

AIA Vitality Women's 10K Event Management by AIA Indonesia in an Effort to Increase Indonesian Women's Health Awareness

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ABSTRACT

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AIA Vitality Women's 10K is a running event organized specifically for women as a commemoration of International Women's Day. This event was held by the insurance company AIA Indonesia in Solo City which was attended by approximately 1000 participants with the majority of women. This research is intended to find out how the AIA vitality women's 10k event management strategy as an effort to increase women's health awareness in the field of sports. This research uses a descriptive qualitative approach method. The data sources used are primary data by conducting interviews with participants and organizers, and secondary data by conducting content analysis through social media instagram. The data analysis technique used in this research is data reduction, data presentation, and conclusion drawing. To ensure accurate data, this research uses data triangulation as part of obtaining data that can be accounted for.

1. Introduction

Health is the state of a person's soul that is peaceful, peaceful and free from disease. Health is an important part of a person's productivity activities, especially for women. According to (*World Health Organization - WHO*) women's health is a complete, prosperous condition of women, both physically, mentally and socially. The condition of women's health is currently something that needs to be considered to improve women's welfare. Women who have a healthy body condition will be more enthusiastic in living family and social life, because along with the development of the era, not only men have an important role in life but women are also an important aspect of daily life. However, over the past few years, women's health in Indonesia has received less attention. Based on health cases experienced by women, there are several types of women's health disorders that require treatment by exercise including mental health disorders as much as 53%, obesity as much as 16.58%, and non-communicable diseases as much as 23%. Seeing the diseases that can occur in women, it is necessary to handle efforts to prevent and improve their health, one of which is by exercising because exercise can help overcome these problems (Pranata, 2022).

The government's lack of attention to women's health has made women in Indonesia realize that they need activities such as exercise to save themselves. Exercise is an activity that a person does to maintain the body's endurance to be healthier and fitter. Sport is a solution for women to continue to maintain their physical, social and mental health. Based on the times, the level of women's interest in sports is getting higher (Intan & Suci, 2019). Based on data from Kemenparekraf as many as 56% of Indonesian women are interested in this type of sport. Running is a sports activity that involves body movements to train physical endurance. Not only to maintain endurance, exercise can also help

women to reduce stress and anxiety. Although exercise can be done at any time, currently there are still many women who neglect their health, they think that exercise is an activity that hurts the body. Therefore, there needs to be an effort to eliminate prejudices about exercise and there must be an effort to increase awareness of health, because health is an important part of everyday life (Fajar et al., 2024).

In an effort to support women's health awareness, there are insurance companies that are *aware of* health issues, the company is AIA Financial Indonesia. To increase women's health awareness, as well as efforts to improve the company's image, AIA Indonesia is trying to create an event that can be used as a promotional event that has benefits, especially for women. By seeing the high interest in sports, especially in running, AIA Indonesia is interested in forming and holding a running event called AIA *Vitality Women's 10K* (Komang et al., 2020).

AIA *Vitality Women's 10K* is a running *event* created specifically for women which is held annually to coincide with International Women's Day. In 2024 AIA *vitality women's 10k* was held in Solo City by inviting approximately 1000 women to participate in enlivening this *event*, AIA *vitality women's 10k* is also the only running *event* in Solo City where the majority participants are women to commemorate International womens day. AIA Indonesia has a firm determination to hold a sports *event* for women with the aim of increasing awareness of health. Seeing the high interest of women in running sports, AIA Indonesia chose to hold a run as an international womens day celebration *event*. Therefore, AIA *vitality women's 10k* is present as an educational tool to explain the importance of health in women so that the whole community, especially women, are increasingly aware of a healthy lifestyle through sports (Anggoro et al., 2023).

In the implementation of the AIA *vitality women's 10k, event management* is an important part because this is a reference for creating interesting *events*, AIA Indonesia must be able to create strategies to make *audiences* who are not interested in participating in sports *events* become interested in participating in enlivening this *event*. (Zulkifli et al., 2022). The *event management* strategy designed must include a series of *events* starting from *pre-event, event, to post-event*. In this *event* AIA Indonesia also collaborates with *brands*, and *public figures* the aim is to support and support the AIA *vitality women's 10k*. In addition to conveying information about AIA *vitality women's 10k*, AIA Indonesia also utilizes social media, especially Instagram @womens10k to reach a wider *audience* through photos and videos. All posts made always include the *tagline #RiseUpThePlayground*, this *tagline* is used to describe a woman's self-expression freely without burden. This *tagline* is a promotional process so that this *event* has a characteristic so that it can attract attention from the public and to convey the values of the AIA *vitality women's 10k*. Therefore, as the organizer, AIA Indonesia must be consistently responsible for the AIA *vitality women's 10k event management* strategy so that it is not only a means of increasing participant participation but also a means of increasing women's awareness of health through sports (sadeli & Sosiawan, 2020).

