

## FISIP Duwe Gawe: Communication and Event Production

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### Abstract

Communication failures are common in events. Ineffective communication leads to the failure of an event. One student music concert that has survived for nine years is the Fisip Duwe Gawe Event, organized by the Student Executive Board (BEM-KM) of the Faculty of Social and Political Sciences of the University of Yogyakarta (UGJ) Cirebon. This study aims to examine the role of organizational communication and organizational culture in supporting the continuation of the Fisip Duwe Gawe event. A qualitative case study approach was used. Data were collected through interviews with several informants directly involved in the event's organization. Data analysis was conducted using source triangulation. The results of the study address the identified problem of how organizational communication and organizational culture exist within the Fisip Duwe Gawe event. Structured and participatory communication is one factor in the sustainability of the Fisip Duwe Gawe event, whose committee tends to change annually. The organizational culture within this event is also characterized by shared traditions and values passed down from generation to generation. Good communication and organizational culture within the Fisip Duwe Gawe event contribute to the event's survival and sustainability.

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## INTRODUCTION

Students' organizational and managerial skills are often put to the test through real-world challenges outside the classroom, such as organizing large-scale events. Activities like these are not merely entertainment or a way to fulfill program requirements; rather, they serve as a real-world arena for students to apply what they have learned in communication and teamwork.

In today's increasingly competitive creative industry, events have become an effective form of mass communication for building brand image, identity, and public engagement (Getz, 2012). Events serve not only as entertainment but also as a form of cultural expression, a promotional platform, and a means of building social networks. Behind the success of an event lies an organizational communication system that involves coordination across departments (Siregar et al., 2021).

Effective communication within an organization is essential to ensuring the success of an event (Giudici dan Filimonau 2019; Eke 2020; Shah et al. 2026). The relationship between communication studies and organizational management explores how people work together to achieve organizational goals. Ineffective communication can cause events to deviate from the plan and may lead to failure (Meltareza & Sagara, 2025).

The organizational culture of event organizers influences how teams plan, organize, and execute events. The literature indicates that organizational culture determines the effectiveness of coordination, member motivation, and the organization's readiness to cope with changes

and crises at large-scale music concerts. A systematic review of organizational culture highlights the role of culture as a determinant of collective behavior that impacts organizational performance (Tadesse Bogale & Debela, 2024). Communication plays a vital role in shaping organizational culture, and one influential factor is leadership, as a leader who communicates effectively will achieve the best possible results (Agustini & Purnaningsih, 2015). According to Schein (2010), organizational culture consists of three levels: artifacts (visible cultural elements such as logos, themes, and slogans), values (principles that the team collectively embraces and upholds), and basic assumptions (beliefs held by members regarding the organization's success and inherited culture).

Student organizations provide a platform for students to develop personal skills, including communication skills. Through the programs organized by these groups, students can learn important lessons in leadership, discipline, and self-management (Kosasih, 2016).

The Student Executive Board of the Student Association of the Faculty of Social and Political Sciences at Swadaya Gunung Jati University, or BEM-KM Fisip UGJ for short, is one of the student organizations at Swadaya Gunung Jati University in Cirebon. In carrying out its duties, this student organization has various annual programs. One program that has been held every year for nine consecutive years is the Fisip Duwe Gawe music concert event.

The continuity of this event demonstrates the existence of a relatively stable system of communication and coordination within the organizing committee structure, which changes every year. In this context, students do not merely serve as technical implementers but also act as organizational communicators who manage relationships between divisions, between leaders and members, and with external parties such as sponsors and talent. Fisip Duwe Gawe is worth studying because it is not merely an entertainment event but a training laboratory for organizational communication that practices coordination and leadership within the context of student education and professionalism.

The first study according to (Dewidianto et al., 2024) shows that the success of an event is greatly influenced by harmonious communication among team members and effective coordination. A second study conducted by Hasanti, (2019) shows that organizational communication influences the success of event production. The third study, according to Altamira & Rusfian, (2019) shows that organizational culture influences the sustainability of student events.

