

THE SUCCESS OF PURE EVENT'S COLLABORATION WITH SARI ROTI AS SPONSOR FOR JAR OF MEMORIES INTERPERSONAL COMMUNICATION PERSPECTIVE

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Abstrak

Tujuan dari penelitian ini adalah untuk mengkaji peran komunikasi interpersonal dalam keberhasilan kerja sama antara peristiwa murni dan sarity ketika serangkaian ingatan terjadi. Penelitian ini menggunakan metode kualitatif dengan pendekatan wawancara semi terstruktur untuk memahami dinamika komunikasi secara kolaboratif. Lokasi penelitian tersebut terletak di PT. Nippon Indosari Corpindo Tbk, Medan Sumatera Utara. Data dikumpulkan murni melalui wawancara dengan acara, sebagai informasi dari pelanggan dan literatur, sebagai informasi dari pelanggan dan literatur. Teknik perekaman data meliputi wawancara, observasi langsung, dan dokumentasi. Analisis data dilakukan dengan menggunakan mileage dan model Hooverman menggunakan teknik triangulasi untuk memastikan validitas hasil. Hasil penelitian menunjukkan bahwa komunikasi interpersonal yang efektif meningkatkan koordinasi, profesionalisme, dan keberhasilan acara. Dampak dari penelitian ini menyoroti pentingnya transparansi dan evaluasi rutin dalam menjaga kemitraan jangka panjang antara penyelenggara dan sponsor untuk keberlanjutan kerja sama di masa depan.

Kata Kunci: *Komunikasi Interpersonal, Kerja Sama, Event Organizer, Sponsorship, Evaluasi.*

Abstract

The purpose of this study is to examine the role of interpersonal communication in the success of cooperation between pure and sarity events when a series of memories occur. This study uses a qualitative method with a semi-structured interview approach to understand the dynamics of communication collaboratively. The location of the study is located at the PT. Nippon Indosari Corpindo Tbk, Medan North Sumatera. Data were collected purely through interviews with events, as information

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from customers and literature, as information from customers and literature. Data recording techniques include interviews, direct observation, and documentation. Data analysis was carried out using the mileage and Hooverman models using triangulation techniques to ensure the validity of the results. The results of the study indicate that effective interpersonal communication improves coordination, professionalism, and event success. The impact of this study highlights the importance of transparency and regular evaluation in maintaining long-term partnerships between organizers and sponsors for the sustainability of future cooperation.

Keywords: Interpersonal communication, cooperation, Event Organizer, sponsorship, evaluation.

INTRODUCTION

Entrepreneurial Organization (EO) Pure Event is a company that is busy planning and organizing events, providing services such as photography and video, entertainment, decoration, interest, and production to create a unique experience for its customers. With a creative approach and creative personalization, pure event ensures that each event reflects the style and taste of the customer without using the concept of outdated or excessive elements. In addition, EO (Entrepreneurial Organization) has an event department that organizes various exclusive events for its members both locally and globally. Taufik According to Swanson in Rihatno (Manning & Kunkel, 2014), (Manning & Kunkel, 2014), the context of interpersonal communication is the communicator. So far, there has been no consensus among communication professionals about the number of people involved in interpersonal communication. Different senses are used in interpersonal communication so that participants can see, hear, laugh, touch, and interact with each other. Thus, interpersonal communication involves the use of all skills, both in the form of news and actions, so that both intentional and non-feedback occur.

Good interpersonal communication includes the ability to actively listen, provide constructive feedback, and manage conflicts that may arise during the collaboration process (Purba Br & Nursapiah, 2023). Previous studies have shown that effective communication can reduce misunderstandings and increase job satisfaction among team members. In relation to collaboration between organizers and sponsors, open and transparent communication can strengthen professional relationships and create a collaborative work environment. Challenges in determining communication between parties often arise not because of different goals or



expectations, but because of differences in organizational culture. This can lead to conflicts that can affect the success of the event. Therefore, it is important to understand how to optimize interpersonal communication to face these challenges (Lestari et al., 2023).