Based on previous research by Anggoro et al., (2023) in his writing entitled "Cultural Event Management as a Tourism Attraction in Ponorogo Regency" states that *event management* is an important part of the implementation of an event, especially in efforts to increase tourist visits. This study uses the literature *research* method by explaining the stages of event management starting from *research, design, planning, coordination, and evaluation*. This strategy is considered successful in an effort to attract tourist visits, but this study does not show comprehensive data on the development of tourist attraction before and after.

According to Aurora M. Garcia Vallejo et al., (2020) in his article entitled "*What's Behind a Marathon? Process Management in Sports Running Events*" states that this research focuses on the management and mapping process in organizing marathon sports events. This research also identifies the marathon area and the event management process, but is limited in terms of generalization of results which only focuses on a few *events*.

Finally, in previous research according to Haendari, S. N., & Salma, A. N. (2021) in his writing entitled "Indonesia Hijab Fest *Event Management* Strategy in Attracting Tenants and Visitors in the *New Normal Era*" stated that this research was conducted to help MSMEs in the *fashion* sector and help the development of a declining creative industry by analyzing *event management*. This research uses the constructivism paradigm to get the results of interactions from informants regarding the strategies needed in organizing this *event*. However, based on the data obtained from informants,

the implementation of the Indonesia Hijab Fest event requires the development of a marketing *public relations* strategy to support the stages of the *event management* strategy in an effort to attract visitors and tenants.

The three studies described are fundamental to distinguish between previous research and research conducted by the author. The author will conduct research with the title *AIA Vitality Women's 10K Event Management* by AIA Indonesia in an Effort to Increase Women's Health Awareness. This research has significant differences with the three previous studies despite having the same context regarding *event management*. This research will focus on running *events* for women and how the implementation of *event management* strategies is carried out in increasing women's awareness of health. This is done as a form of actualization of women who have equality with men, so that this research can fill the research gap regarding *event management* strategies.

This research aims to explore how the *event management* strategy carried out by AIA Indonesia in implementing a running *event* for women. The main focus includes the implementation of strategies chosen to increase *audience* interest in an *event* as an effort to raise awareness about women's health. The formulation of the problem that will be examined in this study is how the *AIA vitality women's 10k event management* strategy carried out by AIA Indonesia to increase *women's* health awareness.

1.1 Event Management Theory

This research uses the *event management* theory developed by George R. Terry. *Event management* is a step used to plan activities, carry out activities, and is used to assess the uniqueness of the *event* so that it runs according to the desired goals. Planning, implementation, and assessment become an interrelated process to direct and achieve targets in accordance with human resources (Terry, 2020).

Planning is the process of preparing or making decisions on an action. This is done to prevent any errors in the planned strategy. *Planning* has several aspects that must be done as a reference in the implementation of the *event*, here are the aspects that are done:

1. Determine who the target of the *event* is.
2. Determine what the purpose of the *event* is.
3. Set a strategy to achieve the goal.
4. Source and determine resources as needed.
5. Set targets for *event* success.

These five aspects can be used as a reference for organizers, because an *event* must be managed clearly by considering the aspects that are key to running an *event* (Rohman, 2018).

Organizing is the process of preparing the *job desc* of each individual in each division. The process of distributing *job descriptions* must pay attention to several things to create a work environment that is in line, starting from the allocation of human resources, duties and responsibilities, training, and individual placement. This process must be done properly so that each individual in each division can work effectively and easily communicate to achieve the planned goals (Saputra, 2019).

Implementation is the decisive stage of the implementation of an *event*. Whether or not an *event* runs depends on all parties responsible. At this stage all the plans made will be seen how successful they are in achieving the desired goals. In addition, this stage will also determine how responsible all human resources are in carrying out their work.