Most of the findings from this study still focus on the communication context within commercial event organizing companies and have not yet explored in depth the role of organizational communication and the influence of organizational culture on the event planning process. In fact, in the context of educational institutions, the success of an event is determined not only by the internal coordination of the organizing committee, but also by how the organization's cultural values are applied.

The scarcity of studies that integrate organizational communication strategies with organizational culture in the context of non-commercial events in higher education makes this research particularly important. Campus events such as Fisip Duwe Gawe serve as a reflection of academic culture and organizational image, requiring strategic communication planning to attract participation, create a positive impression, and strengthen institutional identity.

This study aims to analyze the role of organizational communication and organizational culture in the organization of the Fisip Duwe Gawe concert. It is hoped that this study will

provide a clearer understanding of how effective communication strategies are implemented within the context of organizational culture on campus, and that it will make a tangible contribution to the development of organizational communication theory in the field of higher education.

## **METHOD**

This study, which focuses on the Fisip Duwe Gawe event, employs a qualitative approach using the case study method, with informants' responses serving as the primary focus of the data collection and analysis process. The case under investigation is communication within an organization. A case study not only answers the "what" and "how" questions but also examines the process by which an event unfolds (Sinaga, 2025). In this study, the question "how" is used to explain the communication processes that occurred during the production of the Fisip Duwe Gawe event. The question "why" aims to explain why certain communication patterns emerged and influenced the event production process. The researcher also employed participant observation, meaning that the researcher could also serve as an informant because of their prior active involvement in the event under study, thereby ensuring that the data collected would be more comprehensive (Sugiyono, 2013). The criteria for the informants who will be the subjects of this study are students in the Faculty of Social and Political Sciences at Swadaya Gunung Jati University in Cirebon who have previously served on the organizing committee for the Fisip Duwe Gawe event. This study was conducted at UGJ Cirebon Campus 3.

Data collection was conducted using various methods, including in-depth interviews and document analysis—such as posts in social media groups which were then analyzed in depth to draw conclusions. The researcher analyzed the responses provided by the informants. The researcher conducted interviews until he or she deemed that credible data had been obtained (Sugiyono, 2013). The researchers validated the data through source triangulation. Source triangulation was conducted by cross-checking the data obtained from multiple sources. The data from these various sources were described and categorized to identify commonalities, differences, and specific details across the three data sources (Sugiyono, 2013).

## **RESEARCH RESULTS**

### **Event Production**

In practice, the FISIP Duwe Gawe event is organized by several divisions: the event, publicity, public relations, logistics, production, security, catering, decoration, and ticketing divisions (Muhammad, 2026). During the pre-event phase, each division focuses on its own tasks. This is followed by coordination among the various divisions. At this stage, coordination is the key factor in ensuring the success of this phase.

During the event, the organizing committee focused on their respective roles. The committee was divided into several roles. The event division consisted of a stage manager, stage crew, liaison coordinator, show director, and timekeeper. The security, publicity, logistics, and catering divisions were stationed at various points to ensure every corner of the venue was well-managed. The ticketing division was responsible for managing the ticket exchange area and on-site ticket sales.

In the post-event phase, the organizing committee conducts an evaluation of the entire event. This includes work ethic, incidents that occurred during the event, communication

among committee members, alignment between execution and planning, and so on. This evaluation is an important step taken to identify areas for improvement in future events.

## The Role of Organizational Communication in Supporting the Production of the FISIP Duwe Gawe Event

The Fisip Duwe Gawe event is organized by BEM-KM Fisip, one of the campus organizations at UGJ. As part of its organizational activities, BEM-KM Fisip UGJ runs various programs, such as Fisipiade, West Java, and Fisip Duwe Gawe. Fisip Duwe Gawe is a flagship program that is held annually. This is a major event involving many parties. Therefore, communication is crucial in executing this event.

