

ABSTRACT

This research aims to update the understanding of music concert event management in schools. Art performances are a place for young people to express themselves through dance, drama and music. Atma Asta is an art performance held by SMAN 8 Bandung since 2016, becoming a flagship annual event featuring a major music concert. The event gives students the opportunity to contribute to the planning. The name Atma Asta means Soul of Eight and has a different theme every year. In 2024, the theme is Kainova, which means success. Atma Asta supports local musicians and enhances the growth of the creative economy and promotes the Indonesian music industry. This research uses a qualitative approach that uses the constructivism paradigm to understand meaning and phenomena. The research methods included interviews, observations and document studies. Informants included event managers and experts in the field of event organizers. Data analysis techniques and source triangulation were used to test the credibility of the data. The results explain that the Atma Asta 2024 event management stages show stages that are in accordance with Joe Goldblatt's theory with the latest innovations. There are five stages, namely research, design, planning, coordination, and evaluation, with a focus on innovation and digitalization. The research suggests developing innovative event management stages, especially for music concerts, in order to create unique and quality events.

Keywords: *Atma Asta, Art Performance, Event Management, Music Concert, Stages*