Supervision is one of the decisive parts in ensuring a series of activities in an *event*. This process is considered important to find out whether all designs made have been implemented properly and in accordance with procedures. In supervision activities, there are aspects that must be done, namely by evaluating, correcting, and finding solutions. Evaluation is carried out to find out all the obstacles that occur during the *event*, corrections are made to correct all the obstacles experienced, and the search for solutions is carried out to correct mistakes as guidelines for the implementation of future *events* (Adawiyah, 2020).

1.2 Liberal Feminism Theory

This research also uses the theory of liberal feminism developed by Mary Wollstonecraft. Liberal feminism theory is a theory that focuses on the process of equalizing

women with men in all fields. Liberal feminism theory develops in accordance with changes in the vision and concept of the feminist movement. The theory of liberal feminism comes as a form of society's ideas in supporting the development of women who are equal to men. The purpose of feminism is to express women's self-esteem. According to Mary Wollstonecraft, liberal feminism has basic principles where women and men have a big role in life, women have the right to self-determination, women deserve respect, health, safety, and voting rights for women against women.

In an effort to increase women's health awareness through running, the theory of liberal feminism has a framework that supports women's participation in physical activities to empower and strengthen themselves. This theory emphasizes the importance of women's right to control their body health through exercise so as to overcome social stigma about gender roles that limit women's physical activities. In addition, this theory also has a relationship with this research because it is used to support women's actualization in order to have equality with men, so that this research can increase public awareness about gender equality and can fill the research gap regarding *event management*. Therefore, in this study, liberal feminism theory is considered appropriate because it concerns a healthy lifestyle that can be carried out by women not only by men (Rohmata et al., 2018).

2. Method

The research chosen with the title *AIA Vitality Women's 10K Event Management by AIA Indonesia* in an effort to increase women's health awareness is a type of descriptive qualitative research. The use of a descriptive qualitative approach is considered appropriate to describe the conditions during the *event* to clearly describe how the implementation of *event management* is designed for the implementation of the *AIA vitality women's 10k* (Sri Annisa & Mailani, 2023). This research uses data sources, namely primary data and secondary data. Primary data will be obtained from sources of information by conducting interviews with 4 informants, namely 2 organizing committees and 2 participants from the *AIA vitality women's 10k*. Meanwhile, secondary data will be obtained indirectly through the management of pre-existing data through observation, and documentation. To support data sources, this research uses data collection techniques in the form of interviews, observation and documentation. The data analysis technique in this research uses the data analysis model from Miles & Huberman (2014), namely by data reduction, data presentation, and conclusion drawing. To test the validity, this research uses data triangulation to ensure the truth of all data that has been collected.

3. Result and Discussion

3.3 Result

AIA vitality women's 10k is an *event* organized as an initiative to commemorate International Women's Day. *AIA vitality women's 10k* was formed to support women's participation in sports and provide education about the importance of awareness of women's health both from physical health and mental health. The implementation of *AIA vitality women's 10k* also has a vision to increase the number of active women in Indonesia and a mission to become a platform for all women to move to grow and rejoice through action. This research applies the theoretical framework put forward by George R. Terry with several stages of *event management* strategies including planning, organizing, implementing, and monitoring. With an in-depth analysis, the results of this study will explain how effective *event management* strategies are in organizing the *AIA vitality women's 10k* and how the impact of women's participation in sports activities as a form of their health awareness. The following stages are used as *event management* strategies (Fathoni et al., 2023).

3.1.1 Planning

The planning stage is a very important stage in the implementation of an *event* because planning is the foundation of the entire process of implementing the *event* in order to achieve its goals. Planning of the *AIA vitality women's 10k* takes place by paying attention to several stages

starting from the time of implementation, target *audience*, objectives, location, *venue*, *timeline*, *rundown*, *founders*, *sponsorship*, and promotional strategies. The successful planning process was proven by the time planning which was carried out on March 3, 2024 with a target *audience* of approximately 1000 women which aims to support women's movements and women's awareness about health. Then in terms of location, this *event* will be held right in the center of Solo, namely at Pura Mangkunegaran, where Pura Mangkunegaran is one of the places that has an existence in Solo. AIA *vitality women's 10k* is also very concerned about the *venue* points for several purposes such as *race pack* collection, *start & finish gate*, *meeting point*, *medical booth*, *food tenant*, *photo booth*, *musholla*, *bag drop*, *ice bath*, *playground*, and *venue sponsors*

During the planning process AIA *vitality women's 10k* prepares a clear *timeline* to provide information to the *audience* regarding the registration period, *Sunday run* as a warm-up before the day of implementation, *coffee shop takeover*, *press conference*, *race pack* collection, *shakeout run* as a warm-up h-1 *running*, and the last is *race day*. In order for the *event* to take place systematically, AIA *vitality women's 10k* also prepares a *rundown* that is published through social media to make it easier for *audiences* to get information on running time on D-day by providing information about *open gate*, runner arrival, warm-up, opening, *flag off*, running time, winner announcement, and closing.