### 1. Downward Communication

Downward communication is facilitated through a mechanism whereby the executive chairperson conveys instructions to each division coordinator and committee member. Instructions are communicated through coordination meetings and general meetings, and are reinforced with written notes and digital media such as WhatsApp groups. This approach helps minimize misunderstandings and ensures consistency in work across divisions. Coordination meetings and general meetings are held at least once a week. Coordinators' meetings are attended by the Steering Committee, the Chair of the Organizing Committee, the secretary and treasurer of the event, as well as coordinators from each division. General meetings are attended by the entire organizing committee.

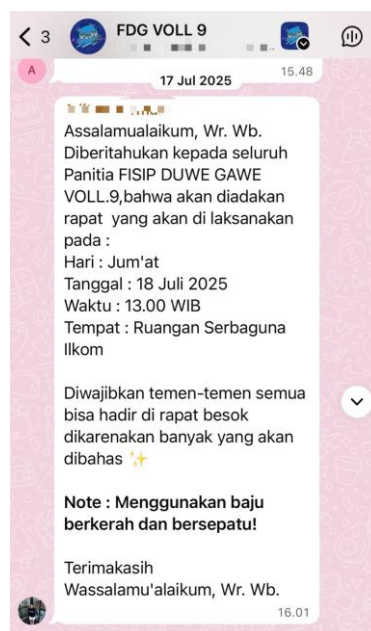


Figure 1. Instructions via the WhatsApp Group @fdgvoll9

Source: Researcher's Documentation

Based on the interview results, a supporter stated, “The chairperson gives instructions via a WhatsApp group and provides direct, face-to-face instructions during general meetings. The way they convey these instructions is firm yet relaxed, so it’s clear what needs to be done.” (Zahranisa, 2026). These findings indicate that downward communication within the event

organizing committee is not only focused on conveying instructions but also takes emotional aspects into account.

## 2. Upward Communication

Upward communication is relatively open. This is reinforced by a committee member's statement: "The leadership is quite open and welcomes all suggestions from its members." (Zakia, 2026). The chairperson gives members the opportunity to voice their criticisms, suggestions, and ideas, which are then discussed, considered, and incorporated into the decision-making process.

Based on the interview results: "I am very open to criticism and suggestions because I believe they are useful for improving the committee's performance." (Muhammad, 2026). The executive chairperson views feedback from members as a crucial factor in improving the committee's performance, which in turn contributes to the event's success. Supporting informants also confirmed that the leadership tends to be responsive and open to all constructive suggestions. These findings indicate the existence of healthy, two-way participatory communication between leadership and members.



**Figure 2. General Meeting**

Source: Researcher's Documentation

The leadership's openness to member feedback fosters a warm organizational climate and enhances members' sense of involvement and ownership in the event planning process. These findings indicate that upward communication is not merely a formal process, but an integral part of the committee's work culture.

## 3. Horizontal Communication

Horizontal communication between divisions is considered effective due to regular coordination, progress cross-checks, and cross-divisional discussions. Challenges that arise, such as delayed responses and overlapping tasks, are resolved through open clarification and joint mediation. My informant, Aburizal, the executive chair, stated that inter-divisional communication is effective thanks to regular coordination. Challenges are resolved through joint mediation, open discussions, and adjustments to task assignments to prevent overlap. This communication pattern contributes to the smooth operation of the committee. In addition to formal meetings, to strengthen relationships among individuals within the committee—

particularly within each division—the committee holds informal gatherings outside of general meetings.

#### 4. Communication Skills

Communication within the Fisip Duwe Gawe organizing committee tends to be participatory and collaborative. Regular meetings and periodic evaluations reinforce face-to-face interaction. Committee members feel comfortable sharing their ideas and opinions and are able to actively participate in discussions, reflecting an inclusive and open communication environment.

According to the informants, based on the interview results, the important communication skills are “the ability to convey messages clearly, listen actively, and maintain proper communication etiquette.” (Muhammad, 2026). These communication skills highlight the importance of effective communication within an organization, including actively listening to and responding to messages from others.