The purpose of this study is to examine how the success of pure and sarity event collaboration can be measured and understood in the context of the "Jar of Memories" event. This success can be seen from various indicators, including: This introductory section contains logical and phenomenological reasons for the contribution of this thesis to the implementation of research and to enrich knowledge. This contribution can be made in the form of a description of a unique example, theoretical accumulation or, if available, interesting research results with novelty. In this study, in this study, in this study, it is very important to clearly understand the meaning and relevance of the research (Astuti et al., 2024; Samosir, 2023). This study aims to investigate how the success of Pure Event and Sari Loti collaboration can be measured and understood in the context of the "Bottle of Memory" event.

The success of an event is not solely determined by meticulous planning but also by the quality of communication among the involved parties, particularly between organizers and sponsors. Effective interpersonal communication serves as a crucial key in establishing a harmonious and productive collaboration (Appiah & Abdulai, 2023; Ghamrawi, 2023; Schelfhout et al., 2022). Through open and clear communication, organizers and sponsors can better understand each other's needs, expectations, and limitations. This is essential to prevent misunderstandings that may hinder the cooperation process and disrupt the smooth execution of the event (Nahdhiah & Suciptaningsih, 2024; Schelfhout et al., 2022). Moreover, good communication allows for swift and accurate problem-solving should challenges arise during the event's implementation. Therefore, this study focuses on examining how interpersonal communication supports seamless cooperation between organizers and sponsors, as well as how communication barriers can be minimized to achieve shared goals in event organization efficiently and optimally (Anwar et al., 2024; Tri Indriasari & Karman, 2023). This approach is expected to offer practical contributions to event industry practitioners.

LITERATURE REVIEW

Interpersonal Communication

Theoretically, Malcolm R. in the book Theory of Interpersonal Communication. According to Parks, interpersonal communication (Rihatno, 2017). Meanwhile, according to Joseph A. Devito in the Book of Interpersonal Communication (M Dikri Febriansyah, 2021), Sunarto



Interpersonal communication in AW sends the opportunity to provide feedback as soon as possible, with various effects that can be caused by other groups or small groups. Manusov et al (Ummah, 2019), define interpersonal communication as an interactive process that occurs when exchanged and created together with news, with a combination of associations between individuals and non-verbal behavior. According to Manning (Lukitasari & Nugraha, 2023), interpersonal communication involves interactions between two or more people. Usually there is a direct relationship and the assumption that there is a relationship between them.

Interpersonal communication involves the exchange of messages, which are not only verbal, but also non-verbal, to build deep understanding and relationships between individuals. In the context of pure events and cooperation between Sally Loti (Alfikri, 2022; Kurniawan et al., 2023; Mutiarawati et al., 2024; Syahrudin, 2020). Interpersonal communication plays an important role in building effective relationships in the workplace. In this context, interpersonal communication has six main functions: That is, the establishment and maintenance of good relationships between individuals, the provision of knowledge and information, changes in attitudes and behavior, problem solving between people, improving self-image and success (Braslauskas, 2021; Carr & Kellas, 2018; Downey & Bedard, 2019). In addition, intrapersonal communication that takes place individually plays an important role in the work environment. A person's interpersonal communication patterns come from various factors, including life experiences, values, beliefs, and perceptions of themselves and the individuals around them.

Therefore, a deep understanding of interpersonal relationships and internal communication will help improve work effectiveness and strengthen cooperation in organizations with unprecedented dynamic and global connections. Interpersonal communication is a process that occurs between two or more people who follow at the same time. There are three important forms of interpersonal communication: verbal communication, written communication, and non-verbal communication (Alfiyahsari et al., 2023; Daulay & Septiani T. H., 2020; Khofifah & Irsyadunnas, 2024; Mira Susanti, 2023). Verbal communication involves the verbal utterance of messages. B. Conversations, presentations, speeches, telephone communication. Written communication includes providing messages, letters, emails, notes, and written reports. Meanwhile, non-verbal communication includes facial expressions, gestures, and phenomena that can implicitly convey messages. Listening, moving, reacting, as someone sees, is not always conveyed directly, but still has a significant impact on social and professional interactions. Therefore, understanding interpersonal communication in various forms is important to improve



work effectiveness and strengthen professional relationships in the work environment (De Prada, 2022).