All aspects of planning are not only technically focused, but must involve experience. With the experience possessed by each individual, all job desks will be neatly organized so that the event can run according to its purpose. In this aspect, there are important parts that must be considered to form a mature plan, first the communication process between teams must be clear and transparent, second the coordination between teams must be in accordance with the *rundown* and *timeline*, finally the team must be responsible for each jobdesk.

An *event* certainly cannot be separated from the sponsor, therefore to support financial and non-financial needs, AIA *vitality women's 10k* involves several parties to become sponsors during the *event* to help financially and non-financially during the event. This sponsorship is important because it can increase *brand awareness* (Salma, 2018). The following are the *sponsorship* parties of AIA *Vitality Women's 10K*: (1) *Asics*, (2) *Made for women*, (3) *Exsport Bag*, (4) *Aqua*, (5) *Pocari Sweat*, (6) *Labore*, (7) *Wardah*, (8) *Tavi*, (9) *Herbana*, (10) *Kahf*, (11) *Earth Love Life*, (12) *Royal Sports*, (13) *Bettr Visual*, (14) *Fotoyu*, (15) *Human Connection*, (16) *Harris hotel*, (17) *Alila Solo*, (18) *Jw Naungan Co-Living* (19) *Andien Aisyah Fondation*, (20) *Bagasi*, (21) *Fitbar*, (22) *Rumah Atsiri*, (23) *TBD*, (24) *Thule*, (25) *Wotsons*.

The promotion process at this *event* is also very concerned to attract *audience* interest. Various strategies are used to reach *audiences*, especially women from various circles (Zulkipli et al., 2022). The main platform used as a promotional platform for AIA *vitality women's 10k* is Instagram. Instagram social media from AIA *vitality women's 10k* is @womens10k with 13.7 thousand followers, 676 posts, and 118 follows. Promotion carried out through Instagram is by sharing uploads of both photos and videos that display the excitement of running as a form of preparation for the D-day, interesting running equipment, *strolling around* Solo City, and one of them is a video upload featuring remarks from Kanjeng Gusti Pangeran Adipati Arya Mangkunegara IX. All uploads on Instagram social media are packaged using attractive *fonts* that are easy to read, and use a combination of bright colors to create cheerfulness so that they can attract the interest of the *audience*.

Not only promoting through social media Instagram AIA *vitality women's 10k* also conducted a *press conference* which was held on February 12, 2024 by inviting one of the famous singers Andien Aisyah who also has a hobby in running sports and is *aware of women*. This *press conference* is used as a forum to explain what AIA *vitality women's 10k* is, the involvement of *public figures* also helps to reach a wider *audience* so that the target *audience* increasingly believes in the implementation of this *event*. In addition, to attract *audiences*, AIA *vitality women's 10k* provides *race packs* in the form of *BIB numbers*, *totebags*, *jerseys*, and other attractive prizes.

3.1.2 Organizing

In the process of organizing the AIA *vitality women's 10k event*, it is carried out well, where the committee structure process is divided according to the *job desc* that has been determined. The

organizing process is the main key in *event management* because it aims to ensure that all elements can run effectively. During the organizing process, AIA *vitality women's 10k* collaborated with several agencies to contribute in preparing the AIA *vitality women's event*. In an *event organizer* is an important component to design a concept in accordance with the purpose of an event. *Event organizer* or often called EO can be an effective communication platform to create activities more professionally (Muhamad Syahrul Aziz et al., 2022).

To carry out the event on a large scale and professionally AIA *vitality women's 10k* is working with *Event organizer* from Synchrony.Id. During the organizing process Synchrony.Id will prepare various activity needs such as concept, location, *venue*, *timeline*, *rundown*, *tenants*, decoration services, photography, and work with medical personnel. The implementation of AIA *vitality women's 10k* is also inseparable from *show management* to support an event to run well and lively. To carry out the *event*, AIA *vitality women's 10k* cooperates with the team Ideunik Corporate.