Based on interviews with informants, it can be concluded that participatory and structured communication within an organization greatly contributes to the successful delivery of messages at an event. One of the key elements in an organization is leadership. A leader who communicates effectively is able to build an effective team.

### Organizational Culture at the Faculty of Social and Political Sciences

The FISIP Duwe Gawe event is one of the non-academic activities organized to foster students’ creativity, competencies, and communication skills. In practice, the success of an event is not determined solely by technical aspects and thorough planning, but is also influenced by the organizational culture that develops within the organizing committee.

#### 1. Artifacts

According to interviews with informants, “The theme tends to remain the same from year to year—namely, Art and Culture. For FDG Vol. 9, the theme is Art, Culture, and Journey.” (Muhammad, 2026). A supporter interviewed stated, “The FDG logo has remained the same every year—you could say it’s been passed down through the generations. The only thing that changes is the number at the end, which reflects the year the event is held.” (Zakia, 2026). Based on the results of interviews at the artifact level, culture is evident in the event themes and logos, which remain relatively consistent from year to year.



Figure 3. FDG Logos for Vol. 7, Vol. 8, and Vol. 9

Source: Instagram @\_fisipduwegawe

The logo falls into the category of an artifact because it is visible, and it is a cultural element because it is a logo that has been passed down from generation to generation every

year. The consistency of the theme, logo, and traditions serves as a symbol of continuity that strengthens the event organization's identity. This culture functions as an unwritten guideline that helps the organizing committee navigate challenges, such as time constraints and miscommunication. Recognition is given in the form of words of appreciation and gifts that prioritize togetherness. One example is organizing a fun activity after the event concludes. A disciplinary system is implemented when an organizer violates the agreed-upon rules. Penalties may include verbal warnings, written warnings, or minor disciplinary actions agreed upon by all parties.

## **2. Values**

Values are principles that the committee embraces and that each member holds in high regard. According to the interview findings, "The values we uphold are responsibility, teamwork, and professionalism, which are put into practice through a clear division of tasks within each division and a commitment to meeting deadlines." (Muhammad, 2026). This value is consistently felt by informants from different generations of committee members.

## **3. Basic Assumptions**

According to the informant, the success of an event is defined not only by its successful execution, but also by audience satisfaction, the achievement of goals, the absence of a deficit, and the fostering of a warm sense of camaraderie among the organizing committee. As the informant put it, "For me, an event is successful when the audience is satisfied and the goals are met—it's not just about getting the event over with." (Zahranisa, 2026). This assumption serves as the foundation for the committee's work practices when facing obstacles and changes that arise during the event production process. Key informants also stated that the committee is able to effectively overcome any obstacles because its members share the same values and goals. Furthermore, any miscommunications are promptly resolved so they do not become prolonged obstacles.

Communication plays a significant role in fostering an organizational climate that contributes to the development of organizational culture. The purpose of communication in the organizational process is none other than to foster mutual understanding (Mas & Haris, 2020). The communication style employed by the Fisip Duwe Gawe organizing committee tends to be structured, aligning with the existing organizational structure. Additionally, the Committee Chair fosters participatory communication, thereby cultivating an inclusive organizational culture. Openness to ideas and criticism strengthens members' sense of ownership of the event. This aligns with research on the Kartini Youth event, which concluded that participatory and open communication is effective in organizing events that are more structured and aligned with the vision (Firnanda & Oktavia, 2025).

Based on the researchers' analysis, the downward vertical communication pattern in the FISIP Duwe Gawe event ensures that every member of the organization clearly understands their roles and responsibilities in organizing the event, while transparent upward vertical communication opens opportunities for members to participate and contribute innovative ideas to improve collective performance and foster healthy relationships for the event's sustainability. Dynamic horizontal communication strengthens coordination and collaboration across divisions, which is crucial for avoiding miscommunication in the production of large-scale events. The presence of evaluations and meeting minutes reinforces the role of communication as an instrument of organizational control and learning. This indicates that the

Fisip Duwe Gawe organizing committee implements communication channels effectively and in a relatively balanced manner.

