



p-ISSN 3031-0326
Volume 1, Issue 1, 2023

PROCEEDING

International Scientific Conference of MICE (ISCOMICE)

"Promoting MICE Sustainability During Recovery Time"

Politeknik Negeri Jakarta

Prof. DR. G.A. Siwabessy Kampus Baru UI Street,
Depok, West Java 16425

PROCEEDING INTERNATIONAL SCIENTIFIC CONFERENCE OF MICE
Volume 1, Issue 1, 2023

PREFACE

The International Scientific Conference of MICE (ISCOMICE) is the first scientific conference organized by the MICE (Meeting, Incentive, Convention, and Exhibition) Study Program, Department of Business Administration, Politeknik Negeri Jakarta to expand participant' knowledge by gathering experts from government, industry, and academics.

With the theme "Promoting MICE Sustainability During Recovery Time", the 1st International Scientific Conference of MICE (ISCOMICE) 2023 was held as a platform for experts to discuss, explore, and promote environmentally friendly strategies for MICE sustainability, especially during recovery time with collaboration from government, industry, and academics from its field.

This conference was held on July, 24th 2023 in hybrid (online and offline) with the Keynote Speaker, Prof. Dr. Dimitrios Buhalis (Professor at Bournemouth University Business School) and Speaker Odo RM Manuhutu, MA, MPA (Deputy for Tourism and Creative Economy, Coordinating Ministry for Maritime Affairs and Investment of the Republic of Indonesia); Handri Adiwilaga, MPA (Senior Analyst from Bank Indonesia); and Prof. Dr. I Putu Astawa, SE, MM (Professor of Tourism Business Management, Bali State Polytechnic). With attendance of 182 plenary participants (offline & online) and 59 presenters in 10 parallel sessions (online).

As an output of the conference, 51 papers were published in the ISCOMICE proceedings based on the sub-topics contained in ISCOMICE 2023, such as Arts and Cultural Events Corporate and Business Events; Business Tourism; Conference/Convention; Designing Creative Events; Destination Marketing; Development of the Events/MICE Industry; Economic, Social and Environmental Impacts of Events; Entertainment Events, Music, Performances and Shows; Event Digital Marketing; Event Managers and Entrepreneurship; Event Project Manager; Event Vendors Management; Events Operational Delivery (Quality Standards, Venue and EO Accreditations); Events Policy From a Government Perspective-Local Regional or National; Exhibition; Future Trends in the Hospitality and Tourism; Hospitality and Tourism Management; Human Resources Management for Events/MICE; Incentive Travel; Innovation in MICE; Risk Management, Safety & Security; Strategic Planning for the Events/MICE Industry; Study of the Development of Tourism in Indonesia; and Sustainable Practices in MICE/Green MICE.

PROCEEDING INTERNATIONAL SCIENTIFIC CONFERENCE OF MICE
Volume 1, Issue 1, 2023

PREFACE

In the end, the success of ISCOMICE 2023 is inseparable from the support of many parties. Therefore, ISCOMICE 2023 committees would like to express our gratitude to the keynote speakers, all speakers, all participants, all presenters, all reviewers, and all parties who have participated and shared their valuable knowledge in ISCOMICE 2023.

PROCEEDING INTERNATIONAL SCIENTIFIC CONFERENCE OF MICE
Volume 1, Issue 1, 2023

OVERVIEW

Conference Title	: The 1 st International Scientific Conference of MICE (ISCOMICE) 2023
Conference Date	: July, 24 th 2023
Conference Place	: MULA by Galeria Jakarta
Series Title	: Promoting MICE Sustainability During Recovery Time
Series ISSN	: -
Proceedings title	: Proceeding ISCOMICE
Volume / Total of Articles:	1 / 51 Articles
Topic & Sub-topic	: 1. Tourism & Hospitality - Destination Marketing - Hospitality and Tourism Management - Future Trends in the Hospitality and Tourism - Study of the Development of Tourism in Indonesia - Business Tourism 2. MICE Industry - Innovation in MICE - Sustainable Practices in MICE/Green MICE - Incentive Travel - Exhibition - Conference/Convention - Risk Management, Safety & Security - Events Policy From a Government Perspective-Local, Regional or National - Strategic Planning for the Events/MICE Industry - Development of the Events/MICE Industry - Economic, Social and Environmental Impacts of Events 3. Event Operation and Management - Events Operational Delivery (Quality Standards, Venue and EO Accreditations) - Event Digital Marketing - Event Vendors Management - Event Managers and Entrepreneurship - Event Project Manager - Arts and Cultural Events Corporate and Business Events 4. Special Event - Designing Creative Events

PROCEEDING INTERNATIONAL SCIENTIFIC CONFERENCE OF MICE
Volume 1, Issue 1, 2023

OVERVIEW

- Entertainment Events, Music, Performances and Shows
- 5. Human Resources
 - Human Resources Management for Events/MICE

Proceedings DOI : -
Publications Date : October 2024
Publisher : ISCOMICE

PROCEEDING INTERNATIONAL SCIENTIFIC CONFERENCE OF MICE
Volume 1, Issue 1, 2023

TABLE OF CONTENT

No.	Full Paper Title/Authors	Page Number
1.	Analysis of Implementation and Evaluation of Corporate Event “BRI Pesta Rakyat SimpedesTangerang” by PT Malika Lentera Raya Fadia Choirani, Annisa Wardhani	1 – 7
2.	Mechanism of Talent Handling for Kahitna in Preparation and Implementation of BRI Pesta Rakyat Simpedes Mohammad Rayhan Rinaldi, Muhammad Iqbal Katik Rajoendah	8 – 12
3.	CSR as a Marketing Tool at PT Adira Finance’s 2022 Local Creative Festival Kirana Salsabilla Amin, Fauzi Mubarak	13 – 22
4.	Venue Selection Stage of FGD Mandatory SNI Electric Bicycles Celine Charity E.R.A. Simatupang, Muhammad Iqbal Katik Rajoendah	23 – 30
5.	The Process of Handling the Technical Paper Competition for The IIGCE 2022 Elsya Intanzulindra Mulyantie, Christina L. Rudatin	31 – 39
6.	Conference Session Preparation Process of the FLOII Convex 2022 by PT Fasen Creative Quality Marsha Reynita Aestika, Djuni Akbar	40 – 45
7.	The Procedure of Procurement Logistic Conference 11th CX Transformation Summit 2022 Widiastuti Lagus Rayhan, Dewi Winarni Susyanti	46 – 50
8.	Effectiveness of Online & Offline Canvassing Registration for Wahyoo Sayembarasa Batch 2 Muhammad Malik, Firman Syah	51 – 58
9.	Quality Control in the Event Production Process by Positive Communication Muhammad Rafli Fajar Ibrahim, Fauzi Mubarak	59 – 64
10.	Sustainability Bali Ecotourism Destination and Their Market Potential I Gusti Bagus Rai Utama, I Wayan Ruspendi Junaedi, Ni Putu Dyah Krismawintari	65 – 74
11.	The Process of Fulfilling Logistical Needs for Organizing the Kawasan Industri Medan Investment Expo 2021 Mila Karona Putri, Muhammad Iqbal Katik Rajoendah	75 – 79

PROCEEDING INTERNATIONAL SCIENTIFIC CONFERENCE OF MICE
Volume 1, Issue 1, 2023

TABLE OF CONTENT

No.	Full Paper Title/Authors	Page Number
12.	Analysis of Event Product Knowledge and Marketing System to Attract Market Interest in the Implementation of 'Pasar Kaget Banget' Shafa Anisa Sallsabila, Annisa Wardhani	80 – 88
13.	Implications of COVID-19 Tourism Sector in Indonesia: Recovery Government Efforts and Policies Yoice Milenia Gabriela Siregar, Dewi Winarni Susyanti	89 – 97
14.	Event Registration Planning Process on Government Investment for Greener Environment 2022 Salsabila Nur Shabrina, Heri Setyawan	98 – 104
15.	Event Effectiveness on Current Account and Savings Fund Growth at Bank Negara Indonesia KC Gambir Nabila Khaerunisa, Fauzi Mubarak	105 – 110
16.	The Role of the Event Assistant at the 6th Symphony Festival of the Country by Konzept Event Organizer Yunita Rizkia, Dewi Winarni Susyanti	111 – 117
17.	LazBeauty Present Female Daily Goes to Campus: Elevating Lazbeauty's Brand Awareness Widya Faresha, Imam Syafganti	118 – 126
18.	Analysis of Content and Performance of Instagram Account @gilaevent as a Promotion Media of MICE Event in Indonesia Ajeng Fatma Nursa'bani, Imam Syafganti	127 – 131
19.	The Formation of Visual Design in Pasar Kaget Banget Event Indira, Annisa Wardhani	132 – 138
20.	Client Services Impact on Meta Trader 4 Retraining at PT Cyber Future Sharleen Purwandi, Muhammad Iqbal Katik Rajoendah	139 – 145
21.	Show Management in Opening and Closing Ceremony of BRILIANPRENEUR UMKM EXPO(RT) 2022 Buca Andos Sanara Siregar, Muhammad Iqbal Katik Rajoendah	146 – 152
22.	The Process of Providing Supplier Data and Information for Pitching PT Sahabat Pesta Indonesia Rifani Marsita Putri, Djuni Akbar	153 – 159
23.	Analysis of Logistics Management Procedures by PT Telkom Indonesia in the MVP#3 Launching Event Abdul Hakim Farghana, Muhammad Iqbal Katik Rajoendah	160 – 166

PROCEEDING INTERNATIONAL SCIENTIFIC CONFERENCE OF MICE
Volume 1, Issue 1, 2023

TABLE OF CONTENT

No.	Full Paper Title/Authors	Page Number
24.	Analysis of Convention Kit Vendor Negotiations on the Implementation of the 8th Indonesia International Geothermal Convention & Exhibition (IIGCE) 2022 Alif Indra Pradana, Imam Syafganti	167 – 171
25.	Hazard Identifications as a Risk Management Process in Music Festival Vivian Yindy Hartanto, Joselyn Halim, Cindy Thendean	172 – 183
26.	The Process of Making Technical Proposes at the 5th World Conference on Constitutional Justices Auction by PT Royalindo Expoduta Joana Zahra Kamilia Sunardi, Christina L. Rudatin	184 – 189
27.	Tenant Division Activities on Pasar Rakyat at Digiland 2022 by PT Metra Digital Media Muhammad Umar Ibrahim, Annisa Wardhani	190 – 194
28.	Implementation of Gamification Program at Astra Financial's Booth in GIIAS Jakarta 2022 Jihan Nurfaidah, Fauzi Mubarak	195 – 203
29.	Mechanism of Direct Payment Method (LS) on Kriyanusa 2022 by PT Royalindo Expoduta Aviliani Septiana, Tuty Herawati	204 – 210
30.	The Role of Sales Marketing in Metconnex 2022 Exhibition Booths by PT Nuswantara Adhidaya Perkasa (KUPU GSC) Auliya Ega Rahmawati, Sudarno	211 – 218
31.	Examining the Operational Activities of Exhibitors in IFEX 2022 Putri Chairunnisa Dewi, Heri Setyawan	219 – 225
32.	Implementation of Exhibitor Operational Data Form in IFEX 2022 Miftahul Haftuni Sakinamri, Heri Setyawan	226 – 232
33.	VIP Buyer Program Effectiveness of Increasing Transaction in IFEX 2022 Exhibition Sheila Odelia Kasmanto, Firman Syah	233 – 237
34.	Analyzing Customer Behavior: Jakarta X Beauty 2022 Visitor Interest Maria Angelica Setiawan, Fauzi Mubarak	238 – 247
35.	Production Stages and Supervision of Exhibition Stands	248 – 253

PROCEEDING INTERNATIONAL SCIENTIFIC CONFERENCE OF MICE
Volume 1, Issue 1, 2023

TABLE OF CONTENT

No.	Full Paper Title/Authors	Page Number
	INACRAFT on October 2022 by PT Mediatama Binakreasi Glenn Felix Christian Pasaribu, Muhammad Iqbal Katik Rajoendah	
36.	Marketing Strategies and Payment Mechanism for WARISAN Exhibition 2022 Yoanva Nabila, Tuty Herawati	254 – 261
37.	Isra Festival 2022 Partner Association Support Process for Exhibition Participation Faathiyyah Mufiidah, Heri Setyawan	262 – 267
38.	Content Analysis of the MICE Event Calendar on the Ministry of Tourism and Creative Economy Websites Gracela Rizquensa Hartawan	268 -273
39.	Hospitality Activities in Incentive Travel Activities RB Group to Jogjakarta Khansa Khairunnisa, Annisa Wardhani	274 – 279
40.	Industry Players Perception of the Readiness of MICE & Event Human Resources in Indonesia to Meet ASEAN Qualification Standards Yosi Erfinda, Rinie Octaviany Hasan, Heryanti Utami	280 – 285
41.	Team Building Event Management Activities for PT Pertamina Gas Negara Employees by Konzept Organizer Amelia Syahnaz Zahra, Tuty Herawati	286 – 290
42.	Implementation of Incentive Travel Groovy Event Organizer at Pantai Indah Kapuk (PIK) Ayu Dewi Puspita, Dewi Winarni Susyanti	291– 296
43.	The Objective of the Seminar at the 2022 BEN MVP #3 & VR Lab Launching Event by ITDRI For Fisheries and Marine Students Arya Kuntara, Heri Setyawan	297 – 303
44.	Understanding the Risk, Optimizing the Experience: Managing Crowd Movement at a Conference Event at a Scale of 15,000 Visitors Davit Ibrar, Devie Oktarie, Ellena Mae, Irena Livia Dwiputri, Margareta Grace Tulak Tandidatu, Shivra Uli Meilya	304 – 309
45.	Event Implementation Process "Indonesia Preparation to Mercury Free 2022" by PT Genesis Convex	310 – 315

PROCEEDING INTERNATIONAL SCIENTIFIC CONFERENCE OF MICE
Volume 1, Issue 1, 2023

TABLE OF CONTENT

No.	Full Paper Title/Authors	Page Number
	Syamsurizal, Anisa Putri Maulina	
46.	Aprotik Social Media Marketing Strategy by PT Kemenangan Indah Makmur Event Organizer Pranindita Daneswari, Dewi Winarni Susyanti	316 – 319
47.	Decision Process of Event Festival KPR Hunian Pemuda as a Strategy to Increase the Perum Perumnas Sales Value Fatimah, Fauzi Mubarak	320 – 323
48.	Role Traffic Marcomm in planning TIIWG Road to G20 by PT Fasen Creative Quality Muhammad Alfero Juliano, Heri Setyawan	324 – 328
49.	Event Utilization for Brand Activation by PT Vivo Mobile Indonesia Ridhwan Shidiq Fathoni, Christina Lipuringtyas Rudatin	329 – 335
50.	Design of Tourist Routes to Integrate Tourism Villages in Tanjungsang District, Subang Regency Muhammad Iqbal Katik Rajoendah, Firman Syah, Meisa Sofia	336 – 345
51.	Enhancing Sustainable Tourism Practices in Destination: A Theoretical Perspective from Incentive Travel Wulan Riyanti	346 – 352
52.	The Implementation of Tourism Village Event Activities in Tanjung Siang District, Subang Regency Firman Syah, M. Iqbal Katik Rajoendah	353 – 359

PROCEEDING INTERNATIONAL SCIENTIFIC CONFERENCE OF MICE
Volume 1, Issue 1, 2023

EDITORIAL BOARD

The 1st International Scientific Conference of MICE (ISCOMICE) 2023

Via Hybrid (Online and Offline)

Date : July, 24th 2023

Place: Zoom Meeting (Online) and Mula by Galeria (Offline)

Keynote Speaker (International)

Prof. Dr. Dimitrios Buhalis

Invited Speakers

Odo RM Manuhutu, MA, MPA

Handri Adiwilaga, MPA

Prof. Dr. I Putu Astawa, SE, MM

Chief Editor

Dr. Sc. H. Zainal Nur Arifin, Dipl-Ing. HTL., M.T.

Editor in Chief

Dr. Dra., Iis Mariam, M.Si.

Steering Committee

Fauzi Mubarak, S.ST., MT

Imam Syafiganti, M.Si.

Annisa Wardhani, S.ST, M.T

Muhammad Iqbal Katik Rajo Endah, S.ST., M.P.Par.

Reviewer

Bagus Githa Adhitya M., MM.Par., CEP., CEM., CEE.

Dr. Any Ariani Noor, S.Pd., M.Sc.

Dr. Carolina M. Lasambouw, S.H, M.Ed.Admin

Dr. Christina Lipuringtyas Rudatin, S.E., M.Si.

Dr. Sri Astuti Pratminingsih, S.E., M.A., Ph.d.

Dr., Dra., Etty Khongrat, M.Si.

Dr. Dra. Iis Mariam, M.Si.

Dr. Dra. Santi Palupi Arianti M.M.

Dr. Ir. Fitri Abdillah A, M. M.

Indriyani Handyastuti, M.Sc., CHE., CEE.

PROCEEDING INTERNATIONAL SCIENTIFIC CONFERENCE OF MICE
Volume 1, Issue 1, 2023

EDITORIAL BOARD

Editor

Firman Syah, S.Sos.I., M.M

Publisher

ISCOMICE

Prof. DR. G.A. Siwabessy Kampus Baru UI Street,
Depok, West Java 16425

E-mail: iscomice@bisnis.pnj.ac.id

Website: <https://iscomice.id/>



Analysis of Implementation and Evaluation of Corporate Event “BRI Pesta Rakyat Simpedes Tangerang” by PT Malika Lentera Raya

Fadia Choirani ¹⁾, Annisa Wardhani ²⁾

¹⁾ Politeknik Negeri Jakarta, fchoirani@gmail.com

²⁾ Politeknik Negeri Jakarta, annisa.wardhani@bisnis.pnj.ac.id

ABSTRACT

An event is a form of promotion that is widely used by companies as part of their marketing program, because it is considered a very effective promotional opportunity. One of the events held by BRI in collaboration with PT Malika Lentera Raya is the BRI Pesta Rakyat Simpedes Tangerang in the form of a corporate event. The purpose of this study was to determine the preparation, implementation and evaluation at the BRI Pesta Rakyat Simpedes Tangerang. This study uses a qualitative descriptive method with data collection in the form of primary data. Data collection techniques are using observation and interviews. The results of this study indicate that at the BRI Pesta Rakyat Simpedes Tangerang event, there are various activities to sell BRI Mo and Simpedes products during the event, several main problems were also found in terms of time and manpower.

Keyword: *Corporate Event, Event Management, Promotion.*

INTRODUCTION

Events have become a very popular part of marketing programs for many companies, as they are considered excellent promotional opportunities. Events are one type of promotion frequently used by companies to connect a brand with an event or themed party developed to create an experience for consumers and promote a product or service.

Similarly, the BRI Pesta Rakyat Simpedes Tangerang event is a corporate event in the form of a special event, held with a variety of unique activities aimed at marketing BRI Mo and Simpedes products, as well as Corporate Social Responsibility and building brand image. PT Malika Lentera Raya was entrusted with the task of implementing this corporate event with a unique concept according to the needs of Bank Rakyat Indonesia.

The objectives are, first, to determine the preparations for the BRI Pesta Rakyat Simpedes Tangerang by PT

Malika Lentera Raya, secondly, to determine the implementation of the BRI Pesta Rakyat Simpedes Tangerang by PT Malika Lentera Raya, and thirdly, to determine the evaluation, problems, and solutions for the implementation of the BRI Pesta Rakyat Simpedes Tangerang by PT Malika Lentera Raya.

RESEARCH METHOD

The method used in this research is a qualitative descriptive research method. This method produces descriptive data in the form of written or oral words from people and observed behavior. The data collection in this research is primary data.

Primary data collection in this research was conducted through observation and interviews. In observation, the researcher observed the situation or behavior of the object of study in order to obtain the required information. In this research, the observation was done by actively

participating in the BRI Pesta Rakyat Simpedes event as a worker in the planning, implementation, and post-event stages. The researcher also used observation by actively participating in the preparation, implementation, and post-event stages of BRI Pesta Rakyat Simpedes Tangerang.

In this research, data collection was also conducted through in-depth structured interviews with Akbar Rizky Maulana as the Project Officer and Rudolf Hukom as the Assistant Project Officer of the BRI Pesta Rakyat Simpedes Tangerang event.

RESULTS AND DISCUSSION

1. Preparation of BRI Pesta Rakyat Simpedes Tangerang

Basically, if examined in detail, the process of preparing for the BRI Pesta Rakyat Simpedes Tangerang by PT Malika Lentera Raya can be sorted from the briefing stage with the client, describing ideas as a concept with the team, creating a timeline, and creating an all item checklist.

a. Briefing with the Client

PT Malika Lentera Raya held a meeting or briefing with the client to discuss the desired event concept and important factors that need to be considered in the BRI Pesta Rakyat Simpedes Tangerang. The focus of the briefing was emphasized on the event selling BRImo products and Simpedes accounts, involving SMEs, and containing a Corporate Social Responsibility program.

b. Describing Ideas as a Concept with the Team

PT Bank Rakyat Indonesia, as a

client of PT Malika Lentera Raya, collaborated to hold the BRI Pesta Rakyat Simpedes Tangerang with the aim of organizing a large-scale event for the people of Tangerang, especially for SMEs. Simpedes itself means Rural Savings, a BRI savings product that provides convenience for its customers, especially SMEs, to develop their business and understand digital finance. In the BRI Pesta Rakyat Simpedes Tangerang, the organizer, PT Malika Lentera Raya, used the tagline "Pede Leads Change" to describe BRI's belief in leading change for its customers in savings and easily accessible financial services. PT Malika Lentera Raya designed a program agenda aimed at selling BRI products in the form of Simpedes and BRImo. The event will take place for three days from October 14-16, 2022, with operational hours from 08.00 to 18.00 WIB and will be held at Alun-Alun Kota Tangerang. The event has six core pillars called the 6P, namely Parade, Market, Stage, Harvest, Xsis Corner, and Care. The organizer chose the 6P so that the event can be enjoyed by all segments of society and SMEs.

c. Creating a Timeline

To ensure structured and scheduled work according to the specified target time, the researchers and organizers created a timeline arrangement.

Table 1. Preparation Timeline for BRI Pesta Rakyat Simpedes Tangerang, 2022

NO	DESCRIPTION	DURATION	25	26	27	28	29	30	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
1	MEETING PROGRAM	2 day(s)																								
2	PRESENTATION	1 day(s)																								
3	PROPOSED BUDGET	1 day(s)																								
4	NEGOTIATION & APPROVAL	2 day(s)																								
5	PIRA PRODUCTION																									
a.	Grafis & Multimedia	2 day(s)																								
b.	G Card	2 day(s)																								
6	VENUE SURVEY & PERMIT																									
a.	Venue Survey Process	2 day(s)																								
b.	Technical Meeting With Venue Manager	1 day(s)																								
7	TEAM RECRUITMENT																									
a.	Team Recruitment	3 day(s)																								
b.	Briefing Team Pre Event	1 day(s)																								
c.	Briefing Team During Event	1 day(s)																								
8	TALENT BRIEFING	3 day(s)																								
9	HARD PRODUCTION	7 day(s)																								
a.	Welcome Gate																									
b.	Roll Up Banner																									
c.	Backdrop Stage																									
d.	Backdrop Photobooth																									
e.	Umbul-umbul																									
f.	Decalin Truck																									
11	DURING EVENT																									
a.	Loading In	1 day(s)																								
b.	Event	3 day(s)																								
c.	Loading Out	1 day(s)																								
12	REPORT EVENT	2 day(s)																								

Based on the timeline, preparations for the BRI Pesta Rakyat Simpedes Tangerang event require about half a month, starting from the fourth week of September 2022.

d. Making an All Item Checklist

To make the event needs easier to check, researchers and organizers create a checklist that includes all items needed during the preparation and execution of the event. The all item checklist is made specifically for pre-event and during event by considering the needs of each content of the event. The contents of the all item checklist are grouped into four categories: logistics, manpower, venue permit, and occupational health and safety (K3).

2. Implementation of BRI Pesta Rakyat Simpedes Tangerang

BRI Pesta Rakyat Simpedes Tangerang is a special event organized by PT Bank Rakyat Indonesia (Persero) Tbk. This event aims to promote the Simpedes and BRImo products.

a. Registration

Visitors are required to register for Rp. 1,- by using the BRImo application. The way is by scanning the QR code available at the registration area. For visitors who do not yet have the BRImo application can visit the BRImo booth to register as BRImo users, which will be assisted by ushers with an easy and fast process, so that the BRImo sales results can be obtained as in the following table.

Table 2. Summary Achievement of Brimo Sales 2022

	Day	BRImo
<i>Summary Achievement</i>	Friday, October 14 th 2022	633 People
	Saturday, October 15 th 2022	1096 People
	Sunday, October 16 th 2022	4156 People
	Total	5885 People

Although there were quite a number of people involved, the registration process for the BRI Pesta Rakyat Simpedes Tangerang event was made easy and efficient to avoid crowding.

Meanwhile, a summary of the number of market traders who registered for Simpedes during the BRI Pesta Rakyat Simpedes Tangerang event can be found in the following table.

Table 3. Summary Achievement of Simpedes Sales, 2022

Summary Achievement	Day	BRImo
	Friday, October 14 th 2022	415 people
	Saturday, October 15 th 2022	492 people
	Sunday, October 16 th 2022	671 people
	Total	1578 people

b. During Event on the First Day

The first day event presents a series of events with a detailed rundown as follows.

Table 4. Rundown of the First Day Event

HEADLINE	PROBLEM
CLEAR AREA	Some of the manpower that came did not arrive on time, so the run-through was not fully executed.
OPENING ALL BOOTH	
SOUNDCHECK [BIRU BARU]	
E-SPORT COMPETITION	
KARAOKE MINI STAGE	
SOUNDCHECK [KUNTO AJI]	
BREAK ISHOMA	
SOUNDCHECK SAHITYA BAND	
CONTEST OF DECORATE TUMPENG	The weather suddenly turned rainy, so the competition couldn't be held outdoors as planned.
STAND UP COMEDY LOCAL	
MC OPENING	
SAHITYA BAND	
BIRU BARU PERFORMANCE	

KUNTO AJI PERFORMANCE + CLOSING	

c. During Event on the Second Day

The second day event presents a series of events with a detailed rundown as follows.

Table 5. Rundown of the Second Day Event

HEADLINE	PROBLEM
MC OPENING	
ZUMBA	
BLOOD DONORS	
PARADE	
OPENING CEREMONY	The female MC mistakenly mentioned the name of the BRI RCEO and the name of the event, which caused the client to request a replacement of the female MC for the third day.
E SPORT COMPETITION PUBG MOBILE	
COSPLAY COMPETITION	
SOUNDCHECK [NASSAR]	
SOUNDCHECK [D'MASSIV]	
COOKING CLASS	
STAND UP COMEDY LOCAL	
STAND UP COMEDY [BOAH]	
ACROBATIC COOKING SHOW	
PREPARATION ON AIR	

[OFF AIR] NASSAR	
[OFF AIR] D MASIV	
CLOSING	

CLOSING	

d. During Event on the Third Day

The third day event presents a series of events with a detailed rundown as follows.