During the *event*, *show management* is divided into several teams including: (1) *show director*: The *show director* team is responsible for events ranging from artistic, stage, sound, *lighting*, *awarding*, and several other things. The *show director* will lead the event and direct the entire team to work according to their respective *job descriptions* so that the *event* can run festively in accordance with its objectives. (2) *Mc briefer*: The *Mc briefer* team has an important role to provide information to participants through the MC that has been determined. *Mc briefer* will prepare the script and coordinate with the speaker to ensure the speaker understands the details of the *event* from AIA *vitality women's 10k*. (3) *Stage manager*: this team will work with the *stage crew* to organize the event by preparing the stage layout, sound techniques, and lighting. (4) *Project officer*: this team is responsible for communication with the client, coordination with the technical team, and coordination with the logistics team.

The implementation of AIA *vitality women's 10k* is also assisted by Pandara Sport to organize *race management*. During planning, Pandara Sport will determine the running route according to the specified kilometer's of 10km. The prepared route must consider accessibility, and terrain to make runners safe and comfortable during the run. In addition, pandara sport is also responsible for organizing registration, payment, data management, determining *Cut Off Time*, *briefing*, and preparing field teams such as pacers, sweepers, marshals, and *water station* teams.

During the organizing process, AIA *vitality women's 10k* conducts branding and promotion processes through social media. AIA *vitality women's 10k* in collaboration with Big Change Agency, this team will be responsible in terms of promotion and branding through social media, especially Instagram. This team is responsible for preparing attractive promotional concepts by doing several things including digital campaigns, collaborations, Q&A through Instagram *stories*, and *giveaways* to attract *audience* interest. The promotion and branding process of the AIA *vitality women's 10k* is said to be successful because the audience reach reached 1,069,187. (Faistin, 2022).

3.1.3 Actuating

The results showed that the implementation of the AIA *vitality women's 10k event* was successful because it was in accordance with the planned objectives. Some of the main factors that are key to the success of this *event* include:

1. AIA *Vitality Women's 10k* successfully reached the predetermined target of 956 participants. All participants who participated in this *event* were dominated by participants from Central Java with a percentage of 39.8%, followed by participants from DKI Jakarta with a percentage of 25.9%, and the last was participants from West Java with a percentage of 9.7%. Furthermore, in terms of age, participants who have a high interest in this running *event* are dominated by women aged 26-34 years with a percentage of 44.4%, then for ages 35-42 years as much as 23.2%, and finally participants aged 17-25 years as much as 16.9%.
2. The *venue* arrangement of the AIA *vitality women's 10k* is also very well organized, where all sponsors get a booth with an order that matches the specified concept. Not only booths from sponsors, the team from AIA *vitality women's 10k* also provides several *booths* such as *refreshment*, *photo booth*, *playground*, *character make-up*

booth, and *haird o*. The purpose of the booth is to make all participants more enthusiastic and more active. The purpose of the *booth* is to make all participants more enthusiastic, and happy during the *event*. And to support the safety of all participants AIA *vitality women's 10k* also provides medical for participants who experience fatigue or injury.

3. The implementation process went according to the concept. The entire team succeeded in carrying out the planning well in terms of *venues*, logistics, tenants, entertainment, and during the run. This made AIA *vitality women's 10k* received very positive feedback and enthusiasm from the participants. This feedback and enthusiasm can be proven by the participants' responses expressed through their social media posts and through the comment column of @womens10k social media.

