

Event Operation and Management in Risk Assessment for Outdoor Food Bazaar Events

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ARTICLE INFO	ABSTRACT
<p>Keywords: Food bazaar, hygiene, risk management open event, safety.</p> <p>Kata Kunci: Bazar makanan, kebersihan, manajemen risiko acara terbuka, keselamatan.</p>	<p>This study evaluates risk management in organizing a food bazaar held in an open field at the Jakarta International Velodrome from May 31 to June 2, 2024. The research methodology includes direct observation, structured interviews with the organizing committee, and document analysis. The assessment results indicate that the event falls into the Very High Risk category for safety aspects, with potential hazards such as smuggling, theft, and fire. This study recommends enhanced preparation and attention to risk management for similar events in the future to ensure the safety and comfort of visitors. The study also emphasizes the importance of collaboration among various stakeholders, including the government, event organizers, security personnel, and healthcare services, to create a safe and comfortable event environment. Additionally, the study highlights the need for effective communication with the audience regarding safety and health protocols to be followed during the event. The implementation of technology such as crowd monitoring applications and early detection systems can also be a solution in managing risks more effectively.</p>
<p>Corresponding author: Jessica I. Tambunan jessica.tambunan@pmbs.ac.id</p> <p>Copyright © 2024 by Authors, Published by IRJBS. This is an open access article under the CC BY-SA License</p> 	<p>SARI PATI</p> <p><i>Studi ini mengevaluasi manajemen risiko dalam penyelenggaraan bazar makanan yang diadakan di lapangan terbuka di Jakarta International Velodrome dari tanggal 31 Mei hingga 2 Juni 2024. Metodologi penelitian meliputi observasi langsung, wawancara terstruktur dengan panitia penyelenggara, dan analisis dokumen. Hasil penilaian menunjukkan bahwa acara ini termasuk dalam kategori Risiko Sangat Tinggi untuk aspek keselamatan, dengan potensi bahaya seperti penyelundupan, pencurian, dan kebakaran. Studi ini merekomendasikan peningkatan persiapan dan perhatian terhadap manajemen risiko untuk acara serupa di masa depan guna memastikan keselamatan dan kenyamanan pengunjung. Studi ini juga menekankan pentingnya kolaborasi antara berbagai pemangku kepentingan, termasuk pemerintah, penyelenggara acara, personel keamanan, dan layanan kesehatan, untuk menciptakan lingkungan acara yang aman dan nyaman. Selain itu, studi ini menyoroti perlunya komunikasi yang efektif dengan audiens mengenai protokol keselamatan dan kesehatan yang harus diikuti selama acara. Penerapan teknologi seperti aplikasi pemantauan kerumunan dan sistem deteksi dini juga dapat menjadi solusi dalam mengelola risiko secara lebih efektif.</i></p>

INTRODUCTION

Event definition according to McCartney (2010) was a gathering that is prepared and organized by a group of individuals with the purpose of commemorating significant events within a certain time frame. Silvers (2008) mentioned that the audience attending an event were people who seek to satisfy themselves with entertainment, education, social obligations, business, or politics. According to McCartney (2010), one of the eight types of events mentioned is a "cultural event," which include various themed festivals related to religion, traditions, and local community cultures. These festivals generally take place in various locations such as museums, cultural heritage sites, temples, churches, town squares, villages, and other open areas. Dengan adanya festival yang diadakan pada outdoor, penyelenggara acara perlu memperhatikan risiko yang bisa berdampak pada pengunjung, sehingga perlu merancang manajemen risiko yang baik.

"The Importance of Risk Management in Project Planning and Execution" by Hadron International highlights that risk management is a critical process in project planning and execution. Effective risk management helps identify potential threats to project success and develop strategies to mitigate them, thereby reducing the likelihood of project failure, delays, and cost overruns. In general, risk can be defined as an adverse event or a risk that deviates from what is expected (Arifudin et al., 2020). According to Darmawi (2022), one of the most important parts of life is risk. Every day, there is always a risk faced, whether in individual life or in business or company operations. Everyone strives to protect themselves against potential risks, and this is also true for companies. Some definitions of risk according to Vaughan (1978) are: Risk is the chance of loss, Risk is the possibility of loss, Risk is uncertainty, Risk is the dispersion of actual from expected results, and finally, Risk is the probability of any outcome different from the one expected. These definitions relate risk to the possibility of unexpected negative occurrences.

From May 31, 2024, to June 2, 2024, a Festival was held at the Jakarta Velodrome for free to celebrate Eid al-Fitr for Muslims, especially those in the Jakarta area and its surroundings. The enthusiasm and happiness of the audience were evident from the total attendance, which reached 35,000 people over the three days. The event was enlivened with performances by capital city artists, aerobics, dances, and exciting and interesting rides for children, all with no entrance fee or for free.