Table 6. Rundown of the Third Day Event

HEADLINE	PROBLEM
OPENING ALL BOOTH	
DONOR DARAH	
SOUNDCHECK [THE CAT POLICE]	
KEGIATAN MINI STAGE	
FINAL E SPORT COMPETITION	
SOUNDCHECK [KAHITNA]	
ISHOMA	
K POP DANCE COMPETITION	
STAND UP COMEDY LOCAL	
MC OPENING	
THE CAT POLICE PERFORMANCE	Talent The Cat Police protests against the committee as they feel they were not well served by the LO.
AWARDING WINNER ANNOUNCEMENT	
GRANDPRIZE	
KAHITNA PERFORMANCE	

3. Evaluation of BRI Pesta Rakyat Simpedes Tangerang

After the completion of the event, evaluation became the final stage of the BRI Pesta Rakyat Simpedes Tangerang with the aim of evaluating and identifying the challenges that occurred in order to be improved in the future. The forms of evaluation throughout the event were then formulated into several actions such as:

- Indirectly asking clients about their responses to the BRI Pesta Rakyat Simpedes Tangerang whether it met their expectations or not.
- Each division held a meeting every day after the event ended to report the shortcomings that occurred during the event and to convey the needs needed for the next activity to be better.

Every event will surely face challenges, therefore, the organizers must respond quickly and provide solutions to overcome them. The following are some solutions that were done to overcome the challenges that occurred during the event:

a. Solutions of Problems During the First Day of the Event

The organizers searched for solutions to overcome the challenges during the event on the first day of the BRI Pesta Rakyat Simpedes Tangerang. The delay in the arrival of manpower caused the run-through to not be carried out thoroughly, and sudden rain hindered the tumpeng competition from being held outside as planned.

The delay in the arrival of manpower resulted in the run-through not being fully carried out. However, the organizers found a solution by delaying

the event for 30 minutes so that the run-through could be fully conducted. This is because the run-through is considered important in starting the event. To overcome the weather challenges such as rain during the tumpeng competition, the solution was to hold the competition inside the UMKM tent area and then move the competition to the outside when the rain had stopped.

Meanwhile, the researcher suggested solutions for the first day of other events, which is to conduct a run-through or gladi resik on the day before the event starts (D-1), so that all preparations can be made without rushing and to avoid unprofessionalism in the event. As for weather challenges such as rain during the tumpeng competition, researchers recommend that the organizers provide a "Plan B", especially for outdoor events that are prone to weather impacts.

b. Solutions of Problems During the Second Day of the Event

During the event on the second day of the BRI Pesta Rakyat Simpedes Tangerang, there was an error in the naming of the event and the RCEO BRI's name by a female MC, which caused clients to request changing the MC to another one on the third day. To prevent similar errors from happening again and avoiding more serious mistakes, the organizers tried to find a solution.

To overcome the problem of wrong naming of the event and RCEO BRI's name, the step taken was to give briefing to the female MC to avoid future mistakes. In addition, researchers have searched and contacted a replacement MC who is familiar with being an MC for events from

PT Malika Lentera Raya and provided online briefings such as rundowns, event details, do's and don'ts. Regarding the recruitment of MCs for future events, researchers suggested that a research first be conducted to ensure the experience of the selected MC. Researchers also recommended providing someone who can give briefing to the MC for each event segment before starting.

c. Solutions of Problems During the Third Day of the Event

On the last day of the BRI Pesta Rakyat Simpedes Tangerang, there was a problem when the Cat Police Talent did not feel well-served by the committee due to the lack of attention from the LO who was on duty because the LO had to serve other talents in a mobile manner. On the third day of the BRI Pesta Rakyat Simpedes Tangerang, a problem occurred where the mobile LO who served one of the talents should also serve the Cat Police, which made them dissatisfied with the existing LO's service. This challenge was caused by an error in plotting manpower by the organizers, which caused several LOs to serve two talents simultaneously. To overcome this problem, the organizers apologized and replaced one runner with LO for the Cat Police. To prevent similar problems in the future, the author suggests that organizers be more careful in planning manpower needs and prioritize the most important ones first, including providing runner manpower.

CONCLUSIONS

Based on this research, several conclusions can be drawn, as follows:

1. The identification of the preparations

for the BRI Pesta Rakyat Simpedes Tangerang that had been carried out according to the client's briefing and main points. The event preparation was carefully designed by preparing the needs of the BRI Pesta Rakyat Simpedes Tangerang and also involved and was very open to clients in exchanging concepts and using client's ideas.

2. Identification of the implementation of the BRI Pesta Rakyat Simpedes Tangerang by PT Malika Lentera Raya which was carried out offline, for 3 days on October 14-16, 2022 at Alun-Alun Tangerang. The implementation of the BRI Pesta Rakyat Simpedes Tangerang has sold 1,578 Simpedes and BRI mo products totaling 5,885 with a total of 7,206 visitors. Several challenges were also found in its implementation but they have been handled well.
3. Identification of the evaluation of the implementation of the BRI Pesta Rakyat Simpedes Tangerang that was carried out by PT Malika Lentera Raya by involving the organizers and the client team.

SUGGESTIONS

Based on the results of this research, several recommendations were proposed, namely:

1. In addition to discussing the event concept, it would be good if client and the organizer to discuss plan B and C in case the event concept is not feasible to be carried out due to certain factors such as weather, etc.
2. The organizers should conduct run-through H-1 before the event starts, not a few hours before, so that the run-

through is maximal, and there is still time to fix any shortcomings.

3. In addition to evaluating with clients, it is also necessary to evaluate with the team each division to anticipate errors that may occur the next day.

REFERENCES

- Abdurrahman Fatoni. (2011). *Metodologi Penelitian dan Teknik Penyusunan Skripsi*. Rineka Cipta.
- Anton Shone, & Bryn Parry. (2019). *Successful Event Management: A Practical Handbook* (5th ed.). Cengage.
- Arianto Kerubun, Melissa Justine Renjaan, & Hungan, M. (2022). Pengelolaan Potensi Desa Wisata Rumadian Kecamatan Manyeuw Melalui Keberlanjutan. *Journal of Tourism Destination and Attraction*, 10(2), 120.
- Dida Susanne. (2016). Pelaksanaan Kegiatan Special Event Jakarta Goes Pink Oleh Lovepink Indonesia.
- Dita Laila Ashiva, Nawazirul Lubis, & Sri Suryoko. (2015). Analisis Tingkat Kepuasan Nasabah Tabungan Simpedes Atas Kualitas Pelayanan PT Bank Rakyat Indonesia (Persero), Tbk Unit Ngesrep Semarang. *Journal Of Social And Politic, Business Administration*, 4(4), 4.
- Kholik Abdul. (2020). Special Event Management Dalam Membangun Social Identity.
- Kotler, Philip, & Armstrong. (2016). *Principle of Marketing* (16th ed.). Pearson Education.
- M Iqbal Hasan. (2002). *Pokok-pokok Materi Metodologi Penelitian dan Aplikasinya*. Ghalia Indonesia.
- Patrianti Tria. (2021). Manajemen Event Virtual "Siapa Kuliah" Detik.com Di Masa Pandemi COVID-19.

Mechanism of Talent Handling for Kahitna in Preparation and Implementation of BRI Pesta Rakyat Simpedes

Mohammad Rayhan Rinaldi ¹⁾, Muhammad Iqbal Katik Rajoendah ²⁾

¹⁾ Politeknik Negeri Jakarta, mohammadrayhanrinaldi@gmail.com

²⁾ Politeknik Negeri Jakarta, muhammad.iqbalkatikrajoendah@bisnis.pnj.ac.id

ABSTRACT

Presents an in-depth analysis of the event "BRI PESTA RAKYAT SIMPEDES," a vibrant and community-centered celebration organized by Bank Rakyat Indonesia (BRI) in collaboration with local communities. The event aims to foster cultural appreciation, solidarity, and economic empowerment among the residents of rural villages. The focus of this study lies on the preparations and performance of the renowned Indonesian band, Kahitna, during the event. Kahitna's participation served as a significant attraction, drawing diverse audiences from all walks of life to join in the festivities. This light on the meticulous planning and execution undertaken by Kahitna to ensure an unforgettable experience for the event attendees. Furthermore, it explores the impact of Kahitna's presence on the success of "BRI PESTA RAKYAT SIMPEDES." The study assesses the band's ability to forge a deeper connection with the audience through their music and captivating stage presence, fostering a sense of pride and unity among attendees.

Keyword: *Band, Event, Kahitna.*

INTRODUCTION



Picture 1. Event Poster of BRI PESTA RAKYAT SIMPEDES

BRI Pesta Rakyat Simpedes is an event aimed at providing public awareness about digital technology, particularly non-cash payments. The event started with a pre-event on October 9, 2022, and served as entertainment in selected cities during a roadshow. Tangerang was one of the chosen cities for this event, along with others like Makassar, Bali, and more. During the pre-event, the team visited fourteen markets to educate the public about non-cash payments. The educational activities in these markets took place over five days, from October 9

to October 13, 2022.

Following the pre-event, the main event was held from October 14 to October 16, 2022, featuring various exciting contents such as parades, music performances, stand-up comedy, competitions, and other diverse activities. By involving local musicians, comedians, BMX cycling communities, vintage bicycle enthusiasts, cosplayers, and other local groups, the event aimed to introduce and promote local communities. The event was accessible to the public, and attendees could enter by making a one-rupee payment through non-cash transactions via Bank BRI.

Talent handling is a part of talent management and is important as a liaison with various parties, meeting talent needs, accompanying talents, and so on. According to an expert, talent handling is described as follows:

"Ensuring that all marketing plans

are executed in a timely manner. It is necessary to have a prepared calendar for every talent schedule. Handling all basic talent concerns and being able to respond within one hour and facilitate talents from beginning to end." (Royale, 2022)

Talent handling plays a crucial role in an event when there are individuals who require special treatment or privileges, such as celebrities, artists, officials, and others. Bank Rakyat Indonesia (BRI) celebrated its 127th anniversary by organizing a grand event in several cities across Indonesia, demanding meticulous talent handling preparations.

Named "BRI Pesta Rakyat Simpedes," the event featured several renowned artists, including the legendary national band Kahitna, which has been a prominent figure in the Indonesian music scene for over three decades. Therefore, special attention is required for Kahitna as a talent, both during the preparation and execution of the BRI Pesta Rakyat Simpedes event.

Talent handling necessitates preparation by adjusting to the talent's specific requirements (riders), the type of event, content within the program, and various other factors that must be meticulously arranged. However, even with thorough preparations, challenges may still arise during the execution. Hence, effective communication and coordination between the talent handler and the talent being handled are essential.

PT Malika Lentera Raya, in collaboration with Dyandra Communication, was entrusted by BRI to organize the BRI Pesta Rakyat Simpedes event, encompassing various preparations from the talent handling perspective. To fulfill the practical fieldwork assignment

at PT Malika Lentera Raya, the author has compiled a report entitled "Mechanism of Talent Handling for Kahitna in Preparation and Implementation of BRI Pesta Rakyat Simpedes."

RESEARCH METHOD

In this writing, the author utilized several methods to collect data for the fieldwork report. The methods used were Observation, where the author actively participated in the BRI Pesta Rakyat Simpedes event as a workforce involved in the planning, execution, and post-event phases of talent handling. The author also employed Documentation, collecting relevant documents from PT Malika Lentera Raya regarding talent handling preparations (pre-event), during the event, and post-event for the BRI Pesta Rakyat Simpedes. Additionally, the author conducted Interviews, specifically with Mr. Reno Teko Sulaiman, the Client Liaison for the BRI Pesta Rakyat Simpedes event. The collected data was analyzed using a qualitative method. "Qualitative research is a research method based on the postpositivism philosophy, used to study natural conditions where the researcher acts as the key instrument. Sampling of data sources is purposive, employing triangulation as the data collection technique. The data analysis is inductive/qualitative, and the findings of qualitative research emphasize meaning rather than generalization. Qualitative research focuses on a holistic natural background, positions humans as research instruments, conducts inductive data analysis, prioritizes the process over results, and the research findings are agreed upon by the researcher and the research subjects." (Sugiyono, 2009)

Therefore, the author will elaborate on the implementation of the BRI Pesta Rakyat Simpedes activities by collecting data and describing the information obtained during the fieldwork practice.

RESULTS AND DISCUSSION

1. Request Riders

The smooth implementation of the BRI Pesta Rakyat Simpedes event requires various preparations, including effective talent handling. To accomplish this, good communication is essential to convey comprehensive information to the involved talent, such as Kahitna, in order to minimize potential misunderstandings during the event execution. There are several aspects that need to be prepared for talent handling, such as requesting a list of riders, creating a checklist of riders, and determining the talent's pickup route.



Picture 2. Chat of Request Riders

2. The Creation of Riders Checklist

Based on the requests made by Kahitna's manager. The table is designed to facilitate the author in fulfilling the talent's rider requirements, as shown below

Table 1. Riders Checklist

CHECKLIST RIDERS KAHITNA		
Mineral bottle 330 ml	1	box
Snack box	12	pax
Black coffee saschet	1	pack
Coffee milk saschet	1	pack
Tea bag	1	box
Sugar saschet	1	pack
Dispenser hot and cold	1	unit
Plastic glass	20	pack
Mixer spoon	20	pcs
Hand sanitizer spray (big size)	1	pcs
Masker Sensi Convex	1	box
Mineral bottle 330 ml	2	box
Black coffee saschet	2	pack
Coffee milk saschet	2	pack
Teh bag	1	box
Sugar saschet	1	pack
Teh kotak	5	pax
Buavita (any flavour)	5	pax
You C 1000	11	pax
Bear Brand	11	pax
Choco bread	11	pax
Cheese bread	11	pax
Silverqueen	22	pax
Fresh fruit	2	pax
Pizza Hut Cheesy Bite	2	big pan
Tolak Angin	1	box
Hand sanitizer spray (big size)	1	pcs
Oxycan	3	can
Disinfectant Spray	1	pcs
Masker merk EVO / Sensi Convex black color	2	Box

Dry tissue	1	Box
Wet tissue	1	Pcs
Towel	10	Pcs
Dispenser cold and hot	1	Unit
Plastic glass	50	Pcs
Mixer spoon	50	Pcs
Mirror full body	1	Unit
Cooler box + ice cube	1	Unit
Chair	22	Unit
Table	8	Unit
AC	2	unit
Trash bag	2	Pcs
Electric plugs with extension	5	pcs
Portable toilet	1	Unit

3. The Determination of The Talent Pickup Route

Talent pickup process scheduled for the event day, a route for talent pickup is established as shown in the following image.



Picture 3. The route from Hotel to The Venue

The execution of talent handling is carried out after ensuring that all preparations are completed. The mechanism involved in its implementation includes ensuring the readiness of talent

riders and conducting talent pickups.

a. Ensuring the readiness of talent riders:

- 1) Prepare the talent riders in the holding room.
- 2) Ensure all facilities are available in the holding room.
- 3) Keep the holding room clean at all times.

b. Talent Pickup:

- 1) For the smooth execution of the event, talent pickup is crucial to avoid any delays.
- 2) To ensure a prompt talent arrival, the following mechanism is implemented for the talent pickup route:
- 3) Book online motorcycle taxis from the venue to the talent's hotel. Return to the venue together with the talent's manager. Direct the talent to park at the designated location. Escort the talent to the holding room.

CONCLUSIONS

Based on the results of the previous chapter's discussion, the author concludes the following regarding the talent handling of Kahitna at the BRI Pesta Rakyat Simpedes event:

1. Backstage:

During the talent handling process, a visitor was found to have forcibly entered the backstage area. Witnessing this potentially disruptive and unauthorized action, the security personnel intercepted and interrogated the individual. However, the person claimed to be a relative of an official, leading the security personnel to allow the individual to enter the backstage area.

2. Photo Session:

Kahitna had agreed to participate in ten photo sessions with the organizers of the BRI Pesta Rakyat Simpedes event. However, there were additional requests from the organizers that exceeded the agreed-upon limit.

SUGGESTIONS

The suggestion that can be given by the author to PT Malika Lentera Raya regarding talent handling is to conduct comprehensive and detailed briefings, especially to the security personnel, to achieve optimal results. Additionally, accurate information delivery is essential to avoid misunderstandings among all parties involved in event organization.

1. Backstage:

Regarding an incident where a visitor managed to enter the backstage area unauthorized, the author, as the person responsible for the area, conducted an interrogation. After conducting a thorough inquiry, it was found that the individual was not related to any official personnel. The author then asked the security team to escort the person out of the backstage area.

2. Photo Session:

In response to BRI's request as the organizer of the BRI Pesta Rakyat Simpedes event for additional photo sessions with Kahitna, the author and the execution team conveyed that there was a prior agreement with Kahitna to only have a maximum of ten photo sessions. With the solution provided, the organizing team understood the situation and promptly left the backstage area.

REFERENCES

- Abdullah, M. (2014). Manajemen dan evaluasi kinerja karyawan (Hakim Budi Rahmat, Ed.; Cetakan II). Aswaja Pressindo.
- Allen, J. (2008). Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events (Kedua). John Wiley & Sons.

CSR as a Marketing Tool at PT Adira Finance's 2022 Local Creative Festival

Kirana Salsabilla Amin ¹⁾, Fauzi Mubarak ²⁾

¹⁾ Politeknik Negeri Jakarta, kiranasalsabillaa@gmail.com

²⁾ Politeknik Negeri Jakarta, fauzimubarak@ymail.com

ABSTRACT

This research aims to evaluate the implementation and effectiveness of the Corporate Social Responsibility (CSR) program as a marketing tool at PT Adira Finance's 2022 Local Creative Festival Event. The research problems addressed in this study are focused on understanding the implementation and effectiveness of the CSR program at the festival. The objectives of the research include assessing the effectiveness of the CSR program and its impact on the community. The research methodology employed observation, interviews, and documentation as data collection techniques. The findings of the study indicate that the 2022 Local Creative Festival program is considered effective, as it enhances the community's knowledge and awareness of Adira's products and programs, resulting in a positive response. Additionally, the festival has a significant positive impact on the surrounding communities. The selected Tourism Villages gain increased exposure through social media branding, leading to enhanced recognition and awareness among the general public. Based on the research results, it can be concluded that the 2022 Local Creative Festival Event serves as an effective activity tool in Adira Finance's marketing strategy.

Keyword: *CSR, Effectiveness, Festival, Marketing, Strategy.*

INTRODUCTION

In 2020, the COVID-19 pandemic had a profound impact on countries worldwide, causing significant changes and social disorganization. The tourism industry was severely affected, with local tourist visits to Indonesia declining by 61 percent compared to 2019, as reported by the Ministry of Tourism and Creative Economy.

COVID-19 led to a shift in tourist behavior, with travelers adopting self-guided, fly-less, and drive-more approaches. As vaccines become widely accessible, local tourist destinations are expected to witness an increase in visitors. Post-pandemic, travelers prefer shorter-distance destinations, exploring spots closer to their residences using private vehicles like cars or motorcycles.

Event marketing involves companies sponsoring events or programs, typically managed by dedicated

divisions like Corporate Social Responsibility (CSR). CSR allows companies to demonstrate responsibility and concern for society, fostering stronger bonds between the company and the community, leading to greater acceptance and a more conducive social and political climate.

Creative Tourism Villages are areas where residents develop outstanding products from various creative economy subsectors, contributing to the economic growth of villages. The Ministry of Tourism and Creative Economy has identified 17 such subsectors, including architecture, fashion, culinary arts, and more. Developing Creative Tourism Villages can aid post-pandemic economic recovery, enhancing the performance of Tourism Villages in Indonesia.

Adira Finance, along with the Ministry of Tourism and Creative

Economy, has initiated a program for local tourism development. This program evaluates the potential of villages, their natural resources, human resources, and infrastructure, especially catering to local tourists using motor vehicles. By supporting creative tourism initiatives and participating in events like the Festival Kreatif Lokal 2022, Adira Finance can contribute to local community growth and promote sustainable development in the tourism and creative economy sectors.

RESEARCH METHOD

The research employed multiple methods to gather data and analyze the effectiveness of the Corporate Social Responsibility (CSR) program at the 2022 Local Creative Festival Event. The following research methods were utilized:

1. Observation

Observation method is the systematic observation and recording of phenomena or events under investigation without asking questions, even when the object of observation is a person (Marzuki, 2005:62). The author conducted observation of the implementation of the program and the effectiveness of the 2022 Local Creative Festival Event organized by Adira Finance.

2. Interviews

The interview method is a way of collecting data through one-sided questioning conducted systematically and based on research objectives (Marzuki, 2005:66). In this method, the author also utilized the Survey Method. According to Nana Syaodih Sukmadinata (2015:82), the survey method is used to gather data or information about a large population using a relatively small sample. The author

conducted interviews and surveys with permanent employees of Adira Finance who were directly involved in the 2022 Local Creative Festival Event. These surveys were conducted to determine the programs implemented and the extent of the effectiveness of the 2022 Local Creative Festival Event on Adira Finance.

3. Documentation

According to Sugiyono (2018:476), documentation is a method used to obtain data and information in the form of books, archives, documents, numerical and graphical writings, as well as reports and descriptions that support the research. The author collected documentation in the form of photos and relevant files regarding the event schedule and implementation during the process of conducting the 2022 Local Creative Festival Event Program.

RESULTS AND DISCUSSION

The 2022 Local Creative Festival, a CSR program by Adira Finance, aims to develop tourism, culture, and local wisdom while empowering small and medium enterprises (UMKM) in Indonesia. In collaboration with the Ministry of Tourism and Creative Economy (Kemenparekraf RI), the festival runs from August to November 2022.

Celebrating Adira Finance's 32nd anniversary, the festival supports sustainable tourism village development, including the Top 50 Best Tourism Villages awarded in ADWI 2021, with a focus on becoming Motorcycle-Friendly Tourism Villages.

Five selected villages in Java and Bali, equipped with driving infrastructure, human resources, and ecosystems for

tourism and the creative economy, host the festival. These villages meet the criteria for Motorcycle-Friendly status, featuring paved roads, traffic lights, gas stations, automotive workshops, tourist attractions, accommodations, and a thriving creative economy.

1. The implementation of the Corporate Social Responsibility (CSR) program utilized at the 2022 Local Creative Festival Event by PT Adira Dinamika Multi Finance

During the execution of Adira Finance's CSR Event, the 2022 Local Creative Festival Event became the focus of this research, in which the author conducted observations with the following findings:

a. Organizing the 2022 Local Creative Festival Event

PT Adira Dinamika Multi Finance, in collaboration with the Ministry of Tourism and Creative Economy of the Republic of Indonesia (Kemenparekraf RI), is organizing the 2022 Local Creative Festival with the theme "Motorcycle-Friendly Tourism Villages" in 5 Tourism Villages in Java and Bali from August to November 2022. This CSR program focuses on the development of tourism, culture, local wisdom, and the empowerment of small and medium enterprises (UMKM) in Indonesia. The festival is also part of Adira Finance's 32nd-anniversary celebration, with a focus on supporting sustainable development in tourism villages, including those recognized in the Top 50 Best Tourism Villages by the Indonesian Tourism Village Awards (ADWI) 2021.



Picture 1. Festival Kreatif Lokal

b. Corporate Social Responsibility (CSR) Program Festival Local Creative 2022

There are several series of activities in the implementation of the 2022 Local Creative Festival Event, including:

1) Desa Wisata Kreatif

This activity is a development program for local SMEs in the village, enabling them to create Motorcycle-Friendly Tourism Village packages that have selling value and can be sold by the local SMEs. The activities conducted include mentoring and capacity building in tourism destination management, specifically in the tourism and creative economy sectors, in each of the five Tourism Villages. Additionally, during this program, 5 Creative Economy products will be selected from each Tourism Village.

In selecting the Tourism Villages for the 2022 Local Creative Festival, considerations included:

- a) Assessment by the Ministry of Tourism and Creative Economy for tourism and creative potential.
- b) Priority tourism destinations in Indonesia and surrounding areas, part of the "10 New Balis" initiative.
- c) Proximity to motorcycle communities, around 50-100 KM.
- d) Offering outstanding creative products with scalability potential.

- e) Presence of permanent traditional markets.
- f) Adequate infrastructure, including well-maintained roads and facilities.
- g) Availability of skilled human resources in the creative economy.
- h) Possession of various tourist attractions and amenities.

In the 2022 Local Creative Festival, there are a total of 5 Tourism Villages participating in the Motorcycle-Friendly Tourism Village program, comprising 4 villages in Java and 1 village in Bali. The selected Tourism Villages are as follows:

- a) Rejowinangun Village – Yogyakarta, D.I Yogyakarta
- b) Sanankerto Village – Malang, East Java
- c) Carangsari Village –Badung, Bali
- d) Karanganyar Village – Karanganyar, Central Java
- e) Alamendah Rancabali Village – Bandung, West Java

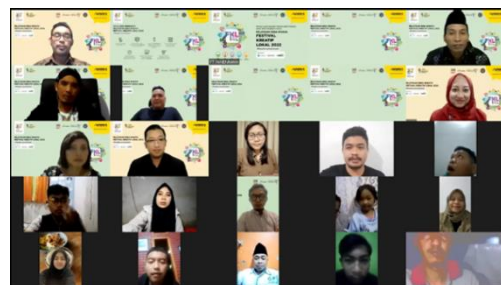
During the implementation of Desa Wisata Kreatif, Adira Finance also provides Online Training for the local community. This training aims to provide materials on online sales, financial literacy, management, and empower tourism practitioners and creative economy actors to independently manage and market their tour packages.

Throughout the Online Training program, there are 6 online classes conducted for the selected 5 Tourism Villages, utilizing the digital platform Zoom Meeting, scheduled from 19:00 to 20:30 WIB (Western Indonesia Time). The schedule and training topics include:

- a) Wednesday, 24 August 2022: Introduction of online sales by Abdi R Sasatrawinata as CEO of Panenmaya

Academy & Sustainability Business Coach Asia-Europe.

- b) Wednesday, 14 September 2022: Packing Tour Packages by Muchdlir Zauhariy as a representative from Atourin.com.
- c) Wednesday, September 21, 2022: Photo & Videography by Barry Kusuma as a representative from Atourin.com.
- d) Wednesday, 05 October 2022: Managing Social Media by Radix Primaria as Social Media Specialist.
- e) Wednesday, 12 October 2022 Hospitality & Customer Relationship by Reza Permadi as representative of Atourin.com.
- f) Wednesday, 19 October 2022: Interpretation of Tour Guide by Warsito as a representative from Atourin.com.



Picture 2. Online Training

The implementation of the Desa Wisata Kreatif program has direct and indirect impacts on various stakeholders, including:

a) Tourism Villages

- Develop tourism potential for motorbike users in villages.
- Create motorbike-friendly village tour packages.
- Market creative economy products as national souvenirs.
- Form an ecosystem to expand human resources in village

management (via Adira Finance's partner shop program).

b) Ministry of Tourism and Creative Economy (Kemenparekraf)

- Continued marketing implementation for the winners of the Anugerah Desa Wisata 2022 (Tourism Village Award).
- Collaboration between the ministry and private companies in developing the potential of Tourism Villages.
- Formation of an ecosystem within the ministry's programs for developing and promoting the tourism potential and creative economy to the market.

c) Adira Finance

- Increased awareness of Adira Finance among the target market in the villages to acquire potential product customers.
- Marketing of Adira Finance's products as financing solutions for various needs.
- Establishment of a sustainable and ongoing CSR program.