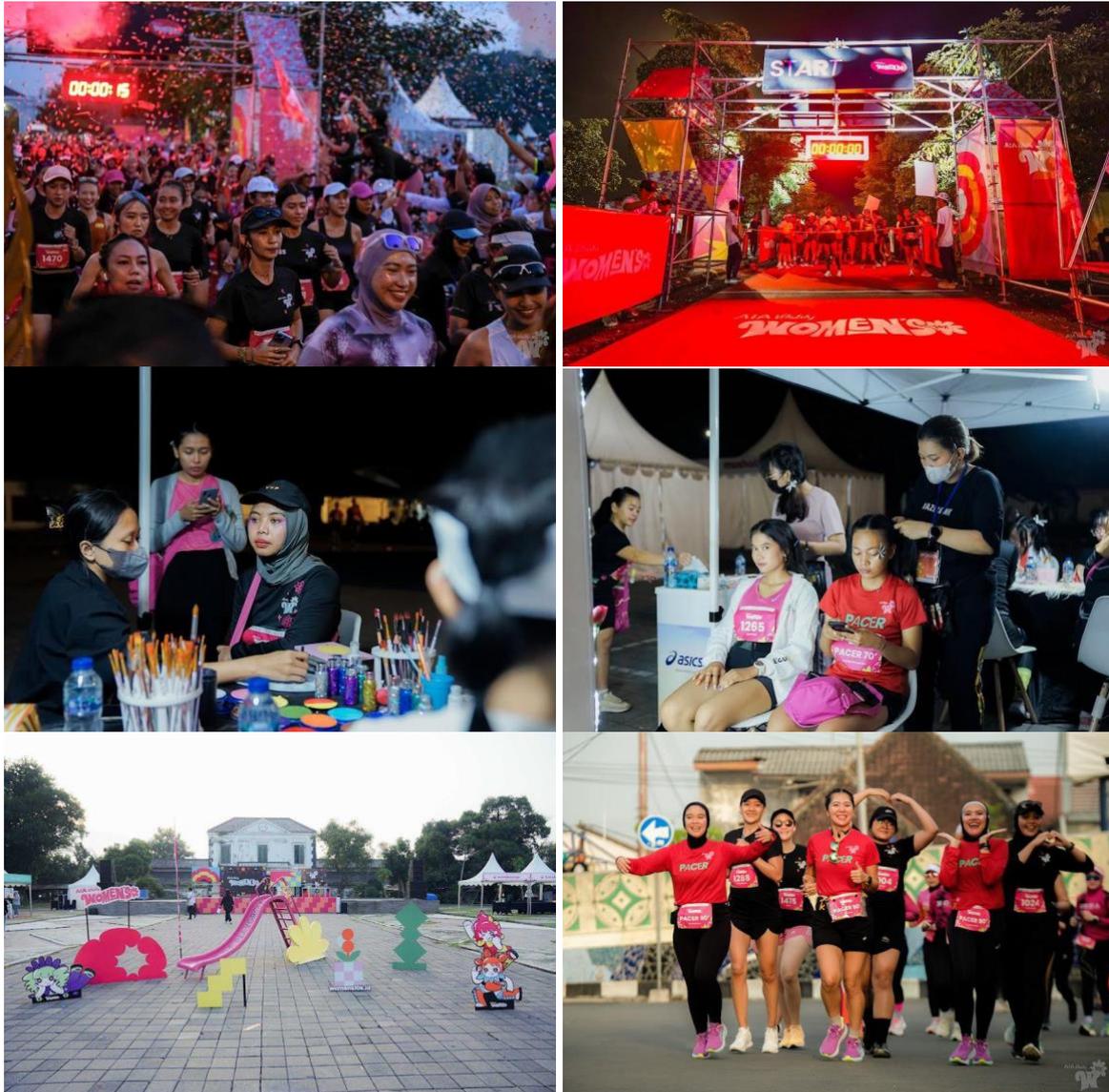


Figure 1. Documentation of The Women's 10K (Source: Documentation of Women's 10K)

3.1.4 Controlling

This supervision is an important element to ensure that the entire series of events can run according to the specified plan. During the interview results checking stage, participants had different opinions, with the first informant feeling that the event had no shortcomings, while the second informant felt that the event had shortcomings. Furthermore, according to both informants from the

AIA Vitality Women's 10K team, this event had no shortcomings and went well. During the interview, informants from AIA vitality women's 10k also explained that the entire team worked well and responsibly, and they hope that in the future this running event can expand its cooperation, especially with the running community.

3.1.5 Liberal Feminism

Liberal feminism is a theory developed by Mary Wollstonecraft. This theory focuses on the process of equalizing women with men in various fields. In an effort to increase women's health awareness through exercise, liberal feminism theory is implemented as a framework that supports women's physical activity without pressure (Amaliya et al., 2024).

