). ; (Fatmawati, 2022). Based on organizational system theory, DPC HPDKI Pangandaran Regency functions as an open system that continues to adapt, utilizing digital and formal communication media such as letters, while interacting with the external environment such as the government, Branch Managers (PAC) and Padepokan (Faules, 2010). The implementation of agility art events also requires complex licensing from related

agencies including the police, in order to maintain order and smoothness of the event (Achmad, 2016) ; (Wardhani, 2022). With structured and sustainable activities, this organization is able to increase the selling price of sheep and provide economic benefits and entertainment for farmers and the surrounding community.

According to organizational systems theory, proposed by Karl Weick, which explains that organizations function to change ambiguous information into clearer ones, focusing on information management by members, not on structure. In DPC HPDKI Pangandaran Regency, information about Garut Sheep agility art, patok parties, and joint training is conveyed first to the chairman or vice chairman, and then forwarded to the members (Faules, 2010).

The organization functions as a dynamic system where informal communication through WhatsApp groups allows interaction without hierarchical barriers, while formal communication is still done through official letters for coordination with the government. In addition, the existence of PACs and PDPs, although not official members, also strengthens the organization's relationships. Systems theory itself highlights four components: nonsumativity (identity lies in the interaction between components), structure, function and evolution (relationships, roles and changes within the system), openness and ifinality (goals can be achieved in various ways), and system hierarchy (interactions between subsystems and suprasystems).

CONCLUSION

This research successfully revealed that the informal, familial, and flexible organizational communication patterns applied by DPC HPDKI Pangandaran Regency play an important role in preserving the art of Garut Sheep agility while

improving the welfare of farmers. These results show conformity with the objectives formulated in the introductory chapter, namely understanding communication patterns and information flow in organizations as a means of transforming public perception and preserving local culture. The success of DPC HPDKI in managing internal and external communication opens up opportunities to be applied to similar cultural organizations in other regions. Future research can develop this study by exploring more deeply the role of digital technology in expanding the reach of organizational communication, especially in reaching the younger generation and strengthening local cultural identity in the modern era.

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