1) Village Exploration

Dozens of automotive communities act as influencers, participating in tours to the 5 Tourism Villages. They purchase Tour Packages, document their journey, and share it on Adira's Sahabat Lokal platform. Each village is visited by 2 communities with a minimum of 10 active social media members. Joined community:

- a) Yogyakarta: Honda ADV 150 Indonesia (HAI 150) chapter Solo and

Yamaha Mio M3 Club Indonesia (YM3CI) Chapter solo

- b) Malang: NMax Rider Semarang and Modern Vespa (Move Semarang)
c) Bali: Bali Max Owner and Honda ADV 150 Indonesia (HAI 150) chapter Bali
d) Magelang: Honda Megapro Club (HMPC) chapter Surabaya and Sajuma Warrior
e) Bandung: Kawasaki Ninja Club Bandung and Royal Enfield Bikers Owners Nation (Reborn Indonesia)



Picture 3. Jelajah Desa Wisata

2) Festival Pasar Rakyat

The campaign transforms traditional markets into creative public spaces, including financial literacy workshops. The Festival Pasar Rakyat (People's Market Festival) includes art and entertainment at local markets in Creative Tourism Villages, with participation from motorbike communities in the Village Exploration program.

The 2022 Local Creative Festival includes 5 Tourism Villages that will participate in the Motorcycle-Friendly Tourism Village program, comprising 4 villages in Java and 1 village in Bali. The selected Tourism Villages are as follows:

- a) Rejowinangun Village - Yogyakarta City, Yogyakarta Special Region
b) Sanankerto Village - Malang Regency, East Java
c) Carangsari Village - Badung Regency, Bali

- d) Karanganyar Village - Karanganyar Regency, Central Java
- e) Alamendah Rancabali Village - Bandung Regency

The People's Market Festival is held for two days on Saturday and Sunday which are located at the People's Market which is located in each of the selected tourist villages, namely: Pasar Legi Kota Gede, Yogyakarta, Pasar Turen, Malang, Pasar Adat Carangsari, Bali, Pasar Borobudur, Magelang, Awana Resort, Desa Wisata Alamendah, Bandung.

The Festival Pasar Rakyat also features one of the symbolic elements of Motorcycle-Friendly Tourism Village, which is the installation of a monument at the designated point of the tourism village. This monument takes the form of a permanent information board placed in front of the Village Office, Village Hall, or at the local market area.

2) The Impact of the Local Creative Festival on Adira Finance

Festival Kreatif Lokal 2022, in the view of Adira Finance as the organizer of the event, has a positive impact on the company, both directly and indirectly. Based on an interview with one of Adira Finance's employees named Ajie Prabawa Ganie, it is stated that the festival brings significant PR value. He stated, "Indirectly, Adira Finance experiences significant PR value. The branding of Adira Finance in the Tourism Village is prominent. Adira Finance also gains awareness through media coverage related to Festival Kreatif Lokal 2022. Media outlets such as RCTI+ (August-December), MNC (August-December), Okezone (August-December), Sindonews (August-December), Inews.ID (August-

December), IDX (August-December), and other media outlets, as well as the Tourism Village's Instagram account, have reported and promoted the Festival Kreatif Lokal."

The festival has contributed to enhancing Adira Finance's brand visibility, reputation, and recognition through media coverage and promotional activities. The PR value generated through media exposure and the festival's association with Adira Finance has provided positive outcomes for the company, creating greater awareness and engagement with the target audience.



Picture 4. Promo Placement RCTI+



Picture 5. Advertorial Inews.id

The brand of Adira Finance gains significant awareness among the public regarding the Adira Finance brand itself. This is primarily due to the clear design and prominent display of Adira Finance as the organizer of Festival Kreatif Lokal 2022 in our promotional materials, such as banners, X-banners, and backdrops. The explicit branding establishes a strong association between Adira Finance and the festival, leading to increased awareness and recognition of the brand

among the target audience.



Picture 6. Materi Promosi

Not only that, Adira Finance also establishes landmarks in each of the Tourism Villages, aiming to further increase awareness of the Adira Finance brand among the local communities. By having these landmarks, it is expected that the entire community becomes more aware of the Adira Finance brand and its association with the Festival Kreatif Lokal 2022. The landmarks serve as visual representations that contribute to strengthening the recognition and visibility of Adira Finance in the respective villages.



Picture 7. Landmark

3) The effectiveness of implementing the Corporate Social Responsibility (CSR) program at the 2022 Local Creative Festival Event by PT Adira Dinamika Multi Finance

a. Community perceptions regarding Corporate Social Responsibility (CSR) programs

Sudana (2015:25) states that Corporate Social Responsibility (CSR) is

the responsibility of a company organization towards the impact of its decisions and activities on society and the environment. CSR itself can enhance the company's positive image in the eyes of the public and serve as a free promotional tool to enhance the company's personal branding.

Criteria:

- Age: 20-30 years old, 31-40 years old, 41-50 years old
- Work: Blogger, Laborer, IT Specialist, Freelancer, Teacher, HR Professional, Homemaker, Employee, Student, Trader, Entrepreneur, Administrative Staff, Technician.

Based on the author's survey using a questionnaire filled out by 30 respondents who attended Festival Kreatif Lokal 2022 through Google Form, 18 out of 30 respondents were aware of the existence of CSR programs in companies. CSR plays a crucial role in contributing to environmental and societal development, including enhancing the potential of tourism villages. While most respondents knew about CSR programs, not all were aware that certain company initiatives are part of their CSR efforts.

Vika, one of the respondents, pointed out that information disseminated through media about upcoming events helps them learn about CSR programs organized by companies. Taufan shared his perspective, stating that companies can engage in various fields, such as social initiatives like supporting orphanages and providing facilities. Nonetheless, some respondents are still unaware of the typical CSR initiatives organized by companies.

b. Public perception regarding the Corporate Social Responsibility (CSR) program carried out by Adira Finance at the 2022 Local Creative Festival Event

In 2022, Adira Finance implemented its annual program together with Corporate Social Responsibility (CSR) to stimulate the creative economy of selected tourism villages. According to the survey conducted by the author, 29 out of 30 respondents were aware of the Local Creative Festival Event 2022. Many people in the community expressed their joy and excitement about the event.

The community understands and actively participates in the programs implemented during the Local Creative Festival 2022. The impact on the surrounding community is significant. As expressed by a respondent named Ledi, "It's very enjoyable, I gained more knowledge about market traders and micro, small, and medium enterprises (UMKM)." Another respondent named Siti expressed, "I'm happy because I learned about many destinations to visit and got to know the UMKM around." Other respondents also provided positive feedback on the implementation of the Local Creative Festival Event 2022. They mentioned that it enhanced the branding of the tourism villages, provided entertainment, increased awareness of various tourist destinations in the vicinity of the festival, and offered financial literacy to the local traders and UMKM.

c. Adira Finance's positioning is related to Corporate Social Responsibility (CSR) which was carried out at the 2022 Local Creative Festival Event

Through the survey conducted by the author, 28 out of 30 respondents were aware of the organizer of the Local Creative Festival Event 2022. The respondents had different views regarding the efforts made to develop local tourism, especially for motorbike users. Many respondents expressed that this movement was commendable and highly supportive for motorbike travelers. A respondent named Mansur stated, "This event makes it easier for tourists who want to visit these villages using a motorcycle."

After the event, based on the conducted survey, many respondents sought information about Adira Finance. For example, a respondent named Irvan learned that "Adira Finance is a non-bank financial company that provides funding for purchases such as motorcycles and cars." Other respondents also knew that the Local Creative Festival was not the only CSR program organized by Adira Finance.

d. Corporate Social Responsibility (CSR) activities for the Adira Finance program

According to Frynas (2009), the reasons why companies engage in CSR activities include:

- 1) Compliance with regulations, laws, and rules.
- 2) Social investment to build a positive image.
- 3) Part of the company's business strategy.
- 4) Obtaining a license to operate from the local community.
- 5) Part of the company's risk management to mitigate and avoid social conflicts.

Based on the survey, respondents

were aware of the programs during the Local Creative Festival Event 2022. Respondents mentioned Creative Tourism, Motorbike-friendly, and the festival. Adira Finance also organizes other CSR events, with 17 out of 30 respondents knowing about them. These events include "Jadi Mudik, #JadiLebaran," Cianjur Bangkit Berdaya, Apresiasi Sahabat, and Adira Mencerdaskan Negri.

As part of their concern for employees, customers, and the public, Adira Finance offers free "mudik" through the "Jadi Mudik, #JadiLebaran" program. Apresiasi Sahabat shows appreciation to loyal customers, and Adira Mencerdaskan Negri provides scholarships to employees' children based on achievements. The Cianjur Bangkit Berdaya program is a collaborative effort to support communities affected by earthquakes in Cianjur.

e. The effectiveness of the Corporate Social Responsibility (CSR) program for the Adira Finance company

To measure the effectiveness of Corporate Social Responsibility (CSR) programs, according to Budiani (2017a), effectiveness can generally be assessed based on several indicators, including:

- 1) Program Target Accuracy: the extent to which program participants align with the predetermined targets.
- 2) Program Socialization: the ability of program implementers to effectively socialize the program, ensuring that information about the program reaches the community and target participants.

- 3) Program Objectives: the extent to which the program outcomes align with the predetermined objectives.
- 4) Program Monitoring: the activities conducted to monitor and attend to program participants.

After conducting the survey, the author found that 28 out of 30 respondents were aware that Adira Finance was the organizer of the Local Creative Festival 2022. The respondents also expressed their opinions on the impact of the festival on the Tourism Villages. Both Adira Finance and the Tourism Villages benefited greatly from the event. Respondent Irvan expressed that "This event has an influence in promoting the village where it is held." The Local Creative Festival has a significant impact on the branding of the Tourism Villages, making them known to a wider audience. Adira Finance also becomes more recognized by the local communities and the general public.

After the successful implementation of the Local Creative Festival 2022, all 30 respondents expressed a positive view of the Adira Finance brand. As mentioned by respondent Irvan, "It's great to be able to contribute to the development of tourism in Indonesia and promote lesser-known destinations to the public. Therefore, the organization of the Local Creative Festival 2022 can be considered effective for Adira Finance."

CONCLUSIONS

The implementation of Corporate Social Responsibility (CSR) program as an Activity Tool in the Marketing Strategy at the Local Creative Festival 2022 event by PT Adira Dinamika Multi Finance Tbk can be summarized as follows:

1. The Local Creative Festival 2022, organized by Adira Finance's CSR division in collaboration with Kemenparekraf RI, aims to support Indonesia's tourism and creative economy sectors. Supported by Zurich Asuransi Indonesia, MUFG, Adira Sharia Finance, and Bank Danamon, the festival includes the Festival Pasar Rakyat and Jelajah Desa Wisata programs. Festival Pasar Rakyat is held in the chosen tourism village's market area, featuring entertainment, sponsor booths, and participation from local UMKM. It also provides Financial Literacy for UMKM and market traders. Additionally, the Jelajah Desa Wisata program involves motorcycle touring with motorcycle communities to develop motorcycle-friendly tourism villages.
2. The Local Creative Festival 2022 is considered effective as the community is aware of Adira's products and programs, leading to positive feedback. The event has a significant impact on neighboring communities, increasing awareness through social media branding. In conclusion, the Local Creative Festival 2022 is an effective activity tool in Adira Finance's marketing strategy.

SUGGESTIONS

Based on the description contained in the previous chapters, the author can provide several suggestions to be used as material for future consideration, as for suggestions that can be used as input, namely Adira Finance can add other programs that are more attractive to the

surrounding community so that more people come to the event the. Creating a universal program of events for all ages so that more people can come to visit. Adira Finance can extend the Event period in each region. Adira Finance can provide more training for the community and surrounding MSMEs so that the surrounding community and MSMEs can be more educated.

REFERENCES

- A.W, A. S., & Setianingrum, V. M. (2016). Event Marketing Sebagai Strategi Dalam Meningkatkan Brand Activation. 9.
- Adegbola, E. A. (2014). Corporate social responsibility as a marketing strategy for. *International Conference on Accounting Studies*, (p. 142). Lagos, Nigeria.
- Frynas, J. (2009). *Beyond Corporate Social Responsibility, Oil Multinationals and Social Challenges*. Cambridge University Press.
- Hafedh, I., & Sultan, O. A. (2014). Sporting Event as a Corporate Social Responsibility Strategy . *Symbiosis Institute of Management Studies Annual Research Conference (SIMSARC13)* (pp. 3-14). Kingdom of Saudi Arabia: Elsevier.
- Jamgade, S. (2018). Scope of MICE Tourism as an Emerging Hospitality Industry.
- Lawson, F. (1981). *Conference, Convention and Exhibition Facilities*. London: The Architecture Press.
- Marnelly, T. R. (2012). CORPORATE SOCIAL RESPONSIBILITY (CSR):.
- S., M. B., & Raharjo, S. T. (2018). CORPORATE SOCIAL RESPONSIBILITY (CSR).
- Scheinbaum, A. C. (2015). Event social responsibility: A note to improve outcomes for sponsors and events. *Journal of Business Research*, 1982-1986.
- Trišić, I., & Bojović, V. A. (2018). The role of MICE industry in tourism development. 3rd *International Scientific Conference*, (p. 276). Vrnjačka Banja.

Venue Selection Stage of FGD Mandatory SNI Electric Bicycles

Celine Charity E.R.A. Simatupang¹⁾, Muhammad Iqbal Katik Rajoendah²⁾

¹⁾ Politeknik Negeri Jakarta, celine.charitye.r.a.simatupang.an19@mhs.wpnj.ac.id

²⁾ Politeknik Negeri Jakarta, muhammad.iqbalkatikrajoendah@bisnis.wpnj.ac.id

ABSTRACT

Event Organizers (EO), are people who plan and organize events. According to the book "EO: 7 Effective Steps to Build an Event-Organizer Business (Meganda, 2009), an EO is defined as a service business that is legally appointed by the client to organize the entire series of events, starts with the planning stage, preparation stage, execution process, and evaluation, to help realize client expectations in creating an event. The author's data is categorized as primary and secondary. The author collects primary data through observation and secondary data through literature research. The author conducted this research by implementing the Qualitative Naturalistic Inquiry Method (Study in Natural Situations). Receiving Client Requests, Briefing and Task Delegation, Sourcing and Listing Venue Database, Selecting and Requesting Quotations, Negotiation with the Venue, Quotation Finalization, Invoicing the Down Payment, Down Payment, Using the Venue, Invoicing the Repayment, and Repayment composing the Venue Selecting Process. Hereinafter, for the Choosing the Venue Process, there are Defining the Objectives, Collecting the Relevant Information, Generating the Feasible Options, Decision-Making, Implementation, and Evaluating. The FGD SNI for Electric Bicycles of the Ministry of Industry in Batam followed the step of venue selection outlined by the author, Rogers (2013), in his book Conferences and Conventions. However, the author must complete numerous additional stages. The decision-making process in this event was also in accordance with Adair (2010), in his book "Decision Making and Problem-Solving Strategies."

Keyword: *Decision Making, Event Organizer, Focus Group Discussion, Negotiation, Venue Selection.*

INTRODUCTION

The success of an event may be accomplished with careful planning. The process of designing an event and its human resources tends to be referred to by the term Event Organizers (EO). Following the book, "EO: 7 Effective Steps to Build an Event-Organizer Business" (Meganda, 2009), EO is defined as a business in the service field that is legally appointed by the client to organize the entire series of events, starting with the planning stage, preparation stage, execution process, and evaluation, to help realize client expectations in creating an event.

The event contains many objects, there are conferences, exhibitions, concerts, and even a meeting. According to Kesrul (2004), a meeting is held by a

group of members of an association to develop professionalism, increase human resources, foster cooperation between members and administrators, disseminate the latest information, publish, or engage in public relations. Then Schwartzman (1989) in his book "The Meeting - Gathering in Organizations and Communities", said that a meeting may be defined more explicitly as a communicative event that organizes interaction in distinctive ways. Most specifically a meeting is a gathering of three or more people who agree to assemble for a purpose ostensibly related to the functioning of an organization or group, for example, to exchange ideas or opinions, to develop policy and procedures, to solve a problem, to make a

decision, to formulate a recommendation. Abdullah (2017) classifies meetings into several types, there are discussions, corporate meetings, seminars, workshops, symposiums, forums, training programs, press conferences, assemblies, retreats, public lectures, and classes.

In the context of organizing an event, EO must make proper preparations, including preparing a venue. The EO must ensure that the venues for holding the event are available, and must be directly proportional to the details of the concept that has been approved as the main thing and something that must be considered in detail shortly after the organizer acquires the final announcement related to the concept of the event. The chosen venue additionally has to satisfy all event necessities, such as seating arrangement varieties, simplicity of access, and complete venue facilities.

The "Focus Group Discussion (FGD) on the Implementation of Mandatory SNI for Electric Bicycles" by the Ministry of Industry in Batam is an event organized by Prisma Convex, designed for the national bicycle industry and the development of industry standardization supervision for bicycle products and also to assess and obtain recommendations related to the plan to implement SNI for Compulsory Electric Bicycles.

Nolan (2020), in his journal, named "The supply and design of different types of venues for business events", explained that in future research, there will be a large scope related to venue development as a suitable space for conducting business events. In addition, Nolan (2020) also quoted Halsey's statement (2010), that said a key element of organizing corporate

events is choosing a venue with the most manageable flaws. Additionally, the changing attitudes and preferences of delegates, and how this influences the choice of venue, could provide further useful insight for practitioners. Contemporary and future venues are likely to include sustainability and technology in the design of the building and may also include a counterterrorism plan. Further research into venue design for business events should, therefore, incorporate emerging trends as well as the changing habits and preferences of new generations of delegates.

After knowing the priority list of venues that will be used for holding the event, the EO must then decide on the place to be used. Russo & Schoemaker (2014) defines decision-making in their article "Decision Making" as a system whereby an individual, organization, or institution concludes the next steps to be accomplished with particular objectives and limitations of available resources. Adair (2010) states in his book "Decision Making and Problem Solving Strategies" that there are five classic processes in the decision-making process: Define the Objectives, Collect Relevant Information, Generate Feasible Options, Make the Decision, Implement and Evaluation.

This study examines how Prisma Convex processes the stage of the venue selection and the stage to decide on the venue for FGD Mandatory SNI Electric Bicycles in Batam.

RESEARCH METHOD

The author's data is classified into two categories: primary data and secondary data. The author develops primary data through observation,

whereas secondary data is collected from literature studies.

According to the book "Qualitative Research: Communication, Economics, Public Policy, and Other Social Sciences" (Bungin, 2007), observation is a daily human activity that relies on the five senses of the eye alongside the ears, smell, mouth, and skin. As stated by Yusuf (2019), observation techniques are used to acquire knowledge about and examine nonverbal behavior. In the words of Yusuf (2014), in his book "Quantitative, Qualitative, and Combined Research Methods," observation techniques are used to understand and examine nonverbal behavior. Meanwhile, literature studies are related to theoretical studies and have several references that will not be separated from scientific literature (Sugiyono, 2012). Data collection techniques used in this literature research include looking for data on things or variables in the form of notes, books, papers, articles, journals, and so on (Arikunto & Cepi Safruddin Abdul Jabar, 2010).

1. Observation

The author reviewed and was directly involved in every activity during her internship at PT Presisi Sinergi Utama to collect data. The Mandatory SNI Electric Bicycles in Batam FGD event was held on November 20 2022 and hosted in the Pacific Palace Hotel Batam, as is well known. Representatives from the Ministry of Industry, twelve bicycle companies, five LSPros (government or private institutions with the authority to examine and determine the quality standards of a product and are related to product SNI status) and four testing laboratories (both government and private) participated in

the Mandatory SNI Electric Bicycles FGD's implementation.

2. Literature Study

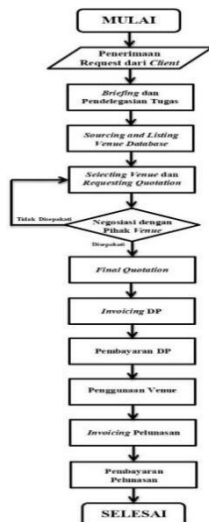
The author collects data through various books or other references related to problem formulation.

Hereinafter, the data analysis method used by the author in the preparation of this research is the Qualitative Naturalistic Inquiry Method (Study in Natural Situations). According to the definition provided by Gunawan (2013) in his book "Qualitative Research Methods: Theory and Practice", the Qualitative Method of Naturalistic Inquiry means that researchers do not try to manipulate the research setting but rather conduct studies on a phenomenon in situation where the phenomenon exists. People, groups, projects, patterns of relationships, or interactions can be the focus of examination, and everything is seen in its natural context.

RESULTS AND DISCUSSION

1. Venue Selection Process

The venue selection process for the FGD Event for the Implementation of Mandatory SNI for Electric Bicycles of the Ministry of Industry in Batam starts from the Receipt of Requests from Clients to the Billing Process, according to the following flowchart:



Picture 1. Flowchart of Venue Selection Process

a. Receiving Requests from Clients

The venue selection process in preparation for the implementation of the FGD Event for the Implementation of the Mandatory SNI for Electric Bicycles of the Ministry of Industry in Batam begins with the client contacting the organizer team and providing a brief explanation regarding the event to be held, such as the theme of the event, the time of the event, the target pax, venue criteria, and the type of seating arrangement. This request from the Client is the first step in the entire stage of venue selection in preparation for the implementation of the FGD Event for the Implementation of Mandatory SNI for Electric Bicycles of the Ministry of Industry in Batam.

b. Briefing and Task Delegation

This process is usually done by having a meeting directly between the organizer team and the client. This is also what happened in preparation for the implementation of the FGD Event for the Implementation of Mandatory SNI for Electric Bicycles of the Ministry of Industry in Batam.

c. Sourcing and Listing Venue Database

After knowing the concept of the event in detail from the client as well as the venue criteria that are specifically of concern to the client, the next step taken by the organizer team is to find venue targets and compile a venue database to be used as an option and backup plan. In the process of selecting a venue for the implementation of the FGD on the Implementation of Mandatory SNI for Electric Bicycles of the Ministry of Industry in Batam, the venue specifically requested by the client is a four- or five-star hotel and is close to Harbour Bay port. After that, the stages are carried out by the author to obtain and compile a venue database through the hotel website, an e-brochure, and direct contact with the contact person of the intended hotel. The search for this information has certainly been adjusted by the author to the results of the briefing and delegation of requests from the client.

d. Selecting and Requesting Quotation

After getting the venue database, the next step is to contact the contact person of the intended hotel to get more detailed information, such as a request for an offering letter (a quotation, which can later be used as evidence of the dealing process), the layout, and a fact sheet for each meeting room and ballroom in the hotel.

e. Negotiating with the Venue

In the venue selection process, the author acts as a representative of the organizer team (Prisma Convex) to negotiate with several hotels in

accordance with the venue database that has been compiled. Of the 10 hotels, the negotiation process that can occur as many as six (6) times with six (6) different hotels. Some of the negotiations did not result in an agreement due to the distance from the Harbour Bay port, which was the main request from the client. In addition, some hotels do not have ballrooms with the capacity needed by clients or are even fully booked, considering the hotel desired by the client is a four- or five-star hotel ballroom. All negotiation processes run fully online via WhatsApp Direct Chat, WhatsApp Call, and email.

f. The Finalization of the Quotation

After the negotiation process was carried out, a decision was taken that the implementation of the FGD Event for the Implementation of Mandatory SNI for Electric Bicycles of the Ministry of Industry in Batam would be carried out at the Pacific Palace Hotel Batam. The next step was for the organizer team to make a final quotation request to Pacific Palace Hotel Batam. And shortly after the final quotation is sent, the organizer team will sign the quotation as a sign of ratification of the cooperation that will be carried out between the organizer team and the venue to support the implementation of the FGD Event for the Implementation of Mandatory SNI for Electric Bicycles of the Ministry of Industry in Batam.

g. Invoicing the Down Payment

Down Payment is an amount of money paid in advance as a sign of purchase; down payment (Dagun, 1997). Invoicing the Down Payment is carried out final quotation signed by the organizer team. In preparation for the FGD Event for

the Implementation of Mandatory SNI for Electric Bicycles of the Ministry of Industry in Batam, the Down Payment Invoice billed to the organizer team is 50% and the invoice was sent via WhatsApp.

h. Down Payment

After the Down Payment invoice is sent, the organizer team immediately pays the amount previously agreed, which is 50% of the total invoice amount.

i. Using the Venue

After the DP is paid, the venue, which in this case is the Pacific Palace Hotel Batam, can be used by the Ministry of Industry to hold the FGD Event for the Implementation of Mandatory SNI for Electric Bicycles.

j. Invoicing the Repayment

After the FGD Event for the Implementation of Mandatory SNI for Electric Bicycles is completed, the next stage is the delivery of payment invoices by the venue. The repayment invoice was sent via WhatsApp and given directly to representatives of the organizer team (Prisma Convex), who were present as show control at the Pacific Palace Hotel Batam.

k. Repayment

After the payment invoice is sent, the organizer team returns to pay the remaining 50% of the bill.

2. Choosing the Venue

Decision-making in choosing venues for the FGD Implementation of the Mandatory SNI for Electric Bicycles of the Ministry of

Industry in Batam starts with Defining the Objectives to Implement and Evaluating them.

a. Defining the Objectives

Before determining which decision to make, the decision maker first knows clearly and understands what needs to be decided, of course, by aligning capabilities and conditions. About the implementation of the FGD Event for the Implementation of the Mandatory SNI for Electric Bicycles of the Ministry of Industry in Batam, the organizer team must get a clear briefing from the client to find out the wishes of the client and take into account all forms of readiness that will be needed in the process of organizing the FGD Event for the Implementation of the Mandatory SNI for Electric Bicycles of the Ministry of Industry in Batam.

b. Collecting the Relevant Information

Knowing the things that are considered by the client in its plan to hold the FGD Event for the Implementation of Mandatory SNI for Electric Bicycles of the Ministry of Industry in Batam, the organizing team collects information related to the venue by the wishes that have been conveyed by the client. The information is obtained by the organizer team from the hotel website, e-brochure, or even directly from the contact person, who is usually listed on the hotel website.

c. Generating the Feasible Options

After collecting information, which in the end compiled into a venue database, the organizing team made possible options for the most likely venue to hold the FGD event for the Mandatory

SNI for Electric Bicycles of the Ministry of Industry in Batam. This possibility can be assisted by the negotiation process with the intended venue. In the preparation process for the implementation of the FGD on the Implementation of Mandatory SNI for Electric Bicycles of the Ministry of Industry in Batam, the negotiation process occurred six (6) times with six (6) different hotels. And from the negotiation process with the six hotels, the possibility of an option was obtained, namely between Pacific Palace Hotel Batam and Zest Harbour Bay Hotel Batam.

d. Decision-Making

The possibility that has been narrowed down by the organizing team, then handed over to the client for final decision-making, is at which venue the FGD Event for the Implementation of Mandatory SNI for Electric Bicycles of the Ministry of Industry in Batam will be held. And the decision taken is that they will be held at the Pacific Palace Hotel Batam.

e. Implementation and Evaluating

After it was decided, the next step was to implement the decision by the plan and concept that had been determined. And after the series of FGD Events for the Implementation of the Mandatory SNI for Electric Bicycles of the Ministry of Industry in Batam was completed, the organizer team and the client team also conducted an evaluation related to the implementation of the FGD Event for the Implementation of the Mandatory SNI for Electric Bicycles of the Ministry of Industry in Batam.