The results of this study also explain how the liberal feminism theory relates to the AIA vitality women's 10k event. AIA vitality women's 10k is not just a running event for women, but this event also pays attention to several important factors to support women's awareness about health through sports. This event acts as a forum to support women's empowerment by providing opportunities for all women to take part in active activities, one of which is running. This event participates in education about women's health so that they realize the importance of physical and mental health. In addition, AIA vitality women's 10k also supports the interaction process to create social support to increase confidence and motivation in participant

3.2 Discussion

In the research "Event Management of AIA Vitality Women's 10K by AIA Indonesia in an Effort to Increase Women's Health Awareness" researchers will discuss the factors that show the success of the implementation of event management carried out by AIA vitality women's 10k in an effort to increase health awareness in women. In addition, researchers will discuss whether the strategies implemented by AIA vitality women's 10k are in accordance with the theory of event management developed by George R. Terry, and also the theory of liberal feminism developed by Mary Wollstonecraft.

3.2.1 Event Management Strategy in Implementing Planning for the implementation of AIA Vitality Women's 10K

Based on the results of research conducted through interviews conducted on informants, the planning stage can show its success as evidenced by several stages that support AIA vitality women's 10k to achieve its goals. First, determining the target audience is said to be according to plan because at this stage the team focuses on ensuring that this event can attract interest from participants.

Secondly, the timing and location stage of the whole team was able to create a strategic time and location. AIA vitality women's 10k is scheduled to be held on March 3, 2024 with the selection of locations in Solo City precisely at Pura Mangkunegaran. The selection of this place is also very influential on the interest of participants to take part in this event, in addition to its historical significance, the selection of this place is also adjusted to accessibility so that participants can easily reach the location of this event.

Third, the preparation of the rundown and timeline has been done clearly covering the entire series of activities from registration, race pack collection, pre-Day warm-up, to implementation. The entire team was able to compile a detailed rundown and timeline to organize the entire flow of the event, and ensure that each series runs on time and can help provide information for participants. In this planning process, the selection of locations venues, and the preparation of rundowns and timelines are important.

This is supported by research compiled by Fathoni et al., (2023) which explains that the selection of strategic locations and venues is very important to facilitate the reach of participants to the location, besides that the selection of locations that have the existence of an area can also increase participant interest. This study also explains that in designing an event rundown, and timeline are important to support information for participants.

Fourth, in terms of sponsorship AIA vitality women's 10k is also right in choosing sponsors who are able to support the implementation of the event by providing financial support. In addition

to providing financial support, the existence of sponsors also helps increase the credibility of AIA *vitality women's 10k*. This is supported by previous research by Salma, (2018) which discusses how the influence of sponsorship in increasing *brand awareness* in this study he explained that sponsorship is important because it can fulfill common goals.

3.2.2 Event Management Strategy in Implementing *Organizing* for the implementation of AIA *Vitality Women's 10K*

In accordance with the results of existing research on the process of organizing AIA *vitality women's 10k* has been carried out well. This is evidenced by how the team is responsible for each of their respective *job descriptions*. All parties ranging from *show management, branding, and race management* perform job desc in accordance with the planning made. This organizing process is carried out by paying attention to a clear organizational structure to create an efficient work process.

The process of coordinating teams with each other goes well to ensure all information can be conveyed clearly and easily understood so to reduce the potential for failure during the *event*. This organization also includes adequate human resources in their respective fields to ensure all elements can run while still paying attention to logistical aspects to ensure effective implementation. And no less important in organizing AIA *vitality women's 10k* is about monitoring, where the monitoring process is carried out by the entire team as a form of their responsibility in monitoring the course of the event and ensuring the comfort and safety of participants.

3.2.3 Event Management Strategy in Implementation (*actuating*) for the implementation of AIA *Vitality Women's 10K*

Based on the results of the research conducted, the implementation of the AIA *vitality women's 10k* has been said to be very good, this is indicated by several aspects. First, in terms of participants AIA *vitality women's 10k* invited 956 women to participate in the implementation of this 10 km running event.

Secondly, in terms of *venue* arrangement, the AIA *Vitality Women's 10k* is attractively made with a combination of colors that depict joy. The *venues* provided during the *event* were also very diverse and neatly arranged. All *venues* are provided to meet the needs of participants so that they feel comfortable during the event.

Third, during the implementation of the *event* or *race day* AIA *vitality women's 10k* was held very lively with participants from various circles and followed by *public figures* which made the enthusiasm of the participants even higher. During the run, all participants reached the *finish* line safely without any injuries. The success of the implementation of the AIA *vitality women's 10k* is supported by previous research compiled by Hariani, (2017) by explaining how the implementation stage is an important part of *an event* to assess how all parties play a role in an *event* and how positive the impact is during the *event*.