Certainly, hosting thousands of spectators requires risk management as proof of the organizing committee's responsibility for the safety and comfort of the visitors. This study will discuss the strategies and risk mitigation methods implemented by the Festival, covering weather, security and safety, crowd management and control, health, and environmental damage. The data collection method used in this research is qualitative, involving interviews with one of the committee members involved in organizing the Festival, direct observation at the Jakarta International Velodrome, and documentation through other supporting secondary data. It is hoped that this research will be beneficial to readers by providing a deeper explanation of risk management in organizing food bazaar events, from identifying, analyzing, to evaluating risks.

METHODS

In this study, there are two types of ways of sampling the population. Population is a group of human groups that refer to one event or thing of interest to researchers to investigate (Sekaran & Bougie, 2009). Meanwhile, a sample is a number of people who are not taken to be studied in order to draw generalized conclusions from researchers. In this study, the sampling technique used was the Non-probability Sampling technique. The Non-Probability Sampling technique can draw conclusions from a portion of the population (sample) as a representative to generalize the results of the study. Non-probability sampling is a sampling method in which each population does not have the same opportunity

to be sampled (Kuncoro, 2009). And the sampling technique used in this research is purposive sampling.

In qualitative research, the most common type of technique used is purposive sampling. Purposive sampling is a technique used in processing data by considering several criteria that have been adjusted to the data to be studied. So that the information is considered the most relevant and has a lot of knowledge about the topic that researchers expect (Sugiyono, 2009).

The techniques in data collection used to obtain data sources are as follows.

1. Observation

In qualitative research, observation is the main data collection method, especially in the social sciences and human behavior (Adler & Adler, 1987). Observation is the process of systematic observation of human activities and the consistent ongoing arrangement of natural activities to produce facts. Therefore, observation is considered important in this study. Observation is recording symptoms with the help of instruments and recording them for scientific or other reasons (Morris, 1973). In addition, it is said that observation is a collection of understandings made by the five human senses about the surrounding environment. In this study, the authors used observation techniques to obtain factual data based on the state of events in the field to conduct risk analysis and risk management supported by other data collection techniques such as interviews with the committee, and collection of written documentation and field documentation evidence such as pictures of the situation during the research.

2. Interview

An interview is a conversation conducted by two people, the interviewer, who asks the questions, and the interviewee, or interviewees, who provide answers to the questions. In this case, the researcher used a structured interview, which means that the interviewer sets the problem himself and asks

questions to find answers to hypotheses that have been carefully compiled (Lexy J., 2000). In the interview process, the interviewer must be able to build a good relationship with informants so that they are willing to cooperate, have freedom of speech, and provide actual information. The interview method used by researchers is structured (written), which means that researchers make several questions in advance to be given to informants. This is done so that the purpose of the interview is still achieved in addition to getting detailed data by digging deeper questions to informants.

3. Documentation

The documentation method is a method of collecting data from document or record sources to become one of the secondary data sources needed in a study (Fuad & Spto, 2013). Documents can be in the form of writings or images which are supporting data in this research. It is a research method that collects printed or published data in the form of printed texts and internet writings as secondary data to complement information needs. The information or data obtained will be collected and analyzed as secondary data to support the data.

RESULTS AND DISCUSSION

Risks often arise and arise when holding an event, especially outdoor events. Starting from unpredictable weather, security that must be maintained, to logistical constraints and the health of visitors that can be a challenge and need to be prevented. Therefore, careful planning and anticipation of all possibilities is the key to a successful event. By understanding and managing these risks, the event can be ensured to run smoothly.

The group identified and calculated the risk assessment that is likely to occur with the following categories and assessment factors.

From Table 1 and Table 2, it can be seen that food bazaar events are quite dangerous due to several

Table 1. The Risk Assessment 1

Cat-egory	Safety & Se-curity	Risk Assess. No:			1					Risk Score
		Date Prepared:			01 Juni 2024					
Hazards		Likelihood			Severity					Likelihood x Severity
Ref.	Key hazards associated with the above task/activity	Prob-able	Occa-sional	Remote	Cata-strophic	Critical	Serious	Marginal	Negligi-ble	
Score:		3	2	1	5	4	3	2	1	
1	Tripping and falling - physical hazard									4
2	Lost of items									6
3	Lost of children									6
4	Fire									12
5	Safety of visitors									12
6	Smuggling of sharp and similar weapons									12
Risk Assessment Scores:		10+ Very High Risk			5-9 High Risk			1-4 Low Risk		

Table 2. The Risk Assessment 2

Cat-egory	Health	Risk Assess. No:			2					Risk Score
		Date Prepared:			01 Juni 2024					
Hazards		Likelihood			Severity					Likelihood x Severity
Ref.	Key hazards associated with the above task/activity	Prob-able	Occa-sional	Remote	Cata-strophic	Critical	Serious	Marginal	Negligi-ble	
Score:		3	2	1	5	4	3	2	1	
1	Sinks									2
2	Food Poisoning									8
3	Dirty Venue									9
4	Long Toilet Queues									9
Risk Assessment Scores:		5-9 High Risk						1-4 Low Risk		

factors. For further explanation, the risk assessment is divided into two parts, namely safety & security and health.