CONCLUSIONS

The venue selection process of the FGD on the Implementation of Mandatory SNI for Electric Bicycles of the Ministry of Industry in Batam has been by the stage of venue selection that the author quoted from Rogers (2013) in his book entitled *Conferences and Conventions*. However, several additional processes must be done by the author, including:

1. The Finalization of the Quotation
2. Invoicing the Down Payment
3. Down Payment
4. Using the Venue
5. Invoicing the Repayment
6. Repayment

The decision-making process, regarding the implementation of the FGD on the Implementation of Mandatory SNI for Electric Bicycles of the Ministry of Industry in Batam, has been also in accordance with Adair (2010), in his book entitled "Decision Making and Problem Solving Strategies".

SUGGESTIONS

The FGD event for the Implementation of Mandatory SNI for Electric Bicycles by the Ministry of Industry in Batam has been carried out well. But still, several things need to be observed properly to improve the venue selection process in the future, such as:

1. The selection of venues by the organizer should be based on a database.
2. The implementation of a site inspection is expected to be carried out directly at the desired location in order to find out the actual condition of the venue.

REFERENCES

Abdullah, I. A. (2017). *Manajemen Konferensi dan Event* (2nd ed.). Gadjah Mada University Press.

- <https://opac.perpusnas.go.id/DetailOpac.aspx?id=1134149>
- Adair, J. (2010). *Decision Making and Problem Solving Strategies* (2nd ed.). Kogan Page. chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/<https://industri.fatek.unpatti.ac.id/wp-content/uploads/2019/03/Decision-Making-and-Problem-Solving.pdf>
- Arikunto, S., & Cepi Safruddin Abdul Jabar. (2010). *Evaluasi Program Pendidikan* (2nd ed.). Bumi Aksara. chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://staffnew.uny.ac.id/upload/132243758/penelitian/buku_cep_i_-_Copy.pdf
- Bungin, B. (2007). *Penelitian Kualitatif: Komunikasi, Ekonomi, Kebijakan Publik, dan Ilmu Sosial Lainnya*. Kencana. <https://opac.perpusnas.go.id/DetailOpac.aspx?id=354550>
- Gunawan, I. (2013). *Metode Penelitian Kualitatif Teori & Praktik*. Bumi Aksara. <https://opac.perpusnas.go.id/DetailOpac.aspx?id=859172>
- Kesrul, M. (2004). *Meeting, Incentive Trip, Conference, Exhibition*. Graha Ilmu. <https://opac.perpusnas.go.id/DetailOpac.aspx?id=587360>
- Meganda, Y. (2009). *7 Langkah Jitu Membangun Bisnis Event-Organizer*. Bhuna Ilmu Populer. <https://opac.perpusnas.go.id/DetailOpac.aspx?id=554516>
- Nolan, E. (2020). The supply and design of different types of venues for business events. *Emerald Publishing Limited*, 6. <https://doi.org/https://doi.org/10.1108/IJTC-11-2019-0197>
- Rogers, T. (2013). *Conferences and Conventions: A Global Industry* (3rd ed.). Routledge. <https://doi.org/https://doi.org/10.4324/9780203119402>
- Russo, J. E., & Schoemaker, P. J. H. (2014). decision-making. *Palgrave Macmillan*, 4. <https://doi.org/10.1057/9781137294678.0160>
- Schwartzman, H. B. (1989). *The Meeting - Gathering in Organizations and Communities*. Springer Science+Business Media New York. https://doi.org/https://doi.org/10.1007/978-1-4899-0885-8_1
- Sugiyono. (2012). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. <http://inislite.undiksha.ac.id/opac/detail-opac?id=3026>
- Yusuf, A. M. (2014). *Metode Penelitian Kuantitatif, Kualitatif, dan Penelitian Gabungan* (1st ed.). Kencana. <https://books.google.co.id/books?id=RnA-DwAAQBAJ&printsec=frontcover&hl=id#v=o>

nepage&q&f=false

Yusuf, A. M. (2019). *Metode Penelitian Kuantitatif, Kualitatif & Penelitian Gabungan*. Prenada Media Kencana.
http://digilib.itbwigalumajang.ac.id/index.php?p=show_detail&id=19305

The Process of Handling the Technical Paper Competition for The IIGCE 2022

Elsya Intanzulindra Mulyantie ¹⁾, Christina L. Rudatin ²⁾

¹⁾Politeknik Negeri Jakarta, elsya.intanzulindramulyantie.an19@mhs.wpnj.ac.id

²⁾Politeknik Negeri Jakarta, christina.lr@bisnis.wpnj.ac.id

ABSTRACT

Technical Paper Competition (TPC) Indonesia International Geothermal Convention and Exhibition is an international scientific paper competition in the form of pouring creative ideas or ideas that are original, solutive, visionary, and applicable to optimize innovation and technology in the field of geothermal through scientific research and literature review. The implementation of TPC, which is held annually, is carried out by a PIC who is responsible for ensuring the smooth running of the TPC process. The TPC process takes a long time because it has 3 stages namely pre event, during event and post event. This research uses qualitative analysis with primary data collection techniques with observation methods based on events that occur in the field by actively participating as part of the organizers of the Indonesia International Geothermal Convention and Exhibition 2022 and using secondary data collection techniques with documentation methods to strengthen the data obtained and conducting interviews as supporting information. The research was conducted with the aim of knowing and analyzing the process of handling the technical paper competition in the organization of the Indonesia International Geothermal Convention and Exhibition 2022.

Keyword: *Paper Competition, Person in Charge, Process.*

INTRODUCTION

The world community has been affected by the Covid-19 pandemic for two years, starting with the announcement of the first patient infected with the coronavirus on March 2, 2022. Indonesia has also experienced several waves of the pandemic that have caused the economy to decline. However, the current Covid-19 pandemic situation in Indonesia has shown improvement, as evidenced by the assessment parameters. As a result, Indonesia's economic recovery is now in sight. One of the important milestones in this recovery journey is the organization of the G20 Summit in Indonesia, which included various events and culminated in a successful summit.

The organization of the G20 Summit side events became a kind of proof to the world that Indonesia is ready to host

various international events. One of the side events that was successfully organized is the 8th Indonesia International Geothermal Convention and Exhibition (IIGCE) 2022 by the Indonesian Geothermal Association and supported by the Directorate General of Renewable Energy and Energy Conservation (EBTKE), Ministry of Energy and Mineral Resources (ESDM), and in cooperation with ON US Asia as the organizer.

According to Lawson (2018), a convention is a meeting attended by several people with the aim of discussing several issues or exchanging ideas, views and information from a special topic and usually ends with an exhibition related to the topic. This is in line with the organization of IIGCE, which is an annual

scientific meeting of academics and professionals to discuss social, economic and technical issues as well as technological developments in the field of geothermal energy with the theme "Geothermal: The Sustainable Energy for Green Recovery, Energy Transition, and Security".

IIGCE 2022 also organizes exhibitions and other supporting programs, namely the Technical Paper Competition (TPC) and the field trip to Sokoria. Technical Paper Competition (TPC) is a scientific paper competition in the form of pouring creative ideas or ideas that are original, solutive, visionary and applicable to optimize innovation and technology in the field of geothermal through scientific research and literature review.

TPC is included in the type of conference that is combined with a journal. This is in line with the opinion of Wisnu Jatmiko (2014), who explains that the type of conference in conjunction with journals is carried out in the academic field for various ideas that are poured in the form of papers and present the latest research results that have been carried out, and the best papers are published later.

The stages of TPC implementation take quite a long time, starting from the paper selection stage to determining whether the paper will be presented or displayed in the form of a poster. Wisnu also explained that the paper management process uses the OCS system, while the PIC still uses a manual system to manage TPC, so there are some differences.

Based on the background previously described, this article will discuss the process of handling the technical paper competition in the series of organizing the

Indonesia International Geothermal Convention and Exhibition 2022 with the research method used is qualitative analysis. The author uses qualitative analysis with a deductive thinking approach based on general facts then observed and finally finds a match between the process of handling the Technical Paper Competition with the theory obtained by the author.

RESEARCH METHOD

The author uses a qualitative analysis approach, which involves collecting primary data through the participant observation method through observation and sensing by actively participating as part of the organizer of the Indonesia International Geothermal Convention and Exhibition 2022, namely PIC Technical Paper Competition IIGCE 2022. Through this direct approach, the author obtained a real picture of an event that occurred in the field to answer the author's questions so as to provide valuable direct insight.

In addition, the author also uses secondary data collection techniques, the documentation method, by collecting written evidence and relevant materials from the object of observation (in this case, the Indonesia International Geothermal Convention and Exhibition 2022) to support and strengthen the data obtained through primary observation. Documentation may include various sources such as overviews, reports, or notes related to the event.

The author also conducted interviews through telecommunication media to obtain in-depth information about the process of handling technical papers to the IIGCE committee as a

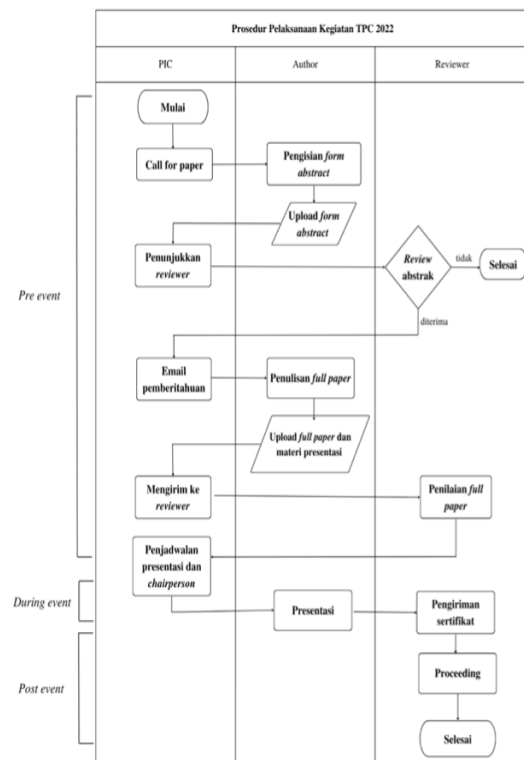
process to prove whether what was done by the TPC PIC was in accordance with other technical paper competition processes.

By combining primary data collected through active participation with secondary data obtained through documentation as well as interviews with the committee, the author ensures that a comprehensive and well-supported qualitative analysis technique will provide good and useful results on the research process of handling the scientific paper competition during the 2022 Indonesia International Geothermal Convention and Exhibition.

RESULTS AND DISCUSSION

1. Results

The Technical Paper Competition (TPC) organized as part of the Indonesia International Geothermal Convention and Exhibition (IIGCE) 2022 is supervised and managed by the Person In Charge (PIC). The PIC is responsible for ensuring the smooth running of the TPC and overseeing all aspects of the event, including the paper management process. Typically, the organization of TPC activities follows a structured process that has three main phases: the preparation phase, the event phase, and the post-event phase. The process for implementing TPC activities from pre-event to post-event is shown in Picture 1 below.



Picture 1. Flowchart of TPC Activity Implementation Procedure

Source: Processed data, 2022.

a. Pre-event

The preparation process for organizing TPC is divided into 2, the first is the paper management process, where this process focuses more on handling the paper management, starting from the call for papers to the email notification of the complete paper status. The call for papers started from April 10, 2022 to May 17, 2022, with the scope of paper topics being Earth Science: Exploration, Engineering, Resource Management, Special, and General.

Authors interested in participating in TPC activities must complete the abstract submission form and send it to the TPC PIC via IIGCE email, namely iigce@onus.asia. The abstract submission form is shown in Picture 2 below.

The information below is required to complete an abstract submission.
Send your information to a new file name and rename with your Full Name and Company/Institution

AUTHOR DETAILS

Full Name
Company/ University/ Affiliation
Mobile Number
Email Address
Are you the Author ☐ Yes ☐ No
Do you have authorization from your Company/ University to submit this information? ☐ Yes ☐ No

CO-AUTHORS DETAILS (IF ANY)

1 st Co-Author	2 nd Co-Author	3 rd Co-Author
Name	Name	Name
Email	Email	Email
4 th Co-Author	5 th Co-Author	6 th Co-Author
Name	Name	Name
Email	Email	Email

SUBMISSION DETAILS

Select Topics (Check all that apply)

☐ EARTH SCIENCE: EXPLORATION ☐ Geology ☐ Geophysics ☐ Geochemistry ☐ Hydrogeology ☐ Resource Assessment ☐ ENGINEERING TOPICS ☐ Drilling and Completion Technology ☐ Reservoir Engineering ☐ Production Engineering and Steam Gathering System ☐ Power Generation ☐ Corrosion and Scaling	☐ RESOURCE MANAGEMENT ☐ Resource Surveillance ☐ Field Management ☐ Steam Supply ☐ Injection Management ☐ SPECIAL TOPICS ☐ EGS - Enhanced Geothermal System (Hot Dry Rock) ☐ Software for Geothermal Application ☐ Health, Tourism and Bathing ☐ Direct Use and Agriculture ☐ GDM - Clean Development Mechanism	☐ GENERAL TOPICS ☐ Environmental and Social Aspects ☐ Legal and Regulatory Aspects ☐ Economics and Financing ☐ Energy Pricing and Policies ☐ Geothermal Education

Submitted for: ☐ Presentation ☐ Poster

Title of Paper
Co-author list
Abstract Text
max. 500 words

SUBMISSION GUIDELINES:

- Abstract should be written in English and limited to maximum 500 words.
- All abstracts will be evaluated highly on originality and technical value; any improvement, refinement, and development can be completed while preparing and editing the full manuscript.
- Accepted abstract should submit the full manuscript in English and follow ISCOMICE manuscript template.
- Full manuscript will be carefully reviewed by the committee; accepted papers will be published in proceeding book at ISBN.
- Send your abstract to iscomice@ui.ac.id

Picture 2. Abstract Submission Form

Source: IIGCE Website, 2022.

Once the author has submitted the abstract form, the author will receive an email notification that the abstract has been accepted and will be immediately reviewed by the reviewers. Abstracts received will be assigned a topic code to facilitate the paper handling process. The next step performed by the PIC is to distribute the abstracts to the reviewers according to the paper's topic.

The full paper evaluation is based on 5 elements, namely originality, which means that the discussion in the paper has never been published anywhere and the data used are not the result of taking from other papers. Then, quality of argumentation, which is how good the quality of the paper is in forming conclusions and interpretations, as well as rich arguments by looking at many things and not apart from one discipline of science alone. Application in industry is also an element of evaluation that refers to

how quickly the things discussed in the paper can be applied in the industry. Then, the degree of interest, which means great potential to be published in the industry. The last one is written in English (readability) which means that the paper is written in a clear and understandable structure.

On June 13, 2022, after the reviewers have completed their evaluations, the TPC PIC will send an email with the results of the review. The email will also indicate the status of the abstract, whether it is accepted or rejected, and if accepted, whether it is accepted as a poster or a presentation. The author will also be expected to immediately submit a full paper no later than July 11, 2022.

Authors who have submitted a full paper will receive an email notification that the TPC PIC has received the full paper and will forward it to the reviewer for review. On August 5, 2022, after the full paper has been reviewed by the reviewer, the TPC PIC will send an email notification to the author that the manuscript has been reviewed and is expected to immediately send the final version of the full manuscript submission on August 31, 2022 and the PPT/Poster submission on September 9, 2022. The PIC TPC will summarize the submitted materials to be prepared as author presentation materials.

The second process is the process of handling implementation personnel needs, where this process focuses more on preparing the components of the TPC activity needs so that the implementation of this activity can run smoothly, such as determining the TPC team on the day of the TPC presentation, TPC registration flow, chairperson, TPC agenda, TPC

spatial arrangements, and the availability of TPC needs.

By dividing the preparation process into these two aspects, the organizers can ensure that the paper management process and the implementation of TPC activities as a whole can be well coordinated and successful during the organization of The 2022 Indonesia International Geothermal Convention and Exhibition.

b. During Event

The implementation of the Technical Paper Competition (TPC) activities took place over two days, specifically on September 14 and 15, 2022. The venue for the TPC was the lower lobby of the Jakarta Convention Center. The TPC sessions were held in parallel, with specific time slots allocated on each day, i.e., on the first day (September 14, 2022) from 3:30 p.m. to 5:15 p.m., and on the second day (September 15, 2022) from 1:15 p.m. to 3:20 p.m.

Before the TPC activities commenced, the Person In Charge (PIC) had the responsibility to ensure that all presentation materials were complete and that the checklist in each room had been duly completed. TPC checklist is shown in Picture 3 below.

NO	DESKRIPSI	QTY	VL	PROVIDE BY	RECE	API	CMK	JDC	PIC
1	SEATING ARRANGEMENT (KAKATUA, KENDAL, MURAI, MAJAL, NURI 1 & NURI 2, SEKRETARIAT)								
1	Kursi Peserta (Theater 40 kursi/room)	280	unit	2	days			x	
2	Presenter							x	
-	Kursi	2	unit	2	days			x	
-	Maja	1	unit	2	days			x	
3	Kursi Chairperson							x	
-	Kursi	2	unit	2	days			x	
-	Maja	1	unit	2	days			x	
4	Maja Projector							x	
-	Kursi	1	unit	2	days			x	
5	Registration							x	
-	Kursi	2	unit	2	days			x	
-	Maja	1	unit	2	days			x	
6	Maja Memento & Sertifikat							x	
2	PRODUKSI & PENYINGKAPAN ACARA								
A	KAKATUA, KENDAL, MURAI, MAJAL, NURI 1 & NURI 2, SEKRETARIAT								
1	Content TPC Room Schedule / day	12	unit	2	days	x		x	Operation
2	Partisi R&R room	7	set	2	days			x	Operation
3	Sertifikat	200							
-	Chair Person of Technical Program	24	set	1	event			x	Operation
-	Author of Technical Program	120	set	1	event			x	Operation
-	Co-Author of Technical Program	60	set	1	event			x	Operation
-	Best Paper of Technical Program	8	set	1	event			x	Operation
-	Best Poster of Technical Program	1							
4	Memento								
-	Chair Person dan Co-Chairperson	24	set	1	event			x	Operation
-	Presenter	64	set	1	event			x	Operation
-	best paper	7	set	1	event				
-	best poster	1	set	1	event				
5	Podium	6	unit	2	days			x	
6	Flip Chart + Stand	4	unit	2	days			x	
7	Air full + notes	280	Set	2	days			x	
8	Mineral Water (Bottled jika habis)	280	Set	2	days			x	
9	Seal Participant	7	unit	2	days	x			
10	Thank you note For Your Participation As A Presenter Of Technical Program								
B	MULTIMEDIA								
1	Memento								
-	Screen 150 inch & Projector 3.000 lumens	6	unit	2	days			x	Operation
-	Laptop for TPC	6	unit	2	days			x	Operation
-	Laptop Selection	1	unit	2	days			x	Operation
C	SOUND								
1	Sound System 5000-watt	4	set	2	days			x	Operation
2	MC Wireless	12	unit	2	days			x	Operation
3	Branding Mics (SMA)	6	unit	2	days			x	Operation
4	Operator Sound System	6	unit	2	days			x	Operation
5	Groundwork Mics	6	unit	2	days			x	Operation
6	Groundwork Program	6	unit	2	days			x	Operation
D	OTHERS								
1	Unit	7	unit	1	event	x			
2	Clicker & Promter	7	unit	1	event	x			
3	Agenda TPC	14	unit	1	event	x			
4	Form Memento	30	set	1	event	x			
5	Map Back	30	unit	1	event	x			
6	Acrylic Table	7	unit	1	event	x			
7	Chairperson/Chairperson								
8	Best Poster Form								
9	Evaluation Form								
10	Chairperson								

Picture 3. TPC Checklist

Source: Processed data, 2022.

Additionally, the PIC had to make sure that both the presenter and the chairperson were present but not more than 5 minutes before the scheduled activity start time. Furthermore, the chairperson needed to understand the instructions given previously to lead the TPC smoothly.

The flow of TPC activities is that attendees must first register for IIGCE at the registration desk located in the lobby to receive a badge. After that, authors entering the TPC room must re-register by scanning the barcode. During the presentation, the author will be allotted 20 minutes, divided into 15 minutes for the paper presentation and the last 5 minutes for a question and answer session with the audience. After the presentation, the author will receive a plaque as a token of appreciation for his or her participation in TPC activities. Plaques are also given to the chairperson of the committee who

helped lead the TPC.

The implementation of TPC presentation activities will be done in English, considering that IIGCE is an international event, so the participants will not only be local people, but also international.

On September 15, 2022, precisely during the closing ceremony, the best paper awards from each topic and the best paper overall were also announced. The selection process for the award was carried out during the evaluation of the full paper manuscript by reviewers, which was taken from the paper with the highest score and had been reviewed by several reviewers to prove that the paper deserved the title.

c. Post Event

The Technical Paper Competition (TPC) Person In Charge (PIC) has several important responsibilities following the conclusion of the TPC, including the preparation of a comprehensive activity report detailing various aspects of the TPC. This report will include information on the organization of the event, number of participants, papers presented, feedback from participants, and other relevant details that will provide a comprehensive overview of the TPC. In addition, the PIC organizes the submitted papers according to their respective topics or themes. This summary serves as a structured compilation of all the papers presented during the TPC, making it easier for future reference and publication purposes. Finally, the compiled papers are prepared for publication in national publications. These publications may be journals, conference proceedings, or other relevant platforms that will disseminate the

research and findings presented during the TPC to a wider audience within the country.

2. Discussion

Based on the TPC activities carried out, there is conformity with the explanation given by Wisnu Jatmiko, which is a conference based on its scope, where IIGCE is included in the international conference because it attracts participants not only from the local area but also from various international locations. This is in accordance with the characteristics of international conferences that usually bring together researchers, experts, and professionals from various countries to provide a diverse and global perspective on geothermal energy research and development.

Based on the time of implementation, the Technical Paper Competition (TPC) is included in the annual conference because it is held every year. This annual event fosters a sense of continuity and allows the geothermal community to keep abreast of new trends, technologies and breakthroughs in the industry.

Based on the conference program, the Technical Paper Competition (TPC) at the Indonesia International Geothermal Convention and Exhibition (IIGCE) is in line with the characteristics of a conference in conjunction with a journal, where participants submit their scientific papers for presentation during the event.

By associating it with a journal, IIGCE's TPC reinforces its status as a credible and high-impact event in the field of geothermal energy. This format encourages researchers to submit high

quality papers and fosters an environment of academic excellence and knowledge dissemination during the conference.

Indeed, based on the paper management process, there are striking differences between the theory described by Wisnu Jatmiko and the implementation carried out by the PIC of the TPC, as based on the organizational structure, where in the organizational structure Wisnu Jatmiko's book, there are directors and track directors who have specific responsibilities in paper management. These roles most likely include overseeing the review process, coordinating with authors and reviewers, and managing the entire paper submission and selection process. At TPC IIGCE, however, the Director and Track Director roles are performed only by the PIC. This adjustment may be due to the specific context and resource constraints of TPC IIGCE, where the PIC takes on several responsibilities to ensure the smooth running of the event.

In addition, based on the paper management system where in Wisnu Jatmiko's book, the paper management process uses the OCS (Open Conference Systems) system, an online platform designed to manage conference submissions, reviews, and proceedings. On the other hand, the TPC PIC at IIGCE still uses a manual system for paper management. Manual systems may involve traditional methods such as email correspondence, physical documents, or other offline processes to handle paper submission and review. This difference in systems may be due to the availability of resources and the specific preferences or constraints of the event organizers.

Then in books there are only full

paper submissions while in TPC activities there are abstract and full paper submissions. This difference allows conference organizers to review abstracts first and invite authors to submit full papers for further evaluation and consideration.

The last difference is that in Wisnu Jatmiko's book, the paper management process during the preparation of the implementation before the D-day is supported by various teams, including the event team, paper submission committee, and accommodation team. These teams usually handle specific tasks related to organizing the TPC, such as logistics, arranging accommodation for participants, and managing the submission and review process.

However, during the implementation of TPC 2022 at IIGCE, all these tasks are performed by the TPC PIC. The TPC PIC takes on various responsibilities, including compiling the event rundown, organizing session chairs, compiling and preparing material files for presentations, creating checklists, and ensuring equipment completeness during TPC sessions.

This difference in task assignment may again stem from the specific context and resources available to the IIGCE TPC. The TPC PIC may choose to take on multiple roles to ensure efficient coordination and smooth execution of TPC activities.

By taking on these additional responsibilities, the TPC PIC demonstrated adaptability and effectiveness in managing the paper management process and other important aspects of the Technical Paper Competition during an international

geothermal conference. The successful execution of TPC 2022 under the guidance of the TPC PIC further underscores the dedication of the organizers in delivering a well-organized and impactful event for all participants.

CONCLUSIONS

Based on the results of the discussion related to the TPC 2022 PIC duties, conclusions can be drawn regarding the Technical Paper Competition (TPC) at the Indonesia International Geothermal Convention and Exhibition (IIGCE), namely based on the scope and time of implementation, the IIGCE TPC is included in international activities, which attract participants from within and outside the country. In addition, the TPC is held annually as part of the larger Indonesia International Geothermal Convention and Exhibition, making it a regular and recurring event in the geothermal energy domain. Furthermore, TPC activities are associated with a journal, where participants submit their scientific papers for presentation during the conference and have the opportunity to be published in conference proceedings or reputable academic journals.

IIGCE TPC activities are managed by a special Person in Charge (PIC) who is responsible for ensuring the smooth implementation of TPC and monitoring all aspects of event development including pre-event preparation, activities during the event, and post-event follow-up and reporting.

TPC activities are not carried out using the OCS system but manually so that several obstacles are found during the paper management process, such as delays

in evaluating incoming abstracts and full papers. The PIC overcame this problem by sending email reminders to the participants. Another obstacle was revising the schedule several times due to objections from several authors regarding the initial schedule given and the difficulty of getting chairpersons due to the lack of database and response from old chairperson candidates.

On the whole, TPC IIGCE demonstrated a well-organized and impactful international conference that provided researchers and experts in the field of geothermal energy a platform to share their scientific work, collaborate, and contribute to the advancement of geothermal research and technology. The efforts of the TPC PIC in overcoming challenges and ensuring the success of the event reflected the organizers' commitment in providing a valuable and enriching experience for all participants.

SUGGESTIONS

A recommendation for future Technical Paper Competition (TPC) activities that is well-founded and can significantly improve the efficiency and effectiveness of the event is to adopt a Content Management System (CMS) such as OCS (Open Conference Systems) for paper management is indeed a practical approach to streamline the submission, review, and organization processes. Using OCS can improve the overall experience for authors and organizers, making it easier to handle paper submission, review, and proceedings.

The benefit of using a CMS System like OCS is that it can automate various aspects of paper management, including submission tracking, reviewer

assignment, and communication with authors. This can save time and effort for TPC organizers and streamline the process. In addition, it becomes easier to enforce submission deadlines as the system can be set to automatically close submissions after the set deadline. This ensures a fair and consistent review process.

Providing the Technical Paper Competition (TPC) with a database of chair candidates is a proactive approach that can improve the efficiency of the TPC process. This way, if there is no response from a chair candidate within a specified timeframe (e.g., more than 3 days), the PIC can quickly access the database and contact other potential candidates. By having a list of available chair candidates, the TPC can run smoothly and without delays.

Additionally, adding human resources to the TPC organizational structure, as outlined in Wisnu Jatmiko's book, can be instrumental in improving the efficiency and effectiveness of the event. By having dedicated team members to handle specific tasks related to paper management, logistics, communications, and other aspects of the event, the workload can be distributed more effectively, allowing organizers to focus on the coordination and overall success of the TPC.