Effectiveness of Collaboration

Work effectiveness is a statement of the efforts made possible by a person in accordance with the provisions in the proper implementation of the work. Work effectiveness includes the use of resources and their efficient use, namely tasks that use time, energy, and other resources as efficiently as possible. To achieve effectiveness, it is important to have a good plan and prioritize the most important tasks so that they do not become wasteful and business waste becomes less important. One of the factors that affects work efficiency is interpersonal communication. This is the process of exchanging news, information, and ideas between two or more people in direct interaction. Kotoran et al. (Nurmeilia et al., 2021), defines a team as a social work unit consisting of two or more people with unique characteristics such as dynamic social interaction, common goals, clear time periods, distributed expertise, and clearly defined roles and responsibilities. Robbins and Judge (Decker, 2024), argue that teamwork creates positive synergy through coordinated efforts and that Phulpoto (Schmutz et al., 2019) points out the emphasis on sharing ideas and cooperation in teamwork. De Prada et al. (Gautama, 2020) also argue that teamwork involves people with common goals, interdependence between members and people who are synergistic with sufficient size.

According to Davis (Sembiring & Deni, 2022), teamwork metrics include shared responsibility, mutual motivation, maximum competence direction, and effective communication. Sharma (Setiawan, 2018) added that aspects of teamwork include clear goals, openness and honesty in communication, cooperative decision-making, an atmosphere of trust, a sense of belonging, good listening, and participation of all members. Robbins (Mahmudah et al., 2024), factors that influence teamwork include clear goals, so that members can understand the goals to be achieved, related skills, technical and personal skills, and mutual trust to work together to improve work effectiveness and achieve team goals. These factors allow teamwork to be carried out optimally, increase productivity and create a harmonious and efficient work environment (Fauzan et al., 2023).

Fundamental Interpersonal Relationship Orientation Theory or FIRO

The FIRO theory (basic interpersonal orientation) was developed in 1960 by William C. It was developed by Schultz and explains the basics of small group communication behavior. This theory explains that three interpersonal needs together: inclusion (the desire to be part of a group), control (the desire to manage others in the group) and affection (the desire



to gain emotional intimacy from other group members). Kragan and Wright added that group effectiveness is influenced by two interpersonal aspects: interpersonal needs and interpersonal processes, including openness (disclosure), trust, and empathy. The basic postulate of Firo's theory asserts that individuals are driven to include themselves in groups based on these factors that shape the dynamics of communication and interaction within the group (Lestari et al., 2023).

RESEARCH METHODS

This study uses a qualitative method with a semi-structured interview approach to understand interpersonal communication in cooperation between pure events and salilotis. The location of the study is located at the Medan Factory, Pt. Nippon-Indosari Kopindo Tbk in North Sumatra for 2 months (January - February) continuously. The data was collected through interviews with pure event organizers, as information from customers and literature, as information from customers. Data recording techniques include documents such as interviews, direct observations, and activity reports. Data analysis uses the distance traveled model and Huberman, including reducing data, displaying data, and drawing conclusions, based on valid results. The data was analyzed repeatedly during the research process to ensure its accuracy. Data validity will be tested using data triangulation techniques, where the results of interviews, observations and documents are compared to increase the reliability of the research results.

RESULTS AND DISCUSSION

Results

Informant 1: (1). Initial Name: DF, (2). Position: Head of Public Relations Pure Event

Interviewer	Informant
How long have you been working with Sari Roti Antara Pure Event Organizer?	The collaboration between Sari Roti and Pure Event has been carried out 3 or 2 months before the event took place because it certainly met several requirements before the event was held
What commitments have been built?	Certainly establishing good cooperation at the Pure Event Jar of