The safety and security table has an assessment that focuses on the safety and security of visitors while visiting the event, whether from the event,

the environment or nature or even from the people around. So in the implementation of an event, an organization or division is needed that focuses on security and safety issues. The food bazaar event that we attended also turned out to have a poor security and safety assessment, this can be seen in the assessment table above with a value that

identifies that several factors in this event can provide a very high risk with a score of 10+, high risk or high risk with a score of 5-9 and the last is low risk with a score of 1-4. The security and safety assessment table is described in several assessment factors:

1. Fire: Fires at food bazaar events are included in the very high risk assessment with a score of 12, this score is obtained by multiplying the likelihood and severity. The reason fires are in the very high risk assessment is because the event has a lot of food booths that use stoves as the main tool in providing products, around booths or public places there are also rarely or even no fire extinguishers that can be used as first aid. However, the event provides a fire department that is ready to help and solve the problem.
2. Physical hazard: Intended at this point is falling tripping with a score of 4 and is included in the low risk. The reason for this assessment is because in the state of the venue floor, there are several floors that have holes and are also sticking up. This situation if not noticed by visitors can interfere and even cause tripping which can lead to other problems, such as collisions, falling food, etc.
3. Loss of children: At the food bazaar event, this assessment falls into the high risk category, with 6 points. The reason is, this event is a family event held outdoors with a large field. The crowded event, food booths and also the event which is held until night can certainly provide a risk of losing children, even the food bazaar does not have a lost and found tent, so families who lose children must go to the MC directly to submit and make announcements. This can also be encouraged by the event organizers who are rarely found around the event.
4. Loss of goods: The points obtained are 6 and the 2024 food bazaar event held on May 31 to June 2, 2024 at the Jakarta International Velodrome needs to improve security in risk management. Based on the Risk Assessment assessment which shows the average assessment in the

Very High Risk category. This needs to be done because this type of event is an outdoor event that has a risk of human crowds that can have a risk impact on visitors. Included in the high risk category. The reason is the density of visitors who are still getting denser even though it is getting late. The lighting in the venue is quite poor because the event is held outdoors, so the most lighting comes from the stage and small lights in the booth. This poses a risk for visitors to lose their bags or other important items.

5. Visitor safety: From the explanation above, it can be seen that the safety of visitors is quite high risk with 12 points. The reason can be seen from several factors, such as fires from cooking booths that can get bigger at any time, the condition of the event is quite crowded so that the possibility of losing items or relatives, the absence of a place for lost and found, organizers who are difficult to find and also tools for first aid that are only available in ambulances.
6. Smuggling of sharp and similar weapons: This assessment factor also received 12 points in the very high risk category. The reason for this is because during the event from the beginning of arrival to return, there were no regulations for checking bags, there were no metal detectors, and there were no security guards. This can certainly increase the risk of smuggling illegal goods, especially in a crowded place and many visitors.

From all these assessments, it can be seen that the food bazaar event was not ready enough in preparing and ensuring the safety and security of visitors. Judging from the table, this category gets a risk assessment score ranging from very high risk to low-risk, so it is hoped that in the future it can pay more attention to the event that will be held next.

Table health or commonly referred to as health is one of the things that is often taken into consideration for various things, including health in organizing an event. In organizing an event, event

organizers must pay attention to the health aspects of the event, including health for visitors who come to the event. Health is important to consider because health is related to one's life. Food bazaar is an event that has the concept of a bazaar in an open field. The event pays enough attention to health aspects for the event, such as providing trash boxes, providing toilets, and organizing booths at the event. In the implementation of the food bazaar, the risk in health aspects is still quite high. This is evident from the assessment table which shows that there are several things that have a score of 5-9, which means they have a high level of risk (High Risk). And there are several other things related to health that have a low level of risk (Low Risk).

Here are some things related to risks in food bazaars that have a high level of risk (High Risk) and a low level of risk (Low Risk).