The combination of these strategies can contribute to a well-organized and successful TPC at the Indonesia International Geothermal Convention and Exhibition. These measures ensure that TPC activities are managed efficiently, and potential challenges are addressed promptly, resulting in a valuable and enriching experience for all participants

and visitors.

REFERENCES

- Campiranon, K., and Arcodia, C. (2008) Market Segmentation in Time of Crisis, *Journal of Travel & Tourism Marketing*, 23:2-4, pp. 151-161
- Dini Andiani, Nyoman.(2014) *Pengelolaan Wisata Konvensi* : Singaraja, Graha Ilmu.
- Jatmiko, Wisnu dkk. 2014. *Prosedur Penyelenggaraan Konferensi Internasional*. Jakarta: Fakultas Ilmu Komputer Universitas Indonesia.
- Kusuma, C.S.D. (2019). MICE-Masa depan bisnis pariwisata Indonesia. Efisiensi: Kajian Ilmu Administrasi, 16(2),52-62.
- Meryyna, Selvy. 2018. *Strategi Pemasaran Jasa dalam Meningkatkan Pemakaian Convention Center (Studi Kasus Pada Palembang Sport and Convention Center)*. Skripsi. Palembang: Politeknik Negeri Sriwijaya.
- Noor, Any. 2013. *Manajemen Event* edisi revisi. Bandung : Alfabeta.
- Peraturan Menteri Pariwisata Nomor 5 Tahun 2017 tentang Pedoman Destinasi Penyelenggaraan Pertemuan, Perjalanan Insentif, Konvensi, dan Pameran.
- Peraturan Menteri Perdagangan Republik Indonesia Nomor 61 Tahun 2019 tentang Persetujuan Penyelenggaraan Pameran Dagang.
- Seebaluck, V., Naidoo, P., & Ramseook Munhurrin, P. (2015). Prospects and challenges of business tourism: A case of Mauritius. *Review of Business & Finance Studies*, 6(3), 45-55
- Triandhini, R. S., & Rudatin, C. L. (2022). Proses Pelaksanaan Registrasi Kegiatan Konferensi Studi Kasus: Event Our Ocean Conference 2018 oleh Kementerian Kelautan dan Perikanan. *Bisnis Event*, 3(10), 45-49.
- Utama, I Gusti Bagus Rai. 2016. *Pengantar Industri Pariwisata*. Yogyakarta: Deepublish.

Conference Session Preparation Process of the FLOII Convex 2022 by PT Fasen Creative Quality

Marsha Reynita Aestika ¹⁾, Djuni Akbar ²⁾

¹⁾Politeknik Negeri Jakarta, marsha.reynitaaestika.an19@mhsw.pnj.ac.id

²⁾Politeknik Negeri Jakarta, djuni.akbar@bisnis.pnj.ac.id

ABSTRACT

The COVID-19 pandemic has had a major impact on the event industry for approximately three years. In the end, in 2022, many event organizers, companies, or associations have returned to holding events again. One of them is by organizing conference activities. Conference is one of the MICE activities which is a meeting between a person, group, or organization to discuss and exchange ideas together to discuss a problem, case, and build business relationships. As a company engaged in event management, PT Fasen Creative Quality, in collaboration with the Indonesian Floriculture Association, is holding the 2022 Floriculture Indonesia International Convex with one of its programs, an international conference in the field of horticulture and ornamental plants. The research method was carried out by the observation, documentation, and qualitative analysis method. The preparation process is carried out with the stages of making themes and topics, appointing speakers and moderators, contacting speakers and moderators, finalizing speakers and moderators, technical meetings, registering prospective participants, contacting communities and universities, making event rundowns, making certificates, placards and conference kits, and setting up the location and conference room. The process of preparing for the conference session at the FLOII Convex 2022 event went smoothly with several obstacles because the smooth running of the conference process was inseparable from thorough preparation and good cooperation between team members.

Keyword: *Conference, During Event, Pre-Event.*

INTRODUCTION

MICE industry is one of the industries that influence the world of tourism. When the COVID-19 pandemic hit the world in early 2019, many MICE activities were postponed and even had to be cancelled. The tourism industry also slumped because MICE is an activity that can attract many tourists from within and outside the country. In 2022, the Indonesian Hotel and Restaurant Association (PHRI) said that the moment after Eid 2022 would be the first step for tourism recovery. The increasing number of Meeting, Incentive, Convention and Exhibition (MICE) activities in 2022, especially after Eid, will support the recovery of the tourism sector and the creative economy. Secretary General of the Indonesian Hotel and Restaurant

Association (PHRI) Maulana Yusran said the recovery of the tourism industry would be supported by the return of community, corporate and government activities.

As a first step for tourism recovery, in 2022 many event organizers, companies or associations will start holding events again. One of them is by organizing conference activities. Organizing conferences has an impact on the tourism industry, especially international scale conferences because holding international conferences will invite speakers and delegates from abroad, which can also increase revenue in the tourism sector.

PT Fasen Creative Quality as an event management company, was holding the Floriculture Indonesia International Convex (FLOII Convex) 2022 along with

the Indonesian Floriculture Association. It is an international conference which focuses on horticulture and ornamental plants. It was attended by multinationals speakers and delegates, so that it is expected to increase state revenue from tourism.

The smooth running of the conference preparation process is inseparable from the good cooperation between team members. However, there were not a few obstacles that occurred during the preparation process. For this reason, the author is interested in choosing the title **"CONFERENCE SESSION PREPARATION PROCESS OF THE FLOII CONVEX 2022 BY PT FASEN CREATIVE QUALITY"**.

RESEARCH METHOD

The research method was carried out by the observation method, making direct observations in the field by doing an internship at PT Fasen Creative Quality, as well as being part of the FLOII Convex 2022 event. Research was also carried out using the documentation method, collecting documents such as data from speakers and moderators involved, meeting minutes, invitation letters, event rundown, and other supporting documents which are all sourced from PT Fasen Creative Quality. Then, the data analysis method used is a qualitative analysis method. The data obtained for this journal article is subjective and data obtained from PT Fasen Creative Quality and Indonesian Floriculture Association.

RESULTS AND DISCUSSION

According to Wisnu Jatmiko, et al (2016:74-82), the pre-conference is the most crucial period when compared to the

two following periods. This pre-period is preparation, planning and forecasting which will determine the success of the conference on the D-day. In this pre-conference period, what needs to be done is: determine the vision of the event, determine the organizational structure of the conference, plan finances and allocate funds, make a schedule, determine the venue, manage papers, determine speakers, open participant registration, determine event arrangements, prepare certificates, and arrange rooms.

According to blog by Institute for Engineering Research and Publication (IFERP), organizing a successful international conference is mostly about getting the following things right: publicizing the event, getting people to sign up, choose the right location, and communicating with the people who manage the space, and so on.

FLOII Convex 2022 is an event that is not only organized by PT Fasen Creative Quality itself as the organizer, but also involves clients from the Indonesian Floriculture Association (PFI). For that, every preparation always involves the association. The following is the timeline for the FLOII Convex 2022 conference program:

Table 1. Timeline of Conference Program Activities FLOII Convex 2022

Source: Report of FLOII Convex 2022

1	Establish themes & topics	11-jul	18-jul
2	Appointment of prospective speakers and moderators	13-jul	22-jul
3	Contact speakers and moderators	15-jul	22-jul

	a. Availability		
	b. Price Negotiation		
4	Finalization of speakers & moderators	1-sep	30-sep
5	Concept brief to speakers & moderators	30-sep	30-sep

The preparation process was carried out for approximately three months and the authors followed the preparation process for one month before event, with the following stages:

1. Establish themes and topics

The themes and topics discussed at the FLOII Convex 2022 conference session are not far from the scope of discussions regarding the ornamental plant industry and other related matters such as export import and marketing of ornamental plants. In the process of making these themes and topics have changed several times due to adjusting the situation whether the audience will be interested in these themes and topics, if they are deemed inadequate then the themes and topics for conference sessions are chosen which are more interesting. Of course, these considerations involve PFI because the association knows more about the ornamental plant industry.

2. Appointment of prospective speakers and moderators

The appointment of prospective speakers and moderators was discussed carefully because the speakers and moderators selected for the conference sessions had to really understand the material and be experts in their fields.

3. Contact speakers and moderators

After getting several candidates to become speakers and moderators at the conference session, the next step is to find contacts and contact the speakers and moderators. This was the stage that the author began to get involved in working on it. The author helps continue the process of contacting the speakers as well as being the person in charge for the speakers with the contact number previously provided.

4. Finalization of speakers and moderators

In the process of contacting speakers and moderators, there was disposition because several parties could not become speakers at the FLOII Convex 2022 conference session. This was because the speaker's schedule did not match the time of the event. The conference team immediately looked for replacement speaker with the approval of the association. After all the speakers and moderators contacted have confirmed they will attend, the conference team immediately provide the TOR & Guidelines and invite them to the technical meeting.

5. Concept brief to speakers and moderators

Concept briefs or technical meetings with speakers and moderators are held twice, D-7 before the event takes place and on the D-day of the event. The first technical meeting was held online via Zoom Meeting, which was attended by the conference team, association representatives, speakers, and moderators of the FLOII Convex 2022 conference session. Things that have been previously

conveyed to speakers and moderators.

Apart from matters related to speakers and moderators, the next step that must be done is to open registration for potential conference participants and what the registration process is like, find and contact communities or universities to become participants in conference sessions.

6. Registration process for prospective conference participants

The conference session at the FLOII Convex 2022 event is one of the programs that anyone can join free of charge for those who have purchased entrance tickets to the FLOII Convex 2022 exhibition. Prospective conference session participants can register on-site on the D-day of the event or register online through the website <https://reg.floii-convex.com/conference-registration> and fill in the personal data. Furthermore, participants can choose the conference sessions and are required to attach proof of purchasing a FLOII Convex 2022 entry ticket.

After registration, prospective conference session participants will receive the confirmation e-mail with subject "registration on process" where participants are requested to wait one to two days until the organizer team validates the proof of FLOII Convex 2022 entry ticket. If the ticket owned by the prospective conference session participant is valid, then the potential participant will receive the confirmation e-mail that registration has been successful and the potential participant can attend the conference according to the selected session.

7. Contact communities and universities

The target participants for the FLOII Convex 2022 conference session according to the number of seats are 100 participants for each session. Because it cannot only rely on prospective conference participants who register online through the website, organizers also need a move to find communities and universities to become conference participants. The conference team invites plant-loving communities and universities with majors related to the plant industry to attend the FLOII Convex 2022 conference session by providing offers such as free entry tickets and giving e-certificates after completing the conference session until the end.

However, closer to the day of the conference, the conference seats were not sufficient even though the community and universities had been invited, so the number of conference participants was reduced to 50 seats for each session.

8. Making rundown or agenda

At the stage of making rundown, the author follows the process when the general rundown has been made by the previous conference team. The author only helps if there are rundown revisions and schedule changes from those that have been made before.

9. Making certificates, placards, and conference kits

In making certificates, placards and conference kits the conference team works closely with the design, procurement and logistics teams for the production process.

10. Site and conference room

preparation

Representatives of the conference team went to the location where the FLOII Convex 2022 was held, in Hall A, Jakarta Convention Center, surveyed two weeks before the event. The conference session itself was held in the Pre-Function room with a classroom layout.

The analysis of the process of preparing for the conference session at the FLOII Convex 2022 event is related to the theory previously mentioned. Based on the pre-conference stage conveyed by Wisnu Jatmiko, et al (2016:74-82), the preparatory process carried out by the conference team was making a timeline, making themes and topics, determining speakers, opening participant registration, determining agendas, preparing certificates, and arranging room. For additional activities carried out are concept briefs to speakers and moderators as well as contacting communities and universities.

Then, the activities that were not carried out were determining the organizational structure because it was created by the project manager, planning finances and allocating funds because there were finance team to manage it, and managing papers because this conference only delivered materials from sources and participants conducted debriefings, not conferences scientific inquiry involving reviewers for research.

Based on the theory organizing a successful international conference conveyed by Institute for Engineering Research and Publication (IFERP), FLOII Convex 2022 has succeeded in holding an international conference because it has gotten people to register, choose the right location, and conduct a location survey by

communicating with the people who manage the space.

CONCLUSIONS

FLOII Convex 2022 has succeeded in holding an international conference because it has gotten people to register, choose the right location, and conduct a location survey by communicating with the people who manage the space. The process consists of five stages: establish themes and topics, appointing potential speakers and moderators, contacting speakers and moderators, finalizing speakers and moderators, as well as concept briefs to speakers and moderators. In addition, steps related to the preparation process are opening registration for potential conference participants and the registration process, as well as finding and contacting communities or universities to become participants in conference sessions.

SUGGESTIONS

Here are the suggestions for further event:

1. Author recommend that the time to prepare for the event is longer, because three months of event preparation is really short so that some work piles up and is done in a hurry.
2. Lack of human resources in the FLOII Convex 2022 team, so there are too many job descriptions for one person and some jobs cannot be done properly. It is better if the number of human resources is added and everyone has a clear job description.
3. It is better if the conference material is carefully thought out with clear discussions between the organizer

and the association in advance before contacting the speakers so that there is no need to convey information repeatedly about changes to the speakers.

REFERENCES

- Indonesia. (2017). *Peraturan Menteri Pariwisata Nomor 5 tahun 2017 tentang Pedoman Destinasi Penyelenggaraan Pertemuan, Perjalanan Insentif, Konvensi, dan Pameran*. Jakarta.
- Indrajaya, Titus. (2015). Potensi Industri MICE (Meeting, Incentive, Conference and Exhibition) Di Kota Tangerang Selatan, Provinsi Banten. *Jurnal Ilmiah WIDYA*, Volume 3 Nomor 2. Pages. 81.
- Institute for Engineering Research and Publication. (2021). *Steps for How to Organize International Conference 2023*. (<https://www.iferp.in/blog> accessed on July 25, 2023).
- Jatmiko, Wisnu., & dkk. (2016). *Prosedur Penyelenggaraan Konferensi International*. Depok: Universitas Indonesia.
- Kamalina, Annasa Rizki. (2022). *Industri Pariwisata Mulai Pulih, Segmen MICE Jadi Harapan*. (<https://ekonomi.bisnis.com> accessed on December 6, 2022).
- Kusuma, Chusnu Syarifa Diah. (2019). MICE - Masa Depan Bisnis Pariwisata Indonesia. *Jurnal Efisiensi - Kajian Ilmu Administrasi*. ISSN 1412 - 1131. Vol. XVI No. 2.
- Noor, Any. (2013). *Manajemen Event*. Bandung: Alfabeta Publisher.

The Procedure of Procurement Logistic Conference 11th CX Transformation Summit 2022

Widiastuti Lagus Rayhan ¹⁾, Dewi Winarni Susyanti ²⁾

¹⁾ Politeknik Negeri Jakarta, widialagus@gmail.com

²⁾ Politeknik Negeri Jakarta, dewi.winarni@bisnis.pnj.ac.id

ABSTRACT

The Procurement of logistics for an event has a significant role in supporting the continuity of the series of events. This study aims to understand the stages of the logistics procurement procedure, along with the constraints and solutions discussed at the 11th CX Transformation Summit 2022 conference. The preparation of this research uses qualitative methods with observation, documentation, and interviews. The results of this study explain that the logistics procurement procedure for the 11th CX Transformation Summit 2022 conference has three stages: pre-event, during the event, and post-event, starting from brainstorming the event concept to evaluating and creating an accountability sheet. There were three problems and solutions to the implementation of the event, including the delay in installing the LED, which the team assisted in solving, the delay in the arrival of the perfect cue being replaced with the hotel's clicker, and the non-functioning of the TV when reading via USB, which was changed by using a laptop.

Keyword: *Conference, Event, Logistic, Procedure, Procurement*

INTRODUCTION

MICE is an acronym for Meetings, Incentives, Conferences, and Exhibitions. There is sometimes confusion about the meaning of MICE, with some people assuming that it encompasses both leisure and business tourism activities. In reality, MICE specifically refers to business-related activities.

According to McLeod (1993), a conference is a term commonly used to describe a meeting that typically lasts for more than three to six days and includes speakers, programs, plenary sessions, workshops, and social events, all designed to expand networks and enjoy the location where the event takes place.

In 2022, MICE activities, particularly conferences, were classified as hallmark events, indicating their significance. Several crucial elements contribute to the success of a conference.

Serli Wijaya, in her book titled "Event Management: Concepts and

Applications", highlights the crucial role of logistics in coordinating the flow of services between event planners and relevant vendors.

Based on the above quote, it can be concluded that logistics procurement is critical in organizing an event. If an organizer is not familiar with the logistics procurement process and its implementation in the field, it is undeniable that the event or conference will not run optimally. There are important considerations related to logistics procurement.

Rizky Ramadhan (2019) emphasizes that logistics procurement plays a significant role in event organization because logistics is essential for events, including meetings, incentives, conferences, and exhibitions. PT Diansyah Dinamika Wiryamanta is an Event Organizer that has been active in the industry for 13 years. The company's

extensive experience in executing various events has piqued the author's interest in exploring the importance of logistics procurement in events. Therefore, the author conducted an observation with the title "The Procedure of Procurement Logistic Conference 11th CX Transformation Summit 2022"

This research aims to address the following problem formulation:

1. What are the stages of logistics procurement procedures for the 11th CX Transformation Summit 2022 conference by PT Diansyah Dinamika Wiryamanta?
2. What are the challenges and solutions in the logistics procurement procedure for the 11th CX Transformation Summit 2022 conference by PT Diansyah Dinamika Wiryamanta?

The objectives of this research are:

1. To understand the stages of logistics procurement procedures for the 11th CX Transformation Summit 2022 conference by PT Diansyah Dinamika Wiryamanta.
2. To understand the challenges and solutions in the logistics procurement procedure for the 11th CX Transformation Summit 2022 conference by PT Diansyah Dinamika Wiryamanta."

RESEARCH METHOD

The research method employed is descriptive qualitative, which involves systematically describing the research object factually and accurately.

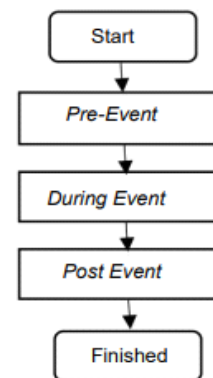
The research focuses on the execution of the 11th CX Transformation Summit 2022 conference, which took

place at the Ritz Carlton Mega Kuningan Hotel in South Jakarta on October 19, 2022. The research project started in September 2022 and continued until November 2022.

Data collection was conducted using three methods: field observation and recording of data, documentation method for archiving documents and visual representations, and interviews with the Project Officer, Project Manager, and Director as key informants regarding the logistics procurement procedures for the 11th CX Transformation Summit 2022.

RESULTS AND DISCUSSION

The logistics procurement for the 11th CX Transformation Summit 2022 conference is divided into three sequential stages: pre-event, during-event, and post-event implementation.



Picture 1. The Stages of Logistics Procurement

The three stages have different task descriptions and varying completion times. In reality, the pre-event or planning stage often requires more time compared to the other stages.

During the 11th CX Transformation Summit 2022 conference, there are three stages: pre-event, during-event, and post-event. The Pre-Event or planning stage involves the following task descriptions:

1. Brainstorming event concept
2. Creating a timeline
3. Conducting site inspection
4. Developing the venue floor plan
5. Creating a logistics list
6. Adjusting the logistics budget
7. Searching for vendors and obtaining quotations
8. Managing necessary documentation and permits
9. Designing logistics setup
10. Initiating the production process for logistics design
11. Collecting logistics items and materials
12. Organizing the event committee
13. Meeting with the venue regarding loading-in procedures
14. Loading-in logistics materials and equipment

Loading-in during the pre-event stage is the final process. Next, we will enter the during event stage. The during-event execution will take place on October 19, 2022.

The tasks carried out during the during-event stage include monitoring the logistics checklist to ensure the availability of the required quantity and specifications of items at the venue. It also involves conducting functional testing of each logistics item and transferring them within the venue, especially in the stage area, following the planned rundown. The logistics items that need to be moved to the stage are positioned near it to facilitate smooth logistics mobility.

The final stage of logistics procurement is the post-event stage. In this stage, several tasks are carried out, including:

1. Checking the used logistics items against the logistics checklist to

ensure the quantities match.

2. Loading out, which involves the process of dismantling and returning the logistics items.
3. Settling the payment for the logistics services to the vendors according to the agreed terms in the contract between both parties.
4. Evaluation and accountability sheets related to the event implementation process, from planning to the completion of the event.

During the three stages, there are inevitably challenges encountered throughout the process, especially during the during-event stage. Here are the challenges that occurred in the field during the implementation of the 11th CX Transformation Summit 2022 during the event:

1. The LED installation was not completed on time, and by 6:20 AM, the client had inspected the venue but the LED was not fully installed. This was due to the vendor who was still working on another site on the day before the event, resulting in a delayed dismantling process.
2. The Perfect Cue did not arrive at the venue during the event, and one speaker commented negatively.
3. The standing TV could not read data through USB, and all the client's materials were only available on the USB.

During the occurrence of challenges during the during-event stage, several activities were carried out to resolve the issues affecting the smooth running of the event. When conducting problem-solving, the Project Manager held the strongest decision-making authority. Therefore, communication and approval were

necessary for the implementation. The following solutions were implemented to address the challenges during the event:

1. The Project Manager, Project Officer, and Runner assisted in the LED installation process to provide additional manpower, enabling the installation to be completed by 7:30 AM.
2. The organizing committee borrowed a clicker from the hotel as a replacement for the unavailable Perfect Cue, which was being delivered through an online transportation application.
3. The standing TV's material was transferred to the Project Manager's laptop, and the content was displayed using the laptop until the end of the event.

Additionally, there were some suggestions in the conducted research including creating a comprehensive logistics checklist to facilitate the checking process, establishing a clear Memorandum of Understanding (MoU) with vendors regarding delays, and conducting a rehearsal (gladi) one day before the event.

CONCLUSIONS

1. The logistics procurement procedure for the 11th CX Transformation conference by PT Diansyah Dinamika Wiryamanta consists of three stages: pre-event, during event, and post-event. It includes activities from brainstorming the event concept to evaluation and creating accountability sheets.
2. The challenges faced during the execution include the delay in LED installation, unavailability of the

perfect cue, and the standing TV not functioning to read materials through a USB.

SUGGESTIONS

In the conducted research, several recommendations were identified, including:

1. Creating a comprehensive and accurate logistics checklist to facilitate the checking process.
2. Establishing a clear Memorandum of Understanding (MoU) with vendors regarding delays to ensure timely delivery.
3. Conducting a rehearsal (gladi) one day before the event to ensure smooth execution and identify any potential issues or challenges.

REFERENCES

- Darma, I. G. (2022). *Manajemen MICE*. Jakarta: Nilacakra.
- Luturlean, B. S. (2019). *Strategi Bisnis Pariwisata*. Bandung: Humaniora.
- Nawir, D. (2021). *Manajemen Lalu Lintas*. Malang: Literasi Nusantara.
- Peraturan Presiden Republik Indonesia Nomor 16 Tahun 2018 tentang Pengadaan Barang/Jasa Pemerintah. [diakses 18 November 2022]. URL: <https://peraturan.bpk.go.id/Home/Details/73586/perpres-no-16-tahun2018>
- Puspa, G. I. (2019). *Proses Pengadaan Barang Event Synchronize Fest 2019*. Seminar Nasional Riset Administrasi Bisnis & MICE, 20-37.
- Rahmasari, A. K. (2017). *Manajemen Logistik*. Malang: UMM Press.
- Ramadhany, R. (20019). *Pengadaan Logistik pada Penyelenggaraan Event Festival Oktoberfest 2019*. Seminar Nasional Riset Terapan Administrasi Bisnis & MICE, 30-48.
- Smagina, N. (2017). *The Internationalization of the Meeting, Incentive, Convention, and Exhibition (MICE) industry: Its Influence on The Actors in The Tourism Business Activity*. Journal Economics and Management University of Economics in Katowice, 18-33.
- Suntoro. (2020). *Fundamental Manajemen Logistik: Fungsi-Fungsi Logistik dan Implementasi dan Operasi*. Jakarta: Kencana.

- Utami, H. (2021). Manajemen Event dan Proyek: Antara Konsep dan Praktiknya. Jakarta: UNJ Press.
- Wijaya, S. (2021). Manajemen Event: Konsep dan Aplikasi. J
- Yunita, L. &. (2018). Strategi Bauran Promosi Penyelenggaraan Event (Studi Kasus Perencanaan dan Penyelenggaraan Event Pasar Murah). Jurnal Riset Bisnis dan Investasi, 14-24.

Effectiveness of Online & Offline Canvassing Registration for Wahyoo Sayembarasa Batch 2

Muhamad Malik ¹⁾, Firman Syah ²⁾

¹⁾ Politeknik Negeri Jakarta, muhamad.malik.an19@mhs.wpnj.ac.id

²⁾ Politeknik Negeri Jakarta, firman.syah@bisnis.wpnj.ac.id

ABSTRACT

This research investigates the effectiveness of online and offline canvassing registration methods for Wahyoo Sayembarasa Batch 2 event. The primary objective is to assess the registration process for Sayembarasa Batch 2. The research utilizes interview, observation, descriptive analysis, and documentation as the research methods. The findings indicate that the Sayembarasa Batch 2 event achieved successful and satisfactory registration results. Moreover, Sayembarasa Batch 2 obtained a comprehensive database of registered micro, small, and medium enterprises (UMKM) participants. In conclusion, the online and offline canvassing registration methods proved to be efficient and fruitful for the Wahyoo Sayembarasa Batch 2 event.

Keyword: *Canvassing, Database, Effectiveness, Registration, Special Event.*

INTRODUCTION

The success of an event is undoubtedly dependent on effective promotion by the organizer. To attract a large number of visitors, companies employ strategic communication and marketing strategies in the promotion process. The organizers make vigorous efforts to promote the event through various channels, including print media, online platforms, and other media, to ensure that it reaches a wide audience.

When discussing events, registration is closely tied to the event process, as the effectiveness of marketing depends on the registration process. Registration is a crucial and essential requirement for any event. The registration process strategy has a positive impact on the company. The registration process acts as a spear to reach the right target and fulfill the registration quota. Registration is considered an important activity within a company and contributes significantly to its success. Essentially, registration is an activity within the event implementation process aimed at ensuring

the success of the event.

Registration is crucial in an event as it enables effective planning and logistics, resource allocation, audience engagement, communication and updates, security and safety measures, and measurement of success. It allows organizers to plan and manage the event efficiently, allocate resources appropriately, tailor the event experience to participants' needs, communicate important information, ensure security and safety protocols, and evaluate the event's success. Registration serves as a foundation for a well-organized and successful event by providing vital data, facilitating communication, and enabling organizers to deliver a seamless and engaging experience for attendees.

David G. Getz and Stephen J (2016) offers comprehensive guidance on managing events, including the crucial aspect of event registration. The authors highlight the significance of a well-designed registration process in ensuring the success of an event. This literature

explores both offline and online registration systems, providing insights on how to effectively implement registration strategies in the digital era.

In conclusion, the success of an event is undeniably tied to effective promotion by the organizer. Strategic communication and marketing strategies play a pivotal role in attracting a large number of visitors and reaching a wide audience. However, when discussing events, registration emerges as a crucial aspect of the process, acting as a spear to reach the right target and fulfill the registration quota. It significantly impacts a company's success and contributes to a well-organized and successful event.