	Memories event and subsequent events.
How many times have you done activities together?	Before the Pure Event, we had collaborated with Sari Roti in previous activities, one of which was a campus event
In your opinion, what is the collaboration that has been carried out?	In my opinion, the collaboration between Sari Roti and Pure Event went very well and Sari Roti provided clear and very interesting feedback to Pure Event. Starting from helping in the form of money, goods and others.
Are there any examples of activities that show success?	In the Pure Event Jar of Memories activity, there were many activities that showed success, one of which was the large number of people who wanted to come but the tickets had closed. Many people were enthusiastic about the event because it was very popular with Gen Z, Gen Z, this event
What are your hopes for this collaboration?	The hope is that Pure Event will continue to be honest and responsible for what has been promised in writing and like that, we as Pure Event can work together well to provide clear and good feedback.
How did you start your collaboration?	I sent a proposal to Sari Roti, then they invited me to meet, meet to discuss how the event I run. And finally they were interested and agreed to cooperate. For certain techniques used to build good relationships in my opinion is verbal communication, because when we run a relationship with direct conversation it will attract more attention between companies and customers



Are there any specific techniques used to build a good relationship between Pure Event Organizer and Sari Roti?	The collaboration between Sari Roti and Pure Event has been carried out 3 or 2 months before the event took place because it certainly met several requirements before the event was held
Are there any situations where there is misunderstanding or conflict during the collaboration? If so, how do you resolve it?	Well, Sari Roti was late in sending the goodie bag before, but for that we resolved it by replacing it with another sponsor and moving the Sari Roti for other competition prizes.
What are your expectations for future communication between Pure Event Organizer and Sari Roti in future collaborations?	My hope from Pure Event is to continue to work well with Sari Roti and give each other good feedback in any event later.
Are there any suggestions or recommendations you would like to give to improve interpersonal communication in future collaborations?	Communication in establishing a relationship between companies in the form of sponsors to an event is certainly the most important thing is communication. Interpersonal communication, then a sense of responsibility because what has been written is a promise that must be kept and that is in accordance with their feedback.
Since when have you been involved with Pure Event Organizer/Sari Roti?	I have been working with Sari Roti since the events before Jar of Memories

Informant 2, (1) Initial Name: AKW, (2). Position: Area Sales Promotion Supervisor

Pewawancara	Informant
How long have you been working with Sari Roti Antara Pure Event Organizer?	The collaboration between Sari Roti and Pure Event was carried out 3 months before the event took place because it certainly met several requirements before the event was held



What commitments have been built?	Certainly establishing good cooperation at the Pure Event Jar of Memories event and subsequent events.
How many times have you done activities together?	Before the Pure Event, we had collaborated with Sari Roti in previous activities, one of which was a campus event
In your opinion, what is the cooperation that has been carried out?	In my opinion, the collaboration between Sari Roti and Pure Event went very well and Sari Roti provided clear and very interesting feedback to Pure Event. Starting from helping in the form of money, goods and others.
Are there any examples of activities that show success?	In the Pure Event Jar of Memories activity, there were many activities that showed success, one of which was the large number of people who wanted to come but the tickets had closed. Many people were enthusiastic about the event because it was very popular with Gen Z, Gen Z, this event
What are your hopes for this collaboration?	The hope is that the collaboration can be long, even though it has finished, it can still flow to the next generation.
How did you first start working together?	I sent a proposal to Sari Roti, then they invited me to meet, meet to discuss how the event I was running. And finally they were interested and agreed to cooperate.
Are there any specific techniques used to build a good relationship between Pure Event Organizer and Sari Roti?	For certain techniques used to build good relationships in my opinion is verbal communication, because when we run a relationship with direct conversation it will attract more attention between companies and customers



Were there any situations where there was misunderstanding or conflict during the collaboration? If so, how did you resolve it?	Well, Sari Roti was late in sending Gudibake before, but for that we resolved it by replacing it with another sponsor and moving Sari Roti for other competition prizes.
What are your hopes for future communication between Pure Event Organizer and Sari Roti in future collaborations?	Hopefully it goes smoothly and hopefully we can work together again in the next event
Are there any suggestions or recommendations that you would like to give to improve interpersonal communication in future collaborations?	First, Communication then second Feedback so that it is mutually beneficial, Third Being able to provide and make a better event so that it is more profitable. for example, like a more famous guestar
Since when have you been involved with Pure Event Organizer/Sari Roti?	I have been working with Sari Roti since the events before Jar of Memories