1. **Dirty Venue:** The cleanliness of the event venue is one of the things that needs to be considered in the health aspect of an event. In a food bazaar event, the venue used is an outdoor venue. During the event, the condition of the venue was quite dirty. And from the assessment table in the health aspect, dirty venues have a high level of risk. Dirty venues can be a place for the spread or growth of disease seeds. This means that the health of visitors who attend can be threatened with disease after coming to the event.
2. **Toilet Queue:** the food bazaar provides toilets for visitors who need to use the toilet. In addition, the venue where the food bazaar is held also has toilets. On the day of the event, there was a long queue for toilets, both male and female. Toilets are one of the important needs in organizing an event, because this is also related to the comfort and health of visitors and event organizers themselves. In addition to the crowded event visitors, the reason for the long queue in the toilet is due to the small availability of toilets. From the health assessment table, the toilet queue is included in the high level of risk. The availability of toilets is small, which causes the toilet queue to be long. Long toilet queues can create crowds that disrupt the flow of event visitors.
3. **Sink:** Hand hygiene before consuming food is one aspect of health that is important to consider. The food bazaar was a bazaar that featured many booths with different types of food. In this event, although there is a lot of food, the availability of a place to wash hands is still minimal. From the assessment table, the minimal availability of sinks has a low risk level. This is a low risk because most of the food at the food bazaar is packaged, so it is not necessary to use your hands directly to put the food in your mouth.
4. **Dehydration:** The need for water consumption is important for the health of event goers. In food bazaars, there is no place to refill water. Although there were many booths selling drinks, it would have been nice if there was a water refill station, especially at the event. In the health assessment table, this dehydration has a low level risk with a total score of 2. The food bazaar has various booths selling drinks so visitors can easily get drinks, even though they have to buy first.
5. **Food Poisoning:** Food hygiene and cleanliness are also important to consider in a bazaar that sells a lot of food. Food bazaars have many booths that sell food whose cleanliness and hygiene are not given much attention. In the health assessment table, food poisoning falls into the high-level risk category with a score of 8. Unclean or unhygienic food can contain diseases or bacteria that can cause poisoning in visitors who consume the food.

From the health assessment table, the food bazaar is not good at paying attention to health aspects for visitors to the event. This is evident from several things in the event that have low risk levels to high risk.

MANAGERIAL IMPLICATION

The findings of this study emphasize the crucial

need for event organizers to adopt a proactive approach in managing risks associated with outdoor food bazaar events. The categorization of risks such as fire hazards, security breaches, and hygiene issues into very high and high-risk levels underscores the importance of meticulous planning and robust preventive measures. Event managers must implement a comprehensive risk management plan that includes rigorous safety protocols, such as deploying fire extinguishers at multiple locations and establishing clear emergency evacuation procedures. In addition, security checks like bag inspections and metal detectors should be mandatory to prevent smuggling and ensure the safety of visitors. Collaboration with security personnel and local authorities is vital to minimize risks and provide immediate responses to any emergency.

Furthermore, the study highlights the necessity of improving hygiene and health facilities, particularly at large outdoor events. Event managers should increase the availability of toilets, sinks, and hydration stations to prevent overcrowding and ensure visitor comfort. Adequate waste management should also be prioritized to maintain cleanliness and prevent potential health hazards. By integrating technology such as crowd monitoring systems and clear communication of health and safety protocols, event organizers can enhance the overall experience for attendees while minimizing operational risks. This proactive approach will not only ensure visitor safety but also enhance the event's reputation and long-term success.

CONCLUSION

The conclusion of the case study in the 2024 food bazaar event on risk management held on May 31 to June 2, 2024 at the Jakarta International Velodrome

is considered to need to improve security in risk management. This is based on the Risk Assessment assessment which shows an average rating in the Very High Risk category for safety levels such as smuggling hazards, theft, fire, and things that can threaten human safety. The 2024 food bazaar event was not very good and lacked in making preparations to ensure the safety and security of visitors. While at the health level, this event is also rated poorly with a Risk Assessment level that shows an average assessment in the High Risk category. This can be seen from the lack of cleanliness in the venue area and then the lack of hygiene facilities such as toilets, sinks to the possibility of dehydration during the event.

Suggestions

Through this research, the author suggests that in the future the food bazaar event in the open field can make preparations for improvement and attention to risk management in organizing the event. This needs to be done because this type of event is an outdoor event that has the risk of human crowds that can have a big risk impact on visitors. So that the accuracy and attention of the organizers need to be increased to ensure safety for visitors who come to the event. The mitigation that can be done at this festival, namely choosing a venue that is suitable for outdoor activities that require layouts that are easily understood by visitors such as location plans and the location of public facilities such as toilets or places of worship. Ensuring the committee is easily seen by visitors as an information center for visitors. Providing work accident tools such as first aid kits and fire extinguishers in anticipation of accidents getting worse and increasing trash bins to maintain cleanliness during the event. ■

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