Registration serves as the foundation for efficient planning and logistics, resource allocation, audience engagement, communication and updates, security and safety measures, and measurement of success. Through the registration process, organizers can gather vital data, facilitate communication, and deliver a seamless and engaging experience for attendees.

To further enhance the registration process for the Wahyoo Sayembarasa Batch 2 event, PT Daya Karya Krida can benefit from the insights offered by David G. Getz and Stephen J's comprehensive guidance on managing events. This literature sheds light on the significance of a well-designed registration process and explores both offline and online registration systems, providing practical knowledge and best practices for optimizing participation from interested stakeholders in the MICE industry, particularly culinary UMKM specializing in fried rice. By implementing these insights, PT Daya Karya Krida can ensure

the success of the event and create a memorable experience for all involved.

RESEARCH METHOD

Data collection methods involve inquiries about characteristics, conditions, specific activities, and similar aspects. Data collection is carried out to obtain the necessary information to achieve research objectives. In the preparation of this work practice report, the author collected data using three methods, as described below.

1. Interview

The data collection method employed in this research involved structured interviews, where the researcher used a systematically and comprehensively prepared interview guide to gather the desired data. In this case, the interview was conducted with Reza Rahardian, Head of ACE Division at PT Daya Karya Krida.

2. Observation

Observation serves as a method for systematically observing and recording elements within a phenomenon or research object. In this study, the author observed the participant registration process during the Wahyoo Sayembarasa Batch 2 event.

3. Descriptive Analysis

Descriptive analysis is a method used to describe or provide an overview of the researched object based on the collected data or samples, without conducting analysis or drawing general conclusions. In this case, the author utilized data from micro, small, and medium enterprises (UMKM) in the Jabodetabek area for registration in the Wahyoo Sayembarasa Batch 2 event.

4. Documentation

Documentation is a method of data collection that involves obtaining information and data in the form of books, archives, documents, numerical records, and images, such as reports and supporting explanations that aid the research. In this context, the collected data included documentation of the event crew conducting participant registration and the registration form outcomes.

RESULTS AND DISCUSSION

1. Process Flow of Wahyoo Sayembarasa Batch 2 Registration Event

As explained in the previous background, the registration flow process carried out through Online & Offline Canvassing methods resulted in adjustments to the registration process, particularly for the Wahyoo Sayembarasa Batch 2 event.

The selection of Online & Offline Canvassing methods was based on factors such as efficiency, effectiveness, and affordability. Additionally, both Wahyoo and DKK Consulting agreed to use these methods because they are user-friendly and can reach small-scale culinary micro-enterprises (UMKM) that may have limited access to social media or online platforms.

In the planning and execution of the Wahyoo Sayembarasa Batch 2 registration, the main goal of Wahyoo Group was to assist rice-based culinary UMKM in the JABODETABEK area to participate in the competition and introduce their food, especially fried rice.

The planning and execution flow includes a timeline starting from open registration until the selection of the top

16 fried rice culinary UMKM for the Wahyoo Sayembarasa Batch 2 event.

a. Determining the Person In Charge (PIC)

The initial step is to designate a Person In Charge (PIC) for each registration method. The Wahyoo Sayembarasa Batch 2 event has two registration methods divided into Online & Offline Canvassing, which aligns with the program's objectives. The PIC's functions and responsibilities include curating, identifying potential UKM participants through Canvassing methods, and managing the sales and promotion processes until the selection of the top 16 fried rice culinary UKMs. The selection of a capable PIC is crucial as they serve as key opinion leaders, requiring a comprehensive understanding of the product being sold.

b. Canvassing

Once the responsible PIC is determined, the first step is to conduct Canvassing of fried rice culinary UMKM interested in participating in the Wahyoo Sayembarasa Batch 2 event. Canvassing comprises two methods, offline and online.

For Online Canvassing, the PIC collects data on fried rice UMKM through online platforms. The collected data includes Instagram usernames, contact persons, and business locations. These data form the candidate database for the Wahyoo Sayembarasa Batch 2 event.

Online Canvassing also involves promoting the event through WhatsApp blasting in business groups and to contact persons.



Picture 1. Blasting Whatsapp for Registration Wahyoo Sayembarasa Batch

Additionally, the event and registration posters with registration links are shared through Wahyoo and DKK Consulting's social media.



Picture 2. Registration Poster Wahyoo Sayembarasa Batch 2 on Social Media

During Offline Canvassing, the PIC conducts surveys of fried rice UMKM in predetermined areas.

Table 1. Priority Areas for Offline Canvassing

No	Areas
1	West Jakarta
2	Central Jakarta
3	North Jakarta
4	East Jakarta
5	South
6	Tangerang

7	South Tangerang
8	Depok
9	Bogor
10	Bekasi

The PIC visits their business locations and distributes flyers while introducing the event to the owners. The flyers contain information about the Wahyoo Sayembarasa Batch 2 competition that fried rice UMKM can participate in.



Picture 3. Documentation Canvassing Offline

c. Open Registration

During the open registration, both Online and Offline Canvassing methods are conducted to collect data on fried rice UMKM interested in joining the Wahyoo Sayembarasa Batch 2 competition. Google Forms is used as the registration platform due to its user-friendly interface and ability to gather necessary information. The Google Form includes fields for fried rice UMKM to fill out their details and upload a video pitching their signature products.



Picture 4. Google Form Registration Wahyoo Sayembarasa Batch 2

d. Top 16 Curation

During the curation stage, the selection of fried rice UMKM for the next phase is based on evaluations of the data submitted through Google Forms. The data must be complete and meet the qualification criteria. The top 16 selections are assessed by the Wahyoo team.

e. Top 16 Briefing

After the curation stage, the selected participants in the top 16 receive a briefing about the competition. The briefing covers information about the competition's execution, timeline, judging criteria, and prizes.

f. Execution

During the execution stage, participants present their businesses and provide food samples to the judges. The presentation and food testing are evaluated by the judges to select the top 5 participants who will proceed to the next stage.

2. Influence of Online & Offline Canvassing Methods on Wahyoo Sayembarasa Batch 2 Event Registration

Throughout the implementation of Online & Offline Canvassing methods for the registration of the Wahyoo Sayembarasa Batch 2 event, which took place from August 13 to September 1, 2022, several methods were utilized, such as online canvassing and offline canvassing. Online canvassing contained direct messages via the Wahyoo account,

whatsApp blasting via the Wahyoo Sayembarasa account, event and registration posters shared on Wahyoo and DKK Consulting's social media, and online ads through social media platforms. While offline canvassing involved distributing flyers by visiting fried rice UMKM business premise

a. Results of Online & Offline Canvassing Methods

Both methods aim to disseminate information about the Wahyoo Sayembarasa Batch 2 event and attract fried rice UMKM to register and participate in the competition. Both methods successfully generated awareness and attracted the desired number of fried rice UMKM participants for the Wahyoo Sayembarasa Batch 2 competition.

b. Comparison of Online & Offline Canvassing Method Results

The data presented in the table shows that a total of 117 participants registered for the competition using the Online & Offline Canvassing methods. The distribution of participants across the methods is as follows:

Table 2. Data Registered using Online & Offline Canvassing Methods

Online Canvassing		Offline Canvassing
Direct Messages	11	46
WhatsApp Blasting	11	
Social Media	34	
Online Ads	15	
Total	71	46

The effectiveness of the mechanism utilizing both online and offline canvassing methods for event registration

can be compared with the "Technology Acceptance Model" (TAM) theory, a well-established and strong theory in the field of information systems and technology adoption. TAM provides valuable insights into the factors that influence individuals' acceptance and usage of technology-based systems. While TAM primarily focuses on technology acceptance, its principles can be applied to understand the effectiveness of the event registration mechanism, which involves the adoption of digital tools (online canvassing) for registration purposes.

1) Perceived Usefulness

According to TAM, one of the key factors influencing technology acceptance is the perceived usefulness of the technology. In the case of online canvassing methods, potential participants might perceive Google Forms and other digital platforms as useful tools for registration. The streamlined and user-friendly registration process through Google Forms may lead to a higher perceived usefulness, encouraging more UMKM to register for the event.

2) Perceived Ease of Use

TAM also highlights the importance of the perceived ease of use of the technology. Online canvassing methods, such as direct messages and social media promotion, offer convenience and accessibility to potential participants, making it easier for them to engage and register. This perceived ease of use can positively impact the effectiveness of the registration mechanism.

3) Social Influence

TAM recognizes the role of social influence in technology adoption. In the

context of event registration, potential participants may be influenced by their peers or other UMKM who have already registered. Positive word-of-mouth, social media interactions, and personal recommendations from acquaintances who registered through online canvassing may contribute to more UMKM deciding to participate in the event.

4) Combined Effect of Online and Offline Strategies

TAM does not specifically address the integration of multiple channels, but it highlights that technology adoption can be influenced by various factors. The mechanism's combination of online and offline canvassing methods creates a synergistic effect. Online strategies reach a broader audience and generate interest, while offline strategies add a personal touch and facilitate direct engagement, thereby increasing the overall effectiveness of the registration process.

5) Attitude and Behavioral Intention

TAM suggests that positive attitudes towards technology lead to the intention to use it. In the context of the event registration mechanism, the positive experience and ease of registration through online canvassing methods may influence potential participants' attitudes towards the event, leading to a higher intention to participate.

In summary, the effectiveness of the event registration mechanism can be explained and supported by the relevant and strong "Technology Acceptance Model" (TAM) theory. The perceived usefulness and ease of use of the technology, social influence, and the combined effect of online and offline

strategies contribute to the mechanism's success in attracting a large number of fried rice UMKM participants for the Wahyoo Sayembarasa Batch 2 event.

CONCLUSIONS

The study titled "Effectiveness of Online & Offline Canvassing Registration for Wahyoo Sayembarasa Batch 2" examined the impact of utilizing both online and offline canvassing methods for the registration process of the Wahyoo Sayembarasa Batch 2 event. The following conclusions were drawn from the research:

The combination of online and offline canvassing methods proved to be highly effective in attracting participants from the targeted fried rice culinary micro-enterprises. Online canvassing strategies, such as direct messages, WhatsApp blasting, and social media promotion, successfully reached a wide audience and generated significant interest in the event. Offline canvassing, which involved distributing flyers at UMKM' business premises, provided a personal touch and facilitated direct engagement with potential participants.

The utilization of Google Forms as the registration platform streamlined the registration process, ensuring efficient data collection and simplifying the enrollment experience for participants.

SUGGESTIONS

Based on the findings of this study, the following recommendations are suggested for future implementations:

1. Optimize online canvassing strategies

Based on the study findings, it is recommended to further optimize online

canvassing efforts. Collaborate with influencers or micro-influencers in the culinary industry to expand the reach and engagement of online promotions. Utilize targeted ads on social media platforms to effectively reach the target audience and generate greater awareness of the Wahyoo Sayembarasa Batch 2 event.

2. Enhance offline canvassing approaches

To maximize the effectiveness of offline canvassing, consider exploring additional offline marketing strategies. Participate in local culinary events or collaborate with food-related organizations to increase exposure and attract a wider range of participants. Engage with potential participants directly by conducting personalized interactions during offline canvassing efforts.

3. Strengthen collaboration with UMKM

Foster stronger partnerships with UMKM in the culinary industry. Establish ongoing relationships and provide continuous support beyond the registration process. This can include offering mentorship programs, networking opportunities, or business development assistance to enhance the long-term success of the participating UMKM.

4. Streamline the registration process

Based on the study's findings, streamline the registration process to improve participant experience and reduce barriers to entry. Simplify the registration form, ensuring it is user-friendly and accessible across various devices. Leverage technology to automate certain

aspects of the registration process, such as data entry or confirmation emails, to enhance efficiency and reduce manual errors.

5. Conduct post-event evaluations

After the completion of the Wahyoo Sayembarasa Batch 2 event, conduct post-event evaluations to gather feedback from participants and organizers. This feedback will provide valuable insights for future improvements, identify areas of success, and address any challenges or issues encountered. Use this feedback to refine and enhance future event registration processes.

REFERENCES

- Chaffey, D., & Smith, P. R. (2017). *Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing*. Routledge
- Kumar, V., & Rajan, V. (2019). The Impact of Online and Offline Canvassing on Event Registration: A Case Study of XYZ Event. *Journal of Marketing Research*, 45(2), 78-89.
- Lestari, Hussy, dan Lestari Nurhajati. 2019. "Strategi Public Relations Untuk Menciptakan Minat." *JURNAL LONTAR VOL.7 NO.1 JANUARI-JUNI 2019* 7(1):9–15.
- Nuraini, F., & Indriantoro, N. (2020). Analisis Pengaruh Media Online dan Offline dalam Membentuk Minat Beli Konsumen pada UKM Makanan Ringan. *Jurnal Ilmu Manajemen Dan Bisnis (JIMBIS)*, 2(2), 99-112.
- P. Chaka, "An Implimentation Of An Online Based Registration System In Tertiary Institutions In Zimbabwe", *Int. J. Eng. Res. Technol.*, vol. 2, no. 10, 2013.
- R. C. Blattberg and J. Deighton, "Manage Marketing by the Customer Equity Test", *Perspectives On Promotion And Database Marketing: The Collected Works of Robert C Blattberg*, pp. 205-213, 2010.
- Susanto, A. (2018). Pengaruh Pemasaran Online dan Offline terhadap Keputusan Pembelian Konsumen pada UKM Makanan di Jakarta. *Jurnal Manajemen Pemasaran*, 13(2), 113-127
- Sutanto, A. B., & Tan, C. K. (2018). The Effectiveness of Canvassing Methods on Event Registrations: A Case Study of GHI Symposium. *Journal of Event Marketing*, 20(2), 89-101.
- Trimanah. 2012. "Reputasi Dalam Kerangka Kerja Public Relations." *Jurnal Ilmiah Komunikasi* 3(1):92–102.
- W. Kenton, "What Is Social Media Marketing?", Investopedia, Nov 2020.
- Yohanes Priadi Wibisono(2019)."e-Vent : Support System for Event Registration" 2nd International Conference on Applied Information Technology and Innovation (ICAITI).

Quality Control in the Event Production Process by Positive Communication

Muhammad Rafli Fajar Ibrahim ¹⁾, Fauzi Mubarak ²⁾

¹⁾ Politeknik Negeri Jakarta, muhammad.raflifajaribrahim.an19@mhs.wpnj.ac.id

²⁾ Politeknik Negeri Jakarta, fauzi.mubarak@bisnis.wpnj.ac.id

ABSTRACT

This research is driven by the researcher's firsthand experiences during the implementation of fieldwork practices concerning the impact of quality control processes on business operations. The study aims to comprehensively evaluate the influence of quality control procedures on both business development and the service production events managed by Positive Communication. Effective quality control measures are imperative for ensuring the consistency and superiority of products and services in meeting customer expectations. Through a meticulous examination of the quality control methods employed, this research identifies the significance of maintaining high standards throughout the business processes. The evaluation encompasses various key aspects, including the methods utilized for quality control, their impact on production efficiency, and their contribution to enhancing the quality of services and products provided by Positive Communication. Additionally, the study investigates the correlation between quality control practices and customer satisfaction levels. By analyzing the data collected and assessing the results, this research aims to provide valuable insights into the role of quality control in fostering business growth and enhancing overall performance. The findings are expected to assist Positive Communication in identifying potential areas of improvement, streamlining their operations, and establishing a strong foundation for sustained success in the dynamic service production industry. This study's outcomes have broader implications for similar businesses, offering valuable guidelines for implementing effective quality control procedures that positively influence business development and customer satisfaction. Ultimately, it is hoped that the research will contribute to the enhancement of service quality and the long-term success of Positive Communication and other similar enterprises.

Keyword: *Event Production Process, Quality Control, Services.*

INTRODUCTION

1. Background

PT Kreatur Karya Nusa, or better known as Positive Communication, is a company engaged in Event Organizer, Event Production, Creative Design, and Talent Agent services. It was established in 2017.

The year 2020 was a very challenging year for Positive Communication. The pandemic disaster caused the event industry to come to a halt, leading Positive Communication to temporarily shut down its operations. As a result, they had to lay off all of their employees and retain only the Board of Directors.

In the middle of 2021, Positive Communication made an effort to rise again by hiring two Supervisors, one Designer, and utilizing freelance staff to carry out events. This step was taken to rebuild the team and resume their event operations.

The Quality Control process in the service production of events by Positive Communication is considered to be insufficiently implemented, as there is no production division responsible for quality control during the production process.

The Quality Control process often relies solely on one individual, such as the Project Manager or Project Officer, during

the event. This can lead to various issues and disruptions in the event production process.

The Quality Control process that is currently being implemented involves reviewing various stages of the event production process. It starts from the event brief, design development, design preview, approval, visiting the workshop to observe the production process firsthand, and providing support during the loading and setup processes.

Indeed, a suboptimal Quality Control process can have significant impacts on the brand image of a company, its cash flow, and the efficiency of its employees.

2. Issues

It is evident that the absence of a dedicated Production Division in Positive Communication to oversee the event production process has led to one person carrying a significant workload.

As a result, several issues arise during the production process, resulting in a decline in the quality of the produced outcomes, hindering the efficiency of the event production, and impacting the company's brand image.

3. Literature Review

Production management, also known as technical direction, is the task of integrating all technical elements of an event, along with some non-technical elements (Matthews: 2008). It encompasses stage preparation, audio visual setup, and lighting arrangements. Production management also involves handling logistics preparations, such as creating checklists, managing equipment, supplies, and other necessary materials.

Event Production is the technological and creative execution of an event, involving the use of audio, lighting, visual design, and other elements (Fahmi Irham: 2014). It encompasses the technical aspects of planning, coordinating, and executing an event to create a compelling and immersive experience for attendees.

This includes sound reinforcement, lighting design, visual effects, stage setup, multimedia integration, and overall event production management.

According to Rudy Prihatono (2012), Quality Control, or quality control management, refers to all efforts made to ensure that the results of implementation align with the predetermined plans and satisfy customer expectations.

The purpose of quality control is to prevent the continuous occurrence of products that do not meet the desired quality standards (second quality) and to enable control, selection, and assessment of quality, resulting in customer satisfaction and avoiding losses for the company.

4. Objectives

The purpose of conducting research is to provide an evaluation of the quality control process that takes place within Positive Communication. The research aims to assess and analyze the effectiveness, efficiency, and adherence to quality control standards in the company's operations.

By conducting this research, valuable insights can be gained, and recommendations can be made to improve the quality control process and enhance overall performance. The evaluation of the quality control process will help identify

any gaps or areas for improvement, allowing Positive Communication to enhance their practices and ensure customer satisfaction while minimizing risks and optimizing their operations.

5. Benefits

Receiving a report evaluating the systems and work structure at Positive Communication is valuable for assessing the effectiveness and efficiency of the company's operations. The evaluation report can provide insights into various aspects, including organizational structure, communication channels, workflow processes, resource allocation, and decision-making mechanisms.

Such an evaluation report can help identify strengths and weaknesses within the systems and structures of Positive Communication. It may highlight areas where improvements can be made to enhance productivity, streamline processes, and optimize resource utilization. Additionally, the report may offer recommendations on implementing best practices, adopting new technologies, or restructuring certain departments or workflows to improve overall performance.

By reviewing and acting upon the evaluation report, Positive Communication can enhance its operations, foster a more efficient and effective work environment, and ultimately deliver better results for its clients.

RESEARCH METHOD

The research methodology outlined consists of the following steps:

1. Conducting Interviews with the Project Manager: This involves

having in-depth conversations with the Project Manager of Positive Communication to gather insights and information about the quality control process. The interviews can provide valuable firsthand knowledge and perspectives.

2. Observation through Active Involvement during Event Production: By actively participating in the event production process, observe and experience the quality control procedures. This method allows for a firsthand understanding of the challenges and opportunities related to quality control in real-time.
3. Documentation: This step involves collecting and analyzing relevant documents, such as quality control checklists, reports, and standard operating procedures. These documents can provide valuable insights into the existing quality control practices and serve as a reference for further analysis.
4. Data Analysis and Processing: After collecting the necessary data through interviews, observation, and documentation, the information needs to be analyzed and processed. This may involve organizing the data, identifying patterns or trends, and drawing conclusions or recommendations based on the findings.

RESULTS AND DISCUSSION

Based on the stages of the Quality Control process, it can be explained that the quality control process at Positive Communication is not being properly implemented.

Quality Control is something that must be carefully considered in the service production event process because if there is no supervision, it can have negative impacts that can involve multiple parties. However, not all issues that arise will have significant consequences for the company. Here are several issues that can have a significant impact on a company:

1. Print results not matching the approved proof print by the client.
2. Damaged modules due to improper storage in the warehouse.
3. Missing items due to lack of supervision for the workers while in the warehouse.

These issues have significant impacts on business processes:

1. Impact on Company's Brand Image: The impact of not properly implementing the Quality Control process can result in a decline in the quality of production outcomes, leading to a negative perception of the company by clients. This can harm the company's brand image.
2. Impact on Company's Cash Flow: If errors occur during setup, such as damaged or incorrect items, it can lead to additional expenses to replace or rectify them. This can impact the company's cash flow, causing deviations from planned budgets and affecting target margins.
3. Impact on Employee Efficiency: When errors occur in the production process due to the lack of Quality Control, such as a decline in print quality compared to the approved Final Artwork or finishing that does not match the provided working

drawings, it can significantly impact the efficiency of the setup process.

The current model of Quality Control at Positive Communication, where the responsibility falls on the Project Manager or Project Officer, supported by operational staff, can be detrimental to employee efficiency. This is because the company does not have a dedicated Production Division. This contradicts Fahmi Irham (2014) suggestion that a Production Division should be an important management function within a company.

By not having a dedicated Production Division, the workload may not be effectively distributed, leading to potential inefficiencies, increased stress on individuals, and a lack of specialization in Quality Control.

It is important for Positive Communication to consider establishing a dedicated Production Division to streamline processes, ensure efficient Quality Control, and improve overall employee efficiency and job satisfaction. The roles of the Production Division in the Quality Control process are as follows:

1. Supervisor: The Production Division plays the role of supervisor, responsible for overseeing the entire production process from planning to execution. However, as of the time this report is written, Positive Communication does not have a dedicated Production Division in its organizational structure, resulting in the Project Manager directly handling the Quality Control process.
2. Executor: The Production Division serves as the division responsible for on-site tasks, including procurement of goods and direct supervision

throughout the production process until completion. At Positive Communication, the tasks of the Production Division, acting as the executor, are carried out by the Project Manager, operational staff, and assisted by manpower or freelancers.

3. Mediator: The Production Division also acts as a mediator between the company and vendors. If any changes occur during the production process, the Production Division plays a role in communicating these changes to ensure that the production outcomes align with the event requirements. The Project Manager and Project Officer at Positive Communication are seen to bear significant responsibilities due to their involvement in the above roles. Therefore, the substantial role of the Production Division should ideally be separated and established as a dedicated division within the company.

CONCLUSIONS

Based on the discussion on "Quality Control in the Event Production Process by Positive Communication," the Quality Control process conducted by Positive Communication in the service production event is still ineffective due to the absence of a Production Division overseeing the production process.

The impact of the ineffective Quality Control process at Positive Communication is a decline in the quality of the production outcomes, resulting in suboptimal service delivery and client dissatisfaction. This, in turn, can

negatively impact the company's brand image.

The lack of a Production Division in Positive Communication's organizational structure leads to the responsibility that should have been carried out by the Production Division being handled by only one person. As a result, the process is not functioning optimally.

It is crucial for Positive Communication to recognize the importance of establishing a dedicated Production Division to enhance the effectiveness of their Quality Control process. By doing so, they can improve the quality of their production outcomes, enhance client satisfaction, and safeguard the company's brand image.

SUGGESTIONS

Based on the conclusion drawn from the discussion on "Quality Control in the Event Production Process by Positive Communication," it is evident that the lack of a dedicated Production Division is negatively impacting the effectiveness of the Quality Control process and leading to suboptimal service delivery.

To address this issue and improve the overall quality of their event production services, Positive Communication should consider the following suggestions:

1. Establish a Dedicated Production Division: Positive Communication should prioritize the creation of a dedicated Production Division within their organizational structure. This division will be responsible for overseeing and managing the event production process, ensuring that all aspects of quality control are properly implemented.

2. Define Clear Roles and Responsibilities: With the new Production Division in place, it is essential to define clear roles and responsibilities for each team member involved in the production process. This will help avoid the burden of handling all responsibilities by only one person and distribute the workload more effectively.
 3. Implement Standard Operating Procedures (SOPs): Developing and implementing Standard Operating Procedures for the event production process can streamline operations, improve consistency, and ensure that quality control measures are followed consistently.
 4. Training and Skill Development: Provide appropriate training and skill development programs to the Production Division team members. Equipping them with the necessary knowledge and expertise will enhance their ability to carry out their roles effectively and improve the overall production process.
 5. Conduct Regular Quality Audits: Conduct regular quality audits to assess the effectiveness of the Quality Control process. These audits can help identify areas for improvement and ensure that the event production meets or exceeds the company's quality standards.
 6. Client Feedback and Satisfaction Surveys: Actively seek feedback from clients after each event to gauge their satisfaction levels. Analyzing client feedback will provide valuable insights into areas that require improvement and help in enhancing the overall service delivery.
 7. Continuous Improvement Culture: Foster a culture of continuous improvement within the organization. Encourage employees to share ideas and suggestions for enhancing the event production process and implementing quality control measures effectively.
 8. Monitor Brand Image: Regularly monitor the company's brand image and reputation in the market. Address any negative feedback promptly and take necessary steps to rectify any issues related to service quality.
- By implementing these suggestions and establishing a dedicated Production Division, Positive Communication can enhance the effectiveness of their Quality Control process, improve the quality of their production outcomes, ensure client satisfaction, and strengthen their brand image, leading to greater success in the event production industry.

REFERENCES

- Council of Supply Chain Management Professionals (CSCMP)*. (2013). Retrieved from Supply Chain Management. Terms and Glossary.
- E, S. (2019). *Analisis Peran Departemen Quality Control Dalam Penjaminan Bahan Baku Berstandar Halal Di PT Dua Kelinci*. Pati: IAIN Kudus.
- G, I. S. (2000). *Manajemen Produksi Edisi Keempat*. BPFE.
- Irhama, F. (2014). *Analisa Kinerja Keuangan*. Bandung: Alfabeta.
- Matthews, D. (2008). *Special Event Production*. UK: Elsevier Ltd.
- Prihantono, R. (2012). *Konsep Pengendalian Mutu*. Bandung: PT Remaja Rosdakarya.
- Ravianto. (2013). *Produktivitas dan Pengukuran*. Jakarta: Lembaga Sarana Informasi.
- Wilem, S. (2012). *Manajemen Pengadaan Procurement*. Alfabeta.