The management of the Fisip Duwe Gawe event is guided by communication ethics that are valued and mutually agreed upon. The organizing committee always ensures that messages are received accurately, thereby preventing misunderstandings or the spread of misinformation during the process of conveying and receiving messages. This demonstrates effective communication management within an organization (Siregar et al., 2021). In addition, it can be concluded that both parties engage in two-way communication. This is necessary to ensure that their shared goals are achieved (Mas & Haris, 2020). Two-way communication is not only understood as the process of conveying information from leaders to members, but also as an interactive mechanism that fosters continuous feedback among members and between committee divisions.

Two-way communication during the pre-event phase serves as a means of coordination and clarification of tasks. Work instructions issued by the committee chair can be addressed directly through ideas, questions, suggestions, or feedback from members. In the Fisip Duwe Gawe event, two-way communication within the organizing committee ran smoothly.

Two-way communication during the event execution phase serves as a situational control system. Two-way communication on the day of the event is a crucial tool for maintaining operational stability and ensuring the event's continuity. During the event, coordination among committee members is essential to prevent miscommunication.

Two-way communication during the post-event phase serves as a collective platform. Every committee member has an open forum to share their opinions about the event in order to support its improvement and sustainability. During this phase, the committee examines the shortcomings and mistakes that occurred during the event.

The organizational culture formed during the Fisip Duwe Gawe event, when analyzed using Schein's organizational culture theory, falls into three categories. The physical manifestations of the Fisip Duwe Gawe event—such as the logo and the consistent annual theme—demonstrate a tradition passed down from previous generations to the new generation. Behavioral manifestations are evident in the tradition of group photos with the organizing committee and group chants as expressions of enthusiasm. Verbal manifestations are formed by the enthusiastic chants shouted before and after the event (Siregar et al., 2021).

The sustainability of the Fisip Duwe Gawe event is inseparable from the synergy and integration between organizational communication and organizational culture. During the planning phase, organizational communication serves as a means of shaping the committee's work culture. Through regular meetings, discussions, and coordination among divisions, a shared understanding of the event's objectives is established. A structured communication pattern facilitates the transfer of knowledge between generations of committee members, from the previous committee to the new one. Meanwhile, organizational culture ensures that values are maintained even as the committee's structure changes every year. With each leadership transition, the established values, traditions, and patterns of organizational communication are passed on to the next committee through members of the previous committee who remain involved in the event's organizing body.

The combination of effective organizational communication and a consistent organizational culture fosters stability in event production. This stability is evident in the

consistent values and traditions that remain unchanged year after year. Effective organizational communication not only serves operational purposes but also helps ensure the continuity of the event.

## CONCLUSION

Organizational communication and organizational culture are closely intertwined and mutually reinforcing in supporting the sustainability of the Fisip Duwe Gawe event. Effective communication prevents miscommunication, which can lead to the failure of the event. The organizational culture fostered by this event reflects traditions passed down from one generation to the next. A participatory and open communication style fosters an organizational culture with a warm, collaborative atmosphere, thereby creating a sense of ownership that promotes effective communication. The open communication style evident in the Fisip Duwe Gawe event is reflected in the leadership's openness to ideas, suggestions, and criticism from members. The participatory style is evident in members' active engagement in offering ideas, criticism, and suggestions to support the event's sustainability. The integration of communication and organizational culture facilitates the transfer of knowledge, values, culture, and communication practices across generations of organizing committees, ensuring that the Fisip Duwe Gawe event can continue to take place sustainably despite the annual turnover of leadership. The sustainability of the Fisip Duwe Gawe event is not merely the result of technical aspects of event production, but rather the outcome of structured organizational communication management and the consistent development of an organizational culture that is continuously passed down within the organizing committee.

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