3.3.4 Event Management Strategy in Implementing Supervision (*controlling*) for the implementation of AIA *Vitality Women's 10K*

In the research results section regarding supervision planning in the implementation of AIA *vitality women's 10k*, researchers obtained data regarding this stage through interviews with informants. Supervision in the implementation of AIA *vitality women's 10k* is used to evaluate during the event. This supervision stage is needed to determine the success of the implementation of AIA *vitality women's 10k*.

The discussion in this study is about the shortcomings and suggestions for the implementation of the AIA *vitality women's 10k*, where according to the informants the entire series of events went well because the entire series of events was able to make all participants feel happy, comfortable and safe during the event. In addition, the informants also provided suggestions for the next *event* to pay more attention to the *finish area* so that participants are more comfortable, then the promotion process is more concerned, and for future *events there* should be more cooperation with the community.

3.3.5 AIA Vitality Women's 10K links to Liberal Feminism

Based on the results of research that discusses the theory of liberal feminism with the AIA *vitality women's 10k event*. AIA *vitality women's 10k* has successfully become a pioneer of *events* that pay attention to women's empowerment by providing a platform for women to continue to actively participate in sports as a form of effort in improving health, as well as providing a platform for women to express themselves through other activities.

The implementation of AIA *vitality women's 10k* is also able to build solidarity and social support between participants and the team. And last, this *event* able to provide health education and education about gender equality to make women eliminate the stigma that affects them doing various activities, one of which is sports. Thus, the implementation of the AIA *vitality women's 10k* is effective in showing how liberal feminism theory can contribute to women's empowerment and efforts to improve women's health as to have a sustainable positive impact on women. This is supported by previous research compiled by Amaliya et al., (2024) which explains how women are free to carry out any activity without any oppression from others, besides that he explains that women deserve their rights both from health, education, and work. Not only supported by research that explains how the theory of liberal feminism in the role of women, this research is also supported by previous research compiled by Intan & Suci, (2019) which explains how important sports are for women to improve health and character in women.

The implementation of AIA *Vitality Women's 10K* is in accordance with its objectives an effort to increase women's health awareness so that this *event* can be used as an example for organizers of similar running *events* in the future. Thus, it can be said that the AIA *Vitality Women's 10K* not only provides benefits for the participants, but also benefits the community to increase education about gender equality and education about efforts to build a culture of healthy living through sports among women.

4. Conclusion

Based on the results of research on "AIA *Vitality Women's 10K* Event Management by AIA Indonesia in an Effort to Increase Women's Health Awareness" it can be concluded that planning, organizing, implementing, and supervising is a complex and important unit in running this *event*. These four strategies are the main reference for compiling *step by step* from AIA *vitality women's 10k* both in terms of targets, promotions, locations, and others. All strategies compiled by AIA *vitality women's 10k* successfully achieved the target by attracting an *audience of 956* women. The achievement of this target can explain that women have a high interest in sports, especially in running. AIA *vitality women's 10k* also succeeded in showing its success in creating a women's sports *event* with an atmosphere that is safe, comfortable, and has a positive experience for all participants.

In line with liberal feminism, the AIA *vitality women's 10k* has been successful in supporting gender equality by providing a platform for women to actively move, and participate in sports. Not only that, the implementation of this *event* also helps to create social interaction and health education for women, so that this social interaction can make women have high self-confidence and motivation.

AIA *Vitality Women's 10K* is the only sports *event* that has the aim of increasing health awareness, especially in women, this *event* able to involve 556 participants, 25 Sponsors, and 4 founders as EO. In addition, AIA *vitality women's 10k* was able to create an interesting and fun sports *event* by implementing an *event management* strategy to organize the entire series of events. But behind its success, AIA *vitality women's 10k* has shortcomings in terms of promotion that is too fast, lack of community cooperation, and lack of *finish area*, these shortcomings do not prevent the entire team from continuing to contribute to creating interesting and successful *events* in the future. This AIA *Vitality Women's 10K* can be said to be successful because it provides positive benefits for all parties involved, both in terms of health education to build a culture of healthy living for women through sports, education about gender equality, and provides a positive experience for participants because AIA *vitality women's 10k* is the only running sports *event* that empowers women.

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