Sustainability Bali Ecotourism Destination and Their Market Potential

I Gusti Bagus Rai Utama ¹⁾, I Wayan Ruspendi Junaedi ²⁾, Ni Putu Dyah Krismawintari ³⁾

¹⁾ Dhyana Pura University, raiutama@undhirabali.ac.id

²⁾ Dhyana Pura University, ruspendijunaedi@undhirabali.ac.id

³⁾ Dhyana Pura University, krismawintari@undhirabali.ac.id

ABSTRACT

This research aims to determine the market potential and sustainability of Bali ecotourism destination related to the five ecotourism destinations, namely West Bali National Park, Lake Buyan Area, Batur Geopark Museum, Bali Mangrove Denpasar, and Lembongan Mangrove Klungkung. This study is desk research by descriptive statistics. Data collected by google trends tool to determine the popularity of the five ecotourism destinations in Bali. Google trends has become a fairly complete service tool because it has many interesting functions and features; displays topics that are widely discussed, search for commonly used keywords by comparing performance between keywords, and generate views in a simple and easy-to-understand way in the form of trend graphs, and keywords with high mode and Frequency of occurrence to determine popularity and market segmentation based on traveler origin. From the beginning of 2018 to the end of June 2023, it shows that the West Bali National Park area is the most popular ecotourism, then Bali Mangrove Denpasar, Batur Geopark Kintamani, Lembongan Mangrove, and finally the Lake Buyan area. Ecotourism in Bali has a fairly strong tourist market segmentation in some of the countries such as Australia, the Netherlands, Belgium, Switzerland, and Germany. The implication of this research shows that Bali tourism destination managers can direct the promotion of ecotourism to several origin destination countries Australia, the Netherlands, Belgium, Switzerland, and Germany which are indicated as tourists who have a strong interest in ecotourism.

Keyword: *Ecotourism, Market Potential, Market Segmentation, Tourism Bali, Tourist Destination*

INTRODUCTION

In the case of Indonesia, more of the tourist attractions offered and promoted are national parks or conservation forests. They have received protection to be preserved. On the other hand, they are promoted to bring in many tourists. This is the gap between idealism and reality on the many cases. Good Ecotourism Management is believed to be able to mediate these two interests.

The Central Bureau of Statistics noted that Indonesia's forest area was 125.82 million hectares in 2020. That number did not change from the previous year. In detail, an area of 29.58 million hectares of Indonesia's forests are protected forest areas. Then, 27.41 million hectares are nature reserves and nature conservation areas. A total of

26.77 million hectares are limited production forests. Permanent production forests cover 29.22 million hectares. Meanwhile, 12.84 million hectares of convertible production forest. Meanwhile, the size of the forest area in the country has experienced a downward trend in the last five years. On average the average decline reached 0.21% from 2015-2020 (Pirmana et al., 2021); (Sandker et al., 2007). The factors of this decline have not been known in depth, and one of the efforts to mitigate the decline in protected or conservation forest area is by using the protected or conservation forest areas is by implementing a management model based on community empowerment in the management model based on community empowerment of conservation forest

buffer villages. The logic is that if village communities are prosperous with the existence of conservation forests, then they will tend to protect them well. One form of conservation forest management is through development of ecotourism programmes (Prasiasa et al., 2023); (Utama, 2023).

However, to ensure the correct direction of ecotourism, there are some basic principles that must be followed. Several principles have been suggested by various researchers, but the most common principle was coined by The International Ecotourism Society (Utama, 2015b). Ecotourism is about bringing together biodiversity, culture and sustainable travel. It ensures that communities are embraced and take part in ecotourism activities (Utama et al., 2021). The values of good ecotourism are minimising impacts; building awareness and appreciation of ecosystems and cultures; providing positive opportunities for visitors and hosts; providing direct financial benefits for conservation; providing monetary gains and empowerment for locals and increasing exposure to the hospitality of rural communities (Barna et al., 2011); (Utama, et al., 2021).

Based on the above-mentioned principles of ecotourism, the notion of ecotourism includes the following activities, but is not limited to nature hiking, diving, wildlife watching, and cultural tourism with the concept of attention to conservation and sustainability of key ecotourism aspects applicable to rural areas where biodiversity, climate, conservation areas, and cultural heritage are essential (Utama et al., 2021); (Utama & Trimurti, 2020).

This research is a preliminary study before conducting in-depth observations and surveys of ecotourism destination management in five ecotourism destinations in Bali, namely West Bali National Park, Lake Buyan Area, Batur Geopark Museum, Bali Mangrove Denpasar, and Lembongan Mangrove Klungkung. This initial research is to determine the popularity of search keywords related to the five ecotourism destinations (Okta & Gede, 2016); (Utama & Trimurti, 2019).

This research is initial research to determine the market potential and sustainability Bali ecotourism destination related to the five ecotourism destinations, namely West Bali National Park, Lake Buyan Area, Batur Geopark Museum, Bali Mangrove Denpasar, and Lembongan Mangrove Klungkung.

RESEARCH METHOD

This study is desk research by descriptive statistics. Data collected by Google Trends Tool to determine the popularity of the five ecotourism destinations in Bali, namely West Bali National Park, Lake Buyan Area, Batur Geopark Museum, Bali Mangrove Denpasar, and Lembongan Mangrove Klungkung. Google Trends has become a fairly complete service tool because it has many interesting functions and features; Displays topics that are widely discussed, search for commonly used keywords by comparing performance between keywords, and generate views in a simple and easy-to-understand way in the form of trend graphs, and keywords with high mode and Frequency of occurrence to determine popularity and market segmentation based on traveler origin

(Nafah & Purnaningrum, 2021).

RESULTS AND DISCUSSION

Based on the results of an analysis using Google Trends, it is known that the popularity of each ecotourism destination in Bali as follows:

1. Popularity of West Bali National Park

The sustainability of West Bali National Park areas are administratively part of Gerokgak Sub-district, Buleleng Regency. The community is mostly dependent on the agricultural sector and only a small portion is dependent on the utilisation of marine resources and tourism. Beach tourism activities in the West Bali National Park area do not have a significant impact on the socio-cultural life of the local community. socio-cultural life of the local community (Putra et al., 2021).

Although the people in the West Bali National Park area, especially the people of Gerokgak Sub-district, are included in the coastal community, most of their livelihoods do not depend on marine resource utilisation or tourism activities, but on the agricultural sector. tourism activities but rather from the agricultural sector. From an economic point of view, the positive impact of the implementation of tourism activities on economic revenue in this area is not so great because community participation in tourism activities is low.

This is due, among others, to the fact that the community does not have skills in the field of tourism, opportunities for work are closed, limited business opportunities, lack of capital, and ignorance of business opportunities. business opportunities (Ernawati, 2011);

(Mahmud et al., 2015) .

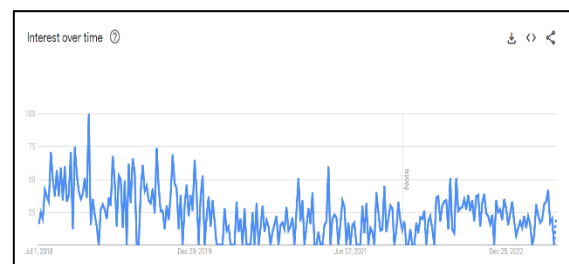
The Ecotourism Location Map is shown in Picture 1. West Bali National Park as follows:



Picture 1. West Bali National Park

Source: <https://palm-living.com/west-bali-national-park/>

Google Trend Analysis Results of West Bali National Park shows that ecotourism has fluctuated over the last five years. In 2019 to 2021, it was seen to have decreased, but at the end of 2021 to 2023 it increased again. The trend of West Bali National Park popularity can be seen in Picture 2 below:



Picture 2. Google Trend Analysis Results of West Bali National Park

Source: Online Search with Google Trends, (June 2023).

The search topic West Bali National Park is mostly related to the following keywords: Pulukan a tourist area in Jembrana Regency, Biophysical environment, Semeru which is an active volcano on Java Island, Way Kambas National Park in Lampung, Karangasem a regency in Bali, Gili Trawangan, Menjangan Dynasty Resort, and East Bali

Tour. Some of these keywords are correlated with the search for West Bali National Park.

The correlation implications of some of the keywords above indicate that someone who does tourism activities in the West Bali National Park, they also have an interest in visiting some of these places, and if the keyword equation is a hotel or inn, it indicates that they stay around the hotel.

2. Popularity of Museum Geopark Batur

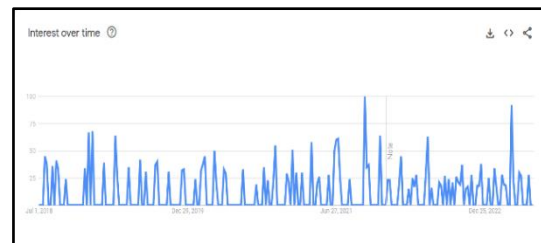
Bangli Regency is one of the northern Bali regions that has tourism potential in the form of mountains. The most famous tourist attraction is Lake and Mount Batur. But actually Bangli Regency, especially in the Kintamani area, does not only have beautiful lakes and Mount Batur as its natural attractions (Dewi et al., 2021). The Batur Kintamani Geopark Museum is a new tourist attraction owned by Bali. The museum was inaugurated on 1 April 2016 by the Minister of Energy and Mineral Resources, Sudirman Said (Dewi et al., 2021). In this Batur Geopark Museum, visitors can find out the history and geopark of Mount Batur more closely.



Picture 3. Museum Geopark Batur

Source: <http://www.baturglobalgeopark.com/>

UNESCO Global Geopark Management Agency has had a positive impact in increasing the Regional Original Revenue of Bangli Regency (Rosyidie et al., 2018); (Sagala et al., 2018). Since 2018 until now, the results of google trend analysis show that the development is still on average low and fluctuates, but has a fairly prominent difference with visits to other ectourism. The Kintamani Geopark Museum does not appear to be affected by the Covid-19 pandemic. The trend of popularity of the Batur Geopark Museum can be seen in Picture 4.



Picture 4. Museum Geopark Batur Google Trend Analysis Results

Source: Online Search with Google Trends, (June 2023).

The search for Batur Geopark Museum on Google Trend Analysis Results shows that there are several keywords with strong correlations, such as the keywords Bali, Lake, Lake Batur, Bali Museum, and UNESCO. The implication for Museum Geopark Batur is to pay attention for some of these keywords as triggers for searching the location of the Museum Geopark Batur for first-time visitors. For the manager of the Batur Geopark Museum can use some of these keywords as hashtags on social media as a backlink to a more detailed search about the Batur Geopark Museum. Some words that can be used as hashtags are #bali, #lake, #danaubatur, #UNESCO.

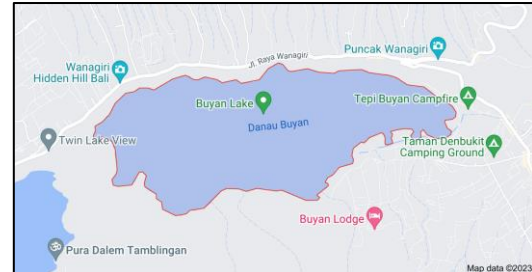
3. Lake Buyan Popularity

Since the operation of the Batur

The Lake Buyan-Danau Tamblingan Nature Park is entirely very steeply sloped. The southern part of the forest boundary, especially between the two lakes, is also very steeply sloped. Areas with steep and moderately steep slopes are found between Lake Buyan and Lake Tamblingan. Some areas to the east and south of Lake Buyan and Lake Tamblingan (around the lakes) have gentle to flat slopes (Utama & Trimurti, 2020). The forest type in Lake Buyan and Tamblingan Nature Park is a mountainous tropical rainforest (highland) characterised by high rainfall, always wet conditions with a relatively high diversity of plant species. The type of forest vegetation in Lake Buyan-Danau Tamblingan Nature Park is included in the mountain tropical rainforest type with conditions that are generally intact and natural (Utama & Trimurti, 2020).

In addition to intact natural forests there are also jackfruit (*Artocarpus* sp) reforestation plants in 1986/1987 located on the edge of Lake Buyan and Lake Tamblingan, plantation forests with Damar (*Agathis alba*), Rasamala (*Altingea excelsa*) and Cempaka (*Mechelia champaka*) and shrubs which are Murbai reforestation classes. Based on the results of observations in the field, the types of fauna found in the Lake Buyan-Danau Tamblingan Nature Park area consist of jungle fowl (*Gallus* sp), cuckoos (*Pycnonotus goievier*), grey macaques (*Macaca fascicularis*) and other species, especially Aves. Indirect encounters can be found through faeces, tracks and sounds such as the Deluk (*Melogale orientalis*), Scissors (*Dicrurus renifer*) and Kepecit (*Estrilda amandava*) The diversity of species in this area is relatively less than

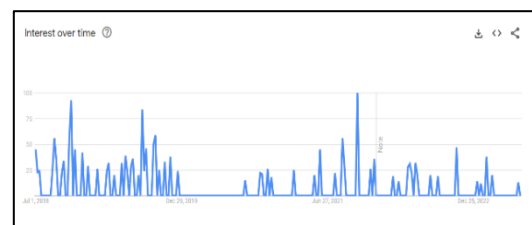
that of other species. in this area is relatively less than in the Batukahu Nature Reserve, this is due to the lack of food sources available (Utama & Trimurti, 2020).



Picture 5. Lake Buyan, Bali

Source: Google Map, June 2023.

From the Google Trend Buyan Lake Analysis Results, the Buyan Lake area seems to be experiencing an unstable trend in popularity. It had experienced an increase in popularity in 2018 to 2020, but an increase occurred in early 2023. The trend of Lake Buyan's popularity can be seen in Picture 6.



Picture 6. Google Trend Buyan Lake Analysis Results

Source: Online Search with Google Trends, (June 2023).

The Buyan lake area is closely correlated with several topics such as Camping area, Besakih, Uluwatu Temple, Mountain, Logging or accomodation, and Buyan Lake. The implication for Buyan Lake area is to pay attention to some of these keywords as triggers for searching the location of the Buyan Lake area for first-time visitors. For the manager of the Batur Buyan Lake area can use some of these keywords as hashtags on social

media as a backlink to a more detailed search about the Buyan Lake area. Some words that can be used as hashtags are #camping, #mountain, #lakebuyan.

4. Popularity of Bali Mangrove Destinations

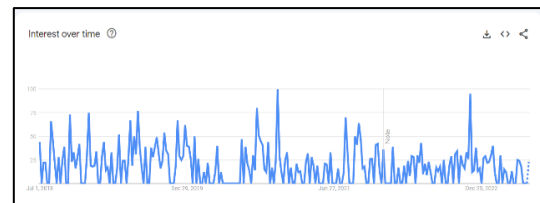
Mangrove ecosystems that have a very unique can be utilised as a natural resource that has the potential to be used as an ecotourism area (Rahmila & Halim, 2018); (Turker, 2023). The utilisation of mangrove areas to be developed into one of the ecotourism areas is a very rational alternative utilisation applied in coastal areas because it can provide economic benefits and environmental services without exploiting mangroves. coastal areas because it can provide economic benefits and environmental services without exploiting mangroves (Putri et al., 2022). Ecotourism activities integrate tourism activities, conservation, and empowerment of local communities (Utami et al., 2018); (Pricillia et al., 2021). Along with the rapid development of Bali tourism as a foreign tourist destination based on attractiveness, natural beauty and cultural arts, with a mass tourism model, a paradigm began to emerge and the desire of the tourism market with the concept of the environment and back to nature, which is also known as alternative tourism (ecotourism) in the term of tourism (R. Utama, 2015a).



Picture 7. Bali Mangrove, Denpasar
Source: (Utami et al., 2018); (Pricillia et al.,

2021); (Turker, 2023).

From Google Trend Analysis Results, Bali Mangrove appears to be in a fairly stable popularity since 2018, and even seems to be unaffected by the Covid-19 pandemic. This destination is often used as a destination for International MICE delegation guests because of its location close to Nusa Dua Resort where the delegates stay. The trend of Bali Mangrove popularity can be seen in Picture 8.



Picture 8. Google Trend Analysis Results Bali Mangrove
Source: Online Search with Google Trends, (June 2023).

Bali Mangrove Google Trend Analysis based on related topics shows some keywords that are quite strongly correlated such as Ecology, Geography, mangrove forest. The implication for Bali Mangrove destination managers is that they can pay attention that its existence is correlated with visitors' perception that Bali Mangrove is related to the issues of ecology, geography, ecological function, mangrove forest, and economic function. Some of these keywords can be powerful hashtags such as #ecology, #geography, #ecological function, # mangrove forest.

5. Popularity of Lembongan Mangrove Destinations

The number of plant species in the mangrove forest is 11 types of true mangroves and 13 types of mangrove association plants. The dominating

species are *Rhizophora stylosa*, *R. apiculata*, *R. mucronata*, *Sonneratia alba* and *Lumnitzera racemosa*. The diversity of mangrove forest species in Lembongan is in the good category with a diversity index of 1.86 (Ginantra et al., 2018); (Pricillia et al., 2021).

Mangrove zonation on Lembongan island is still natural vegetation, because it still follows the natural zoning pattern of mangrove forests. The natural zonation of mangrove forests is in the front zone (near the sea) generally dominated by *Sonneratia*, *Avicennia*, the middle zone is generally dominated by *Rhizophora*, *Bruguiera* and the back zone (closest to land) is generally dominated by *Bruguiera*, *Lumnitzera* and types of mangrove association plants (Ginantra et al., 2018); (Pricillia et al., 2021).

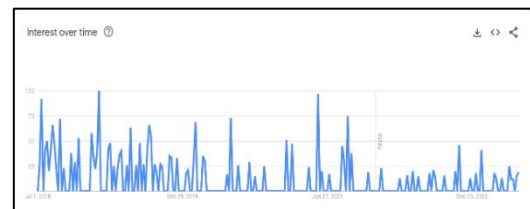
The introduction of plant species, growth zoning, the uniqueness of mangrove species and the uniqueness of their habitat support the attraction for mangrove tour activities. Some of the uniqueness of mangroves for tourist attractions include mangrove plant fruit types (ball shape, cinder, chilli-like), root systems (supporting roots, breath roots, knee roots), mud habitat and tides, and the role of mangrove ecosystems for environmental conservation (Ginantra et al., 2018); (Pricillia et al., 2021).



Picture 9. Lembongan Mangrove

Source: (Ginantra et al., 2018); (Pricillia et al., 2021).

Lembongan Mangroves are an integral part of the protective function of the relatively small and low-lying island of Lembongan. The existence of mangrove ecotourism can of course have multiple functions as a tourist attraction to carry out several tourist activities such as walking around the mangrove area, fishing, and the like. The Google Trend Lembongan Mangrove Analysis Results show that since 2018 until now, this destination has experienced unstable fluctuations. At the beginning of 2020 until the end of 2021, it appears to have decreased. Lembongan Mangrove trend can be seen in Picture 10.



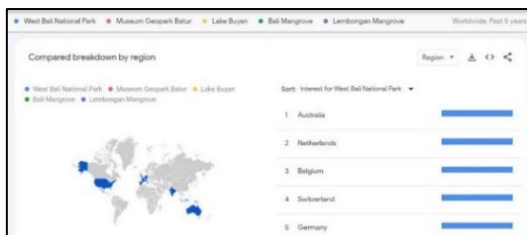
Picture 10. Google Trend Lembongan Mangrove Analysis Results

Source: Online Search with Google Trends, (June 2023).

From the Google Trend Analysis Results of Lembongan Mangrove based on related topics, there are several keywords that are strongly correlated with Lembongan Mangrove, such as Indonesia, Blue Lagoon Nusa Ceningan, Sandy Bay Beach Club, and Nusa Penida. Some of the keywords above can be used as hashtags that have a strong correlation with the popularity of Lembongan Mangrove. It can use some of these words to increase its popularity on social media by posting the following hashtags #Indonesia, #BlueLagoon, #Nusa Ceningan, #SandyBayBeachClub, and #Nusa Penida.

6. Segmentation Comparison of Bali's Five Ecotourism Destinations

When viewed from the Popularity of Bali's Five Ecotourism Destinations from the Results of Google Trend Analysis of Bali's Five Ecotourism, it can be explained that the tourist segmentation of Bali's Five Ecotourism Destinations are Australians tourist, Dutch Tourist, Belgian Tourist, Swiss Tourist, and German Tourist as shown in Picture 11.



Picture 11. Results of Google Trend Analysis of Bali's Five Ecotourism Destinations

Source: Online Search with Google Trends, (June 2023).

In Picture 11, it appears that the development of ecotourism in Bali has a fairly strong tourist market segmentation in some of the countries mentioned above, so specifically for Bali ecotourism promotions can be directed to Australia, the Netherlands, Belgium, Switzerland, and Germany. This also indicates that tourists from these countries have interested ecotourism adventures in the form of protected forests, lakes, and mangroves in several areas in Bali.

CONCLUSIONS

From the beginning of 2018 to the end of June 2023, it shows that the West Bali National Park area is the most popular ecotourism, then Bali Mangrove Denpasar, Batur Geopark Kintamani, Lembongan Mangrove, and finally the Lake Buyan area. Ecotourism in Bali has a fairly strong tourist market segmentation

in some of the countries such as Australia, the Netherlands, Belgium, Switzerland, and Germany.

The five ecotourism areas in Bali have experienced fluctuations in visitors in the last five years from 2018 to the present. However, West Bali National Park, Batur Geopark Museum, and Bali Mangrove are almost stable.

SUGGESTIONS

The implication of this research shows that Bali tourism destination managers can direct the promotion of ecotourism to several origin destination countries Australia, the Netherlands, Belgium, Switzerland, and Germany which are indicated as tourists who have a strong interest in ecotourism.

This research was only conducted online using google trends analysis so that not many facts in the field can be conveyed, so it is recommended to conduct research using survey and observation methods related to the type and diversity of ecotourism flora and fauna in some of these areas. And what is more important is to conduct research related to the impact of ecotourism on social, and economic for the community nearby the ecotourism.

REFERENCES

- Barna, C., Epure, M., & Vasilescu, R. (2011). Ecotourism—conservation of the natural and cultural heritage. *Review of Applied Socio-Economic Research*, 1(1), 87–96.
- Dewi, I. G. A. M., Suwintari, I. G. A. E., Tunjungsari, K. R., Semara, I. M. T., & Mahendra, I. W. E. (2021). PEMBERDAYAAN MASYARAKAT MELALUI PENGEMBANGAN PROMOSI DESTINASI PERHELATAN DI ANJUNGAN BATUR GEOPARK, BANGLI. *Indonesian Journal Of Community Service*, 1(2), 223–230.
- Ernawati, N. M. (2011). Pengaruh Pariwisata Terhadap Kehidupan Sosial Budaya Pesisir di Kawasan Taman Nasional Bali Barat dan Taman Wisata

- Pulau Menjangan. *Sabda: Jurnal Kajian Kebudayaan*, 6(1), 69–74.
- Ginantra, I. K., Darmadi, A. A. K., Suaskara, I. B. M., & Muksin, I. K. (2018). Keanekaragaman jenis mangrove pesisir Lembongan dalam menunjang kegiatan wisata mangrove tour. *Prosiding Seminar Nasional Pendidikan Biologi*, 249–255.
- I Putu Okta, U., & I Nyoman Gede, S. (2016). *Gambaran sanitasi Agrowisata di Bagus Agro Pelaga Desa Pelaga Kecamatan Petang Kabupaten Badung Tahun 2016*.
- Mahmud, A., Satria, A., & Kinseng, R. A. (2015). Zonasi Konservasi untuk Siapa? Pengaturan Perairan Laut Taman Nasional Bali Barat. *Jurnal Ilmu Sosial dan Ilmu Politik*, 18(3), 237–251.
- Nafah, H. K., & Purnaningrum, E. (2021). Penggunaan Big Data Melalui Analisis Google Trends Untuk Mengetahui Perspektif Pariwisata Indonesia di Mata Dunia. *SNHRP*, 3, 430–436.
- Pirmana, V., Alisjahbana, A. S., Yusuf, A. A., Hoekstra, R., & Tukker, A. (2021). Environmental costs assessment for improved environmental-economic account for Indonesia. *Journal of Cleaner Production*, 280, 124521.
- Prasiasa, D. P. O., Widari, D. A. D. S., & Utama, I. G. B. R. (2023). World Cultural Heritage Designated Impacts in Jatiluwih Agritourism, Bali, Indonesia. *International Journal of Professional Business Review*, 8(6), e02196–e02196.
- Pricillia, C. C., Herdiansyah, H., & Patria, M. P. (2021). Environmental conditions to support blue carbon storage in mangrove forest: A case study in the mangrove forest, Nusa Lembongan, Bali, Indonesia. *Biodiversitas Journal of Biological Diversity*, 22(6).
- Putra, A. A. K. T., Ernawati, N. M., & Oka, I. M. D. (2021). Implementing New Era Life Order in Harper Kuta Hotel. *International Journal of Glocal Tourism*, 2(3), 124–136.
- Putri, P. E. A., Turker, S. B., & Putra, P. S. E. (2022). Strategi Pengembangan Ekowisata di Kawasan Taman Hutan Raya di Wilayah Kelompok Nelayan Segara Guna Batu Lumbang Denpasar. *JAKADARA: JURNAL EKONOMIKA, BISNIS, DAN HUMANIORA*, 1(2).
- Rahmila, Y. I., & Halim, M. A. R. (2018). Mangrove forest development determined for ecotourism in Mangunharjo Village Semarang. *E3S Web of Conferences*, 73, 4010.
- Rai Utama, I., & Trimurti, C. (2020). *Buyan Tamblingan Agro Tourism Ethical Planning in Forest Conservation Border Areas*.
<https://doi.org/10.4108/eai.14-3-2019.2291999>
- Rosyidie, A., Sagala, S., Syahbid, M. M., & Sasongko, M. A. (2018). The current observation and challenges of tourism development in Batur Global Geopark area, Bali Province, Indonesia. *IOP Conference Series: Earth and Environmental Science*, 158(1), 12033.
- Sagala, S., Rosyidie, A., Sasongko, M. A., & Syahbid, M. M. (2018). Who gets the benefits of geopark establishment? A study of Batur Geopark Area, Bali Province, Indonesia. *IOP Conference Series: Earth and Environmental Science*, 158(1), 12034.
- Sandker, M., Suwarno, A., & Campbell, B. M. (2007). Will forests remain in the face of oil palm expansion? Simulating change in Malinau, Indonesia. *Ecology and Society*, 12(2).
- Turker, S. B. (2023). THE IMPACT OF PLASTIC WASTE IN THE MANGROVE COASTAL AREA, THE SERVICE AREA OF THE FISHERMAN GROUP" SEGARA GUNA BATU LUMBANG", SOUTH DENPASAR BALI. *Seminar Nasional Aplikasi Iptek (SINAPTEK)*, 5.
- Utama, D. I. (2023). Exploration of the Advantages of Tourism Branding in Bali, Indonesia. *Utama, IGBR, Tonyjanto, C., Krismawintari, NPD, Waruwu, D., Sukarsih, NNT, & Suardhana, IN (2023). Exploration of the Advantages of Tourism Branding in Bali, Indonesia. International Journal of Professional Business Review*, 8(3), e01609.
- UTAMA, I. G. B. R., LABA, I. N., JUNAEDI, I. W. R., KRISMAWINTARI, N. P. D., TURKER, S. B., & JULIANA, J. (2021). Exploring Key Indicators of Community Involvement in Ecotourism Management. *Journal of Environmental Management and Tourism*, 12(3).
[https://doi.org/10.14505/jemt.12.3\(51\).20](https://doi.org/10.14505/jemt.12.3(51).20)
- Utama, I. Gusti Bagus Rai, Laba, I. N., Junaedi, I. W. R., Krismawintari, N. P. D., Turker, S. B., & Juliana, J. (2021). Exploring key indicators of community involvement in ecotourism management. *Journal of Environmental Management and Tourism*, 12(3).
[https://doi.org/10.14505/jemt.v12.3\(51\).20](https://doi.org/10.14505/jemt.v12.3(51).20)
- Utama, I.G.B.R., & Trimurti, C. P. (2020). Investigation of the image of buyan tamblingan area as tourist attraction destination. *International Journal of Scientific and Technology Research*, 9(3).
- Utama, I Gusti Bagus Rai, & Trimurti, C. P. (2019). The Correlation Tourist Attraction with Revisit Intention of Agritourism Pelaga Badung Bali, Indonesia. *Petra International Journal of Business Studies*.
<https://doi.org/10.9744/ijbs.2.2.119-124>
- Utama, R. (2015a). Increasing the Interest of Forestry Education Through Collaboration with Tourism. *SSRN Electronic Journal*.

