

Event Management Failure of Lokatara: A Case Study of an Indonesian Music Festival

Kirana Jasmine Adjani
Rennes School of Business, Indonesia

Abstract

Lokatara Music Festival is one of the most awaited Indonesian international music festivals. Since 2018, the festival has been known for its great international guest stars lineup especially for youngsters. It has gained quite huge recognition in the music festival industry in the country as it continues to be held again after its first year. Yet after the 2019 event, attendees were starting to address Lokatara as a big fiasco of music festivals. Furthermore, the event was broadly discussed on social media, receiving a high amount of negative comments as well as complaints. Thus, this thesis reflects on the events following the problems leading to the failure of Lokatara. The purpose is to identify and discuss the event management mistakes regarding the failure of this event as an Indonesian music festival.

The Lokatara Music Festival case study is analyzed using several data sources such as descriptive secondary data of Indonesian music festivals, online interviews with the event organization members, and also the attendees perspective of the festival mainly represented by their opinions on various platforms of social media.

The results of the study indicate that music festival event failure can be acknowledged as the combination of bad funding methodology, lack of visa and licensing expertise, as well as competitive marketplace.

Speaking of which, this topic was chosen due to the only quite few research studies about event management failure even though it should be prioritized within the music festival industry studies. This research includes a comprehensive analysis of music festival problems that could lead to event failure, which extends to this field of knowledge and offers relevant guidance for the industry.

Keywords: entertainment industry; funding; licensing; risk management; venue