

ABSTRAK

Raihan Ramadhan Nasution, NIM. 2211142010. Manajemen Pelaksanaan Festival Budaya Sei Wampu Oleh Karang Taruna Desa Stabat Lama Barat, Kecamatan Wampu, Kabupaten Langkat. Prodi Pendidikan Musik. Jurusan Sendratasik. Fakultas Bahasa dan Seni. Universitas Negeri Medan. 2026.

Penelitian ini bertujuan untuk mendeskripsikan dan menganalisis manajemen pelaksanaan Festival Budaya Sei Wampu yang diselenggarakan oleh Karang Taruna Desa Stabat Lama Barat, Kecamatan Wampu, Kabupaten Langkat. Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif. Informan penelitian ditentukan secara purposive, yaitu Ketua Karang Taruna Desa Stabat Lama Barat yang sekaligus bertindak sebagai Ketua Pelaksana Festival Budaya Sei Wampu. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi dokumentatif, dan studi dokumentasi. Analisis data dilakukan menggunakan teknik analisis deskriptif kualitatif melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa manajemen pelaksanaan Festival Budaya Sei Wampu sebagai festival budaya perdana dilaksanakan secara adaptif dan fleksibel. Proses perencanaan dilakukan melalui musyawarah internal dengan menyesuaikan keterbatasan sumber daya dan pengalaman panitia. Pengorganisasian dilakukan melalui pembentukan struktur kepanitiaan, meskipun pembagian tugas belum sepenuhnya tertulis dan masih bersifat informal. Pada tahap pelaksanaan, festival menghadapi beberapa kendala, seperti keterbatasan dana, perubahan jadwal, koordinasi awal yang belum optimal, serta faktor cuaca, namun kendala tersebut dapat diatasi melalui komunikasi intensif dan pengambilan keputusan langsung di lapangan. Evaluasi pelaksanaan menunjukkan adanya antusiasme masyarakat, partisipasi pemuda dan UMKM lokal, serta menjadi pembelajaran penting bagi pengelolaan kegiatan budaya berbasis komunitas di masa mendatang.

Kata Kunci: manajemen festival, festival budaya, Karang Taruna, budaya lokal, sei wampu

ABSTRACT

Raihan Ramadhan Nasution, Student ID Number 2211142010. Management of the Sei Wampu Cultural Festival Implementation by the Youth Organization of Stabat Lama Barat Village, Wampu District, Langkat Regency. Music Education Study Program. Department of Dance and Dance Arts. Faculty of Languages and Arts. Medan State University. 2026.

This study aims to describe and analyze the management of the Sei Wampu Cultural Festival organized by the Youth Organization of Stabat Lama Barat Village, Wampu District, Langkat Regency. This study used a qualitative approach with a descriptive research type. The research informants were determined purposively, namely the Head of the Youth Organization of Stabat Lama Barat Village, who also served as the Chief Executive of the Sei Wampu Cultural Festival. Data collection techniques were conducted through in-depth interviews, documentary observation, and documentation studies. Data analysis was conducted using qualitative descriptive analysis techniques through the stages of data reduction, data presentation, and conclusion drawing.

The results of the study indicate that the management of the Sei Wampu Cultural Festival, as the inaugural cultural festival, was implemented adaptively and flexibly. The planning process was conducted through internal deliberation, adapting to the committee's limited resources and experience. Organization was achieved through the establishment of a committee structure, although the division of tasks was not fully written and remained informal. During the implementation phase, the festival faced several obstacles, such as limited funding, schedule changes, suboptimal initial coordination, and weather factors. However, these obstacles were overcome through intensive communication and on-the-ground decision-making. Evaluation of the implementation demonstrated community enthusiasm, youth participation, and local MSMEs, providing important lessons for future management of community-based cultural activities.

Keywords: festival management, cultural festival, Karang Taruna, local culture, sei wampu