From the interview results, the conclusion of the interview with the two sources shows that the collaboration between Pure Event and Sari Roti in the Jar of Memories event has been well established and professional. This collaboration has started since several months before the event took place, with effective verbal communication as the main key in building relationships. Sari Roti provided support in the form of funds and goods, and provided clear feedback to Pure Event. The success of this event was also seen from the high enthusiasm of the participants, especially from generation Z, which showed that the event concept was very relevant to its target audience. There was no significant difference between the opinions of the two sources, because both agreed that good interpersonal communication and feedback were the main factors in the success of this collaboration (Humaizi et al., 2024). Although there were obstacles related to the delay in sending goodie bags, a quick and professional solution could be found without disrupting the event (Ritonga et al., 2023). The hope for the future is that this collaboration can continue and develop, even after the current generation of organizers has graduated, so that it can provide benefits for future events.

Pure Happening and Sally Loti's Collaboration are the results of GLAS When memories emerge, they can be analyzed from the perspective of interpersonal communication, which plays an important role in the success of business relationships. Interpersonal communication is the



process of direct messages between individuals or groups with the aim of achieving mutual understanding (Nasution & Harahap, 2023). In relation to sponsorship cooperation, good interpersonal communication has become an important factor in creating a relationship between the two parties that benefits both parties. This is based on the theory of organizational communication, and the importance of both communications is emphasized in creating a solid partnership (Indainanto et al., 2023).

The success of this cooperation can be seen from how pure events and communication with Sari Loti can create effective coordination from the initial stage to the event. In oral communication, we use openness and trust between the two parties, both in the form of face-to-face meetings and in discussions about event planning (Sikumbang et al. 2024). According to Harahap, interpersonal communication in business cooperation must include elements of clarity, openness, and appropriate feedback in order to make decisions that benefit both parties. In this case, Sari Roti not only provides support in the form of funds and products, but also actively provides feedback regarding the running of the event, further strengthening cooperation with pure events.

In addition to good communication, the responsibility factor is also an important factor for the success of this collaboration. In accordance with the theory of social contracts in business, effective collaboration must be based on the fulfillment of promises and obligations agreed upon. Although there were obstacles to the delay in the delivery of Goodie Bags, the pure event was an effective solution: the main sponsor of a certain part of the event and Sari for other competitive prices. We were able to overcome this problem through the coordination of Roti's contribution. This shows that good interpersonal communication helps overcome obstacles in collaboration and maintains professionalism between the two parties.

From the perspective of marketing communication theory, the success of the Jar of Memories event depends on: It also reflects the effectiveness of the brand strategy through sponsored events. Generation Z as the main target of this event showed high enthusiasm for how event tickets quickly proved themselves. This proves that sponsor support such as Sari Roti can improve their brand image and expand their market reach by participating in activities according to audience preferences. The collaboration between Pure Event and Sari Roti not only benefits event organizers, but also sponsor brands who want to strengthen their position in the market. Considering these factors, it is possible to conclude that effective interpersonal communication, responsibility in realizing commitments and marketing strategies based on sponsorship events will be the success of this cooperation. In the future, we need to continue to maintain good communication practices and transparency in providing



feedback, so that the cooperation between Pure Events and Salipan becomes stronger and more sustainable.

CONCLUSION

The conclusion of this study shows that good interpersonal communication is the main key to the success of the pure and sariti event collaboration. Effective verbal communication allows for smooth coordination from the planning stage to the implementation of the event. This is supported by clear feedback and contributions in the form of funds and goods by Sariti. The success of the event can be seen both from the high enthusiasm of the participants, from generation Z in particular, and also from the fact that the event concept is in accordance with the preferences of the target group. In terms of implementation, it is important to maintain effective communication so that the contract is clear and there are no misunderstandings. This means that in order to improve the quality of cooperation and avoid restrictions such as property delays, regular reviews of feedback from sponsors and organizers are carried out. The success of this collaboration can be the basis for building a strategic long-term relationship both at similar events and on a wider scale. This means that both parties offer sustainable benefits. Therefore, for further investigation, it is recommended to involve more respondents from various related parties and examine more on other factors that may influence the effectiveness of cooperation in sponsorship events to obtain a more comprehensive picture.

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