<https://doi.org/10.2139/ssrn.2614947>

Utama, R. (2015b). Positioning of Eco Tourism Objects in Bali Indonesia. *SSRN Electronic Journal*.

<https://doi.org/10.2139/ssrn.2595139>

Utami, N. D. N., Susiloningtyas, D., & Handayani, T. (2018). Community perception and participation of mangrove ecosystem in Ngurah Rai Forest Park Bali, Indonesia. *IOP Conference Series: Earth and Environmental Science*, 145(1), 12147.

The Process of Fulfilling Logistical Needs for Organizing the Kawasan Industri Medan Investment Expo 2021

Mila Karona Putri ¹⁾, Muhammad Iqbal Katik Rajoendah ²⁾

¹⁾ Politeknik Negeri Jakarta, mila.karonaputri.an18@mhs.wpnj.ac.id

²⁾ Politeknik Negeri Jakarta, muhammad.iqbalkatikrajoendah@bisnis.wpnj.ac.id

ABSTRACT

This study aims to find out how the process of providing logistics is in organizing the Medan Industrial Estate (KIM) Investment Expo 2021 event. The data collection methods used are observation, documentation, and interviews. In fulfilling all Logistics needs at the event the importance of management which includes procurement planning, implementation, and reporting. Event Organizers require cooperation with various parties such as clients, vendors or event suppliers, so that events run smoothly and go according to plan. In the process, research result show that in the procurement planning process, the organizer conducts a coordination meeting with the client to reach an agreement that is by the wishes of the client. Next, the implementation process is the process of the event taking place; Finally, the reporting process is the result that must be reported from the organizer to the client, namely the Medan City Regional Owned Enterprise so that the agreed budget can be issued and find out whether the planning and implementation are appropriate or not. The benefit of this research is that the reader can find out what must be done when facing tasks related to the logistics of an exhibition event.

Keyword: *Event, Expo, Logistics, Process, Provider.*

INTRODUCTION

MICE event (Meeting, Incentive, Convention, and Exhibition) was first held in Indonesia precisely during a meeting of Asian and African countries, commonly known as the Asian-African Conference in Bandung in 1955. Along with time, the development of MICE in Indonesia has developed very rapidly, and this can be seen and felt by elements of society, starting from the massive growth of accommodation, transportation, PCO, and MSMEs around the event venues. that's why The MICE business industry has multiple effects because it involves many parties and is complex. Event organizer faced many challenges, such as the monetary crisis in 1998 and the global financial crisis in 2008, but the one that had the most impact was the period 2020-2021 which was caused by the COVID-19 pandemic which forced the wheels of the economic cycle to stop and almost all

industries were affected.

The government is mitigating the COVID-19 pandemic which has made millions of people lose their livelihoods. Therefore the central government, through the local government, is carrying out an activity called the Kawasan Industri Medan Expo 2021 (KIM Expo 2021) to get people back to getting a livelihood, turning the economy around and recovering from the crisis in Indonesia, especially in Medan City due to the pandemic. Logistics has had its definite breakthrough as a strategically important business area. It is a significant factor in creating competitive and profitable companies. (Aronsson et al., 2004)

The government chose Antheus Indonesia Organizer to organize the KIM Investment Expo 2021 activity. This activity was carried out in the city of Medan by involving the surrounding

community which is expected to help the economy get back on track. In last-mile logistics they allow to save time, cost, and improve the operations effectiveness (Martins, Anholon, & Quelhas, 2019).

Logistics is a science or art as well as a process, regarding planning and determining the needs for procurement, storage, distribution, maintenance and removing of materials/equipment. (Abbas, 2012).

RESEARCH METHOD

Qualitative research methods as research procedure this study use a qualitative approach that aims to understand things that do not require quantification. According to Sugiyono (2018: 213) the qualitative research method is a research method based on a philosophy that is used to examine scientific conditions (experiments) where researchers as instruments, data collection techniques and qualitative analysis put more emphasis on meaning. Qualitative research emphasizes quality not quantity and the data collected does not come from questionnaires but comes from interviews, direct observation and other related official documents. Qualitative research focuses on the process rather than the results obtained. This is because the relationship between the parts being studied will be much clearer if observed in the process.

Logistic management is component that is used to meet supply and demand through the planning, control, and implementation of the effective movement. Logistic management helps companies reduce expenses. By adhering to customer needs and industry standards, logistics management facilitates process

strategy, planning and implementation. Logistics management needs new pattern of thinking based on entropic thinking and nonlinear thinking which bring together the capacity of developing strategies and approaching complex problems (Bolisani and Bratianu, 2017; Bratianu, 2007).

The data collection used in this study is technical triangulation, according to Sugiyono (2013: 179), triangulation data collection technique is to use different data collection to obtain data from the same data source. Researchers used participatory observation, in-depth interviews, and documentation for the same data source simultaneously.

The data collection techniques that the authors use, such as:

1. Literature study (journals, books, and the internet)
2. Documents
3. Interview
4. Observation

RESULTS AND DISCUSSION

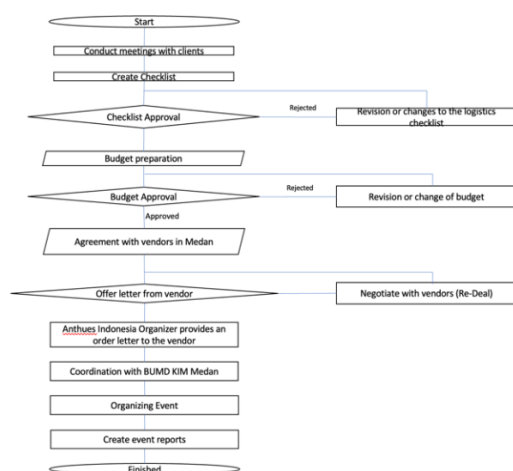
1. Result

Logistics can be seen as a system. A system approach to logistics suggests that all activities and changes in a system can only be understood by how they affect the big picture. Activities can not be analyzed as isolated events, but instead in terms of how they interact with their surroundings. (Lambert & Stock, 2001). The process of knowing logistical needs at the KIM Investment Expo 2021 event, the author uses a flowchart to describe the steps taken by Antheus Indonesia organizer.

A flowchart is a graphical depiction upstream to downstream of the steps and sequence of procedures for a program, generally affecting the resolution of problems that in particular need to be

studied and evaluated further.

Logistical needs are a very important factor in the success of an event. In the KIM Investment Expo 2021 event, PT Antheus Indonesia Organizer acts as the organizer who is fully responsible for the Medan City Regional Owned Enterprise. The provider of the required items depends on each Producer managing each city. The stages of logistics provision can be seen in Picture 1 below:



Picture 1. Flowchart logistics supply process

Source: Data processed by myself, 2021.

2. Discussion

Based on the findings above, the following discussion is an explanation of each provisioning step at the KIM Investment Expo 2021.

a. Stages of Provision of Logistics

According to Holmström (2004) provision logistic in a business plan should include the following ten areas; History, Business concept, Product, Production, Market, Competitors, Marketing, Distribution and Sales, Organization, and Economy and Risks. The first step is to conduct a meeting with the client, this meeting discusses the scope of work to be carried out by the BUMD Medan Industrial Estate and PT Antheus

Indonesia Organizer. The scope that will be carried out by the Kawasan Industri Medan (KIM) is to become the initiator, while the scope that PT Antheus Indonesia Organizer carries out is to become a provider of production needs and organizing. Next discusses the timeline for the meeting and also its progress. This meeting was held at the client's location, namely the Medan Industrial Estate office, Medan, North Sumatra. The next discussion is to discuss what production is needed by the client to PT Antheus Indonesia Organizer.

The second step is to prepare the checklist, namely data collection as well as approval of the logistics needs of the client. The data collection starts from making a checklist of logistical needs to creating the required vendor database. Data collection on logistics needs by PT Antheus Indonesia Organizer on this Initiator is a client who becomes a drafter. Furthermore, PT Antheus Indonesia Organizer creates a vendor database by the checklist that has been made. After the data collection process for logistical needs is complete, then the approval process will proceed. If it is not approved, the organizer must re-compile the checklist according to the client's criteria.

The third step is the preparation and approval of the budget, after the logistics checklist process has been approved by the Ministry of Education and Culture, PT Antheus Indonesia Organizer then makes an offer letter. The offer letter contains the amount and type of goods to be used in the event details of the price, discount, and tax. If the client does not approve the budget, the organizer must rearrange the budget. After being approved, PT Antheus Indonesia Organizer sends a payment

procedure to the client manage the planned logistics goods through the vendor.

The fourth step is the agreement with vendors in the city of Medan, in this agreement process, the vendor will submit a letter of offer (Quotation) to PT Antheus Indonesia Organizer. After that, PT Antheus Indonesia Organizer discussed the offer letter with the CEO of PT Antheus Indonesia Organizer. If the offer is not approved, the organizer will discuss re-dealing with the vendor. After the CEO approves, PT Antheus Indonesia Organizer will send an order letter to the vendor. Then the vendor will send a billing letter (Invoice) to PT Antheus Indonesia Organizer for the payment process.

The fifth step is coordination with the technical team, after making an agreement with the vendor, PT Antheus Indonesia Organizer contacts the team in the city of Medan to conduct briefings for vendors and clients. Briefings are carried out in order to minimize or carry out preventive actions so that errors do not occur during the event.

In the sixth step of implementing the event, when carrying out the event, all logistics items in each location are prepared by each vendor. For the communication system, PT Antheus Indonesia Organizer communicates directly with vendors related to its implementation. PT Antheus Indonesia Organizer mobilized the entire team from Jakarta to Medan to execute the holding of the KIM Investment Expo 2021.

The final step is to make an event report. After the entire series of events is completed, PT Antheus Indonesia Organizer will then request the original

invoice from the vendors involved to be included in the report. PT Antheus Indonesia Organizer must provide a report on all events and the budget to the Kawasan Industri Meda. This report contains the entire series of events from start to finish along with the documentation, invoices issued by each vendor and proof of payments made during the event. According to Swafford (2003) logistic agility is positively influenced by the combinative effects of flexibility within the four supply chain functions: product development, procurement, manufacturing, and the logistics function.

CONCLUSIONS

At the time of the event, PT Antheus Indonesia Organizer faced with the problems caused by the pandemic Covid-19 caused the logistical providing process to be hindered, both in terms of budget approval and quantity and quality of items delivered by vendors that were unfeasible because they had not been used for a long time and were in poor condition. According (Martins, Anholon, & Quelhas, 2019) logistics affected time, cost, and operations effectiveness. The process of providing logistical needs at the KIM Investment Expo 2021 event has been challenged.

SUGGESTIONS

The provision of logistics has been running smoothly and following the existing procedures, but the author can provide suggestions for the process of providing logistics to be given a longer preparation time so that the implementation is carried out perfectly because in the process the author had

found vendors who were capable of not being able to meet the criteria and quality.

REFERENCES

- Abbas Salim. 2012. Manajemen Logistik. Jakarta: PTRaja Grafindo Persada.
- Aronsson, H., Ekdahl, B. & Oskarsson, B. (2004) Modern Logistik. Lund. Liber. 2nd edition. ISBN-91-47-07473-6
- Bolisani, E. and Bratianu, C. (2017). Knowledge strategies planning: An integrate approach to manage uncertainty, turbulence, and dynamics. Journal of Knowledge Management, 21(2), 233-253
- Bratianu, C. (2007). Thinking patterns and knowledge dynamics. In D. Remenyi (Ed.). Proceedings of the 8th European Conference on Knowledge Management (152- 156), Consorci Escola Industrial, Barcelona, Spain, 6-7 September 2007. Reading: Academic Conferences and Publishing International.
- Holmström, N. (2004) Företagsekonomi – från begrepp till beslut. Stockholm. Bonniers. 4th edition. ISBN-622-4018-8
- Lambert, J.R., & Stock, M.D. (2001) Strategic logistics management. New York. McGraw-Hill Higher Education. 4th edition. ISBN-0-25-613687-4
- Martins, IS Rampasso, R Anholon, OLG Quelhas, W Leal Filho. Journal of cleaner production 229, 489-500, 2019. 268, 2019.
- Nasution, M. 2004, Manajemen Transportasi, Jakarta : Penerbit Ghalia
- Sugiyono 2013, Metode Penelitian Kuantitatif, Kualitatif, dan R&D, Bandung: CV Alfabes
- Swafford, P. M., 2003, Theoretical Development and Empirical Investigation of Supply Chain Agility, A Dissertation in Georgia Institute of Technology, ProQuest Information and Learning Company, UMI Number: 3095759, Miami.

Analysis of Event Product Knowledge and Marketing System to Attract Market Interest in the Implementation of 'Pasar Kaget Banget'

Shafa Anisa Sallsabila ¹⁾, Annisa Wardhani ²⁾

¹⁾ Politeknik Negeri Jakarta, Shafa.anisasallsabila.an19@mhs.wpnj.ac.id

²⁾ Politeknik Negeri Jakarta, annisa.wardhani@bisnis.wpnj.ac.id

ABSTRACT

CV Murakabi Digital Creative enters the bustling pop-up market scene in Jakarta with their newcomer, Pasar Kaget Banget. The event's unique system and booth sales approach target brands with original products. Through observation, literature studies, and questionnaire surveys, both qualitative and quantitative data are gathered to address key problems. These include assessing how the event's product formation aligns with market desires, the marketing strategy to attract potential exhibitors, and the effectiveness of product knowledge events in attracting exhibitors. Research findings indicate that the sales team's marketing strategy, combined with their product knowledge events, led to sales meeting and surpassing the set key performance indicator plan. Exhibitors provided highly satisfactory feedback, as Pasar Kaget Banget's event products aligned with their desires. This was evident through well-chosen representative venues, collaborations with various parties, and affordable booth sales tailored to exhibitor needs.

Keyword: *Key Performance Indicator, Marketing, Pop Up Market, Sales.*

INTRODUCTION

The Pop Up Market trend in Jakarta surged post-Covid-19, with CV Murakabi Digital Creative leading with professional and legal events. Pop Up Market, an adaptation of "Pop Up Store," offers temporary retail spaces for businesses to raise product awareness in just a few days.

As Pop Up Markets increase, branding and marketing strategies intensify to foster healthy competition. The author explores CV Murakabi Digital Creative's marketing approach for the "Pasar Kaget Banget" event.

Based on Kotler & Armstrong's 4P Marketing concept, the marketing mix includes product, price, distribution, and promotion, shaping tactical tools for eliciting favorable responses from the target market.

This theory supports the marketing process for "Pasar Kaget Banget," where CV Murakabi Digital Creative aims to cater to market desires and achieve high-

quality products.

Considering venue potential and competitive pricing, CV Murakabi Digital Creative ensures a distinct event trademark, attracting crowds at the right time to satisfy all parties involved.

The research evaluates the system and planning of "Pasar Kaget Banget," a newcomer in Jakarta's pop-up market scene. It assesses exhibitor and visitor expectations, analyzes the approach to prospective exhibitors, and measures product knowledge effectiveness on sales, ensuring customer and organizer satisfaction.

This research focuses on innovative event products for the current and upcoming years. These products align with next-generation trends, enhancing the event industry's appeal to the public. This creates opportunities for event industry players, particularly in exhibitions, and supports young

entrepreneurs in Jabodetabek looking to participate in exhibitions according to their capacity. The researchers predict continued growth in the event industry, driven by ongoing adaptations.

RESEARCH METHOD

There are 3 data collection techniques used in this research, namely observation techniques and literature studies by looking for literature materials as supporting theories that support writing.

1. Observation Technique

This method was selected for its direct involvement in the sales process, enabling in-depth observations.

2. Literature Study

The use of library study methods to find out theories that are continuous with the material being explored as a support for the discussion.

3. Questionnaire Survey Method

In knowing the feedback from the exhibitors, the researchers distributed questionnaires to several exhibitors to obtain information related to satisfaction and also suggestions from exhibitors to the organizers.

Researchers use data analysis methods, employing both qualitative and quantitative approaches to gather primary data. Qualitative data is sourced from various original databases, complemented by quantitative data for comprehensive insights. Data observation involves examining documents from the organizer and surveying exhibitors. The preference for qualitative analysis lies in its ability to offer detailed insights, including observations during exhibitor selection

and assessing exhibitor satisfaction levels.

RESULTS AND DISCUSSION

1. How to Form Pasar Kaget Banget Event Products so that they have value in accordance with the wishes of Exhibitors and Visitors.

There are many exhibitions similar to the concept of Pasar Kaget Banget in Jakarta, despite being a newcomer, Pasar Kaget Banget is a product that has its own value compared to similar exhibitions. there are many exhibitions similar to the concept of Pasar Kaget Banget in Jakarta, despite being a newcomer, Pasar Kaget Banget is a product that has its own value compared to similar exhibitions.

a. Concept and Target Market of Pasar Kaget Banget

Pasar Kaget Banget focuses on local brands, hobbies, art, and craft, uniquely standing out from other events that often use foreign names. Unlike some similar events with second-hand products or thrift items, Pasar Kaget Banget prioritizes original products from emerging businesses in Indonesia. This emphasis on originality elevates its quality and value compared to events in the same category.

b. Organizing Venue at M Bloc Space

Researchers recognize the significance of multiple factors in venue selection, including accessibility, facilities, alignment with the target market, location, capacity, and budget considerations.

M Bloc Space, a 6,500 square meter public space, is designed to cater to the preferences of young people, particularly millennials and Gen Z. Its versatile indoor and outdoor areas make it an ideal choice for concerts and exhibitions.

Situated strategically, M Bloc Space is easily reachable via private vehicles and public transportation, like Transjakarta and MRT, making it attractive to both event organizers and attendees.

c. Exposure of Venue M Bloc Space

Having an active social media and marketing strategy, M Bloc Space has high exposure and is in accordance with the target market of the PKB (Pasar Kaget Banget) event by having definite visitors through statistical data obtained from the marketing management directly:



Picture 1. Daily Visitors per month M Bloc Space

The graph shows that M Bloc has a steady and substantial number of visitors due to their high interest in the venue.

To attract more visitors and provide information, M Bloc Space effectively uses Instagram with an active account (@mblocspace) boasting over 92,200 followers.

Organizing events further enhances M Bloc Space's appeal, attracting more visitors and providing event organizers with free promotion through M Bloc Space's social media channels.

d. Selection of Organizing Date

CV Murakabi Digital Creative strategically scheduled Pasar Kaget Banget based on M Bloc Space visitor data. The event took place on Saturday and Sunday, aligning with the preferred

days of the millennial and Gen Z market. Furthermore, the dates, 17 and 18, were chosen to coincide with the Qatar World Cup watching event on December 18, effectively increasing the traffic of M Bloc Space visitors.

e. Cooperation Relationship

Pasar Kaget Banget carries out cooperation with the DKI Jakarta Tourism and Creative Economy Office as a form of support in developing destinations and supporting the creative economy business that is developing in the DKI Jakarta area. This form of cooperation is one of the considerations for brands in giving trust to Pasar Kaget Banget.

f. Booth Concept Offered

Pasar Kaget Banget offers a unique space rental system that allows tenants to decorate freely without damaging existing facilities. Unlike typical pop-up bazaars with basic setups, Pasar Kaget Banget embraces the "Concept Store" approach, encouraging creative decorations by exhibitors.

The event aims to increase awareness for each exhibitor by providing a distinct experience. It stands out with its eye-catching and memorable name, a focus on original products, and collaborations with various parties, including open-to-the-public opening events.

2. Marketing Strategy of Pasar Kaget Banget Event to Local Brands as Prospective Exhibitors

Marketing Strategy of Pasar Kaget Banget Event to Local Brands as Prospective Exhibitors.

a. Process of approaching potential exhibitors

Following Kotler & Armstrong's theory (2008), Pasar Kaget Banget utilizes Direct Mail Marketing and mail order catalogs as direct marketing dimensions. The sales team focuses on MSME and local Indonesian brands, targeting Jabodetabek and Bandung areas through their Instagram and Shopee profiles. Within three months, they gathered 877 local brand databases, ensuring exhibitors align with the event's values.

The first method involves researching similar events and selecting brands that match the Pasar Kaget Banget concept, allowing experienced exhibitors to explore new concepts.

The second method involves approaching brands advertising on Instagram with no prior exhibition experience. The team contacts listed contact persons via WhatsApp and Email, providing event information and a brief profile to the 877 target brands.

b. Booth sales process to potential

After the approach process with a total of 887 brands, the next researcher will discuss the process of selling booths to brands that respond and are interested in joining as exhibitors at Pasar Kaget Banget. With the supporting theory of promotion from Kotler and Keller (2016) in the book "Marketing Management 15th", one of the variables mentioned is personal selling, which in this theory explains that one of the promotions can be done directly to potential customers such as conducting questions and answers and presentations.

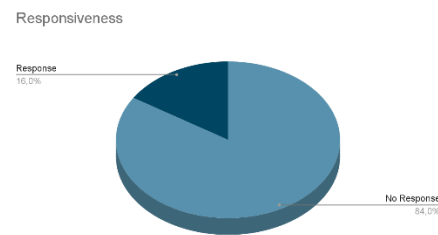


Diagram 1. Number of brand responses to direct

Out of 877 brands, 16% (167 brands) showed interest in responding to the provided sentences and requested an event proposal. The sales team provided a comprehensive proposal that includes details about the event, event program, venue demographics, layout, tenant package, and general terms.

Common questions asked by prospective exhibitors and their answers are as follows:

- 1) Is Pasar Kaget Banget trustworthy (no scamming)?

Pasar Kaget Banget, organized by CV Murakabi Digital Creative or Garage Idea, is fully registered with NPWP and complete legal documentation. Supported by DKI Jakarta Tourism and Creative Economy Agency, the event holds official permits for crowd management, a statement letter from the venue, a crowd permit from the Covid 19 Task Force in South Jakarta, and a Cooperation Agreement Letter signed by both organizers and exhibitors. Additionally, the event uses an official 10,000 electric stamp from Peruri and DjP through <http://e-meterai.co.id> page

- 2) Will the Pasar Kaget Banget event bring in huge traffic?

Pasar Kaget Banget is meticulously designed to provide quality and value for all stakeholders. The sales team effectively addressed traffic concerns by

utilizing venue visitor data, which exhibits stable and high numbers on weekends. The event gains visibility through strong promotion on Instagram and strategic collaborations with DKI Jakarta Tourism and Creative Economy Office, Detik.Com, The Maple Media, and M Bloc Space's social media accounts. The venue's popularity is evident as it hosts multiple events on the same day.

c. Exhibitor registration and payment procedures



Diagram 2. Booth spot booking procedure

The brand registration process for Pasar Kaget Banget involves 5 stages:

- 1) Determining booth spots
Brand representatives select desired booth positions (Type A: 2x2m for 1,750,000 or Type B: 2x1.5m for 1,500,000).
- 2) Ordering tenant spots
The brand coordinates with the organizer, mentioning the designated code to secure the desired position.
- 3) Cooperation Agreement
Both parties sign a Cooperation Agreement document containing event details, payment information, and regulations. Official stamps from Peruri validate the agreement's legality. The SPK is signed before the brand makes payment.
- 4) Making payments
Payment options include upfront payment or full payment. For upfront payment, 50% of the total amount is paid within h+7 working days; failing to do so results in forfeiture.
- 5) Invoice
Proof of payment or invoice

confirms payment to the organizer. The brand, now an exhibitor, awaits further directions for technical meetings, etc.

d. Key Performance Indicator Pasar Kaget Banget

The Key Performance Indicator was created based on the results of research and created by the CEO of CV. Murakabi Digital Creative totaling 32 exhibitors. Below are variables with more complete targets and actuals from the Pasar Kaget Banget KPIs set along with the final results.

No.	KEY PERFORMANCE INDICATORS	UNIT PENGUKURAN	TARGET	AKTUAL
1	Jumlah Brand yang mendaftar sebagai exhibitors	Angka	32	36
2	Total Booth yang terjual	Angka	32	37
3	Durasi penjualan booth	Hari	62 hari kerja	56 hari kerja
4	Revenue penjualan booth	Rupiah	Rp 55,750,000	Rp 64,800,000
5	Rata-rata pengunjung acara	Angka	10,000	8,599
6	Skor Ketertarikan client untuk mengikuti PKB berikutnya	% (persen)	90%	87.10%

Picture 2. Variable Key Performance Indicator

The sales team achieved remarkable success, surpassing the target by selling 37 exhibitor booths within 56 working days, exceeding the initial goal of 32 booths. The most significant sales occurred in the final 24 days leading up to December 2, 2022.

Total revenue from booth sales reached Rp64,800,000, a notable 5.17% higher than the initial target. The number of brands also exceeded expectations, increasing from the targeted 32 brands to 36 MSME and local brands.

This achievement highlights the effectiveness of Pasar Kaget Banget's sales strategy.

3. Is Pasar Kaget Banget Product Knowledge Event Effective to Attract Exhibitor Interest

This discussion examines Pasar Kaget Banget's high influence on exhibitor interest and evaluates if the sales strategy aligns with the booth sales Key Performance Indicator.

According to Petter & Olson (2010), product knowledge is the information that consumers have about a product they intend to purchase. This includes details about the product's characteristics, knowing its advantages and uses, and understanding its value, all of which contribute to making consumers feel satisfied.

The theory according to Peter and Olson above is the understanding from the consumer's perspective, where they should have a good knowledge of the product they intend to buy. Meanwhile, according to Sumarwan (2012), product knowledge encompasses all the comprehensive and accurate information stored in the consumer's memory or recall, which will later aid as considerations in determining their subsequent actions.

Therefore, the definition of event product knowledge is the information related to the characteristics, advantages, and value possessed by an event, with the aim of enabling consumers to make informed decisions.

a. Booth sales progress

After implementing a marketing strategy offering 2 package options, the sales team successfully surpassed the target key performance indicator of 32 booths by selling 37 booths. This achievement, within a vulnerable period of 3.5 months, demonstrates a satisfactory sales process. The data is visually represented in the vertical bar chart below:



Diagram 3. Progress of booth sales of Pasar Kaget Banget

In the diagram above, it can be understood that there was an increase in the highest booth sales in October, totaling 15 booths and sales in November totaling 14 booths. While the lowest sales occurred in December where, that month, 3 booths were sold which were the remaining unsold booths.

b. Total brands that became exhibitors at Pasar Kaget Banget

The number of brands that joined the Pasar Kaget Banget event totaled 37 brands, below is a list of brands, their categories. Along with the number of booths purchased.

Table 1. Exhibitor List of Pasar Kaget Banget

Brand	Category	Booth
Makugi	<i>Women Fashion</i>	1
Eloi Coco	<i>Perfumery</i>	1
KelabSiang	<i>Men Fashion</i>	1
MINE	<i>Perfumery</i>	1
Focus on Her	<i>Women Fashion</i>	1
Dear Puffy	<i>Women Fashion</i>	1
Beads Madness	<i>Accessories</i>	1
Naw Inked	<i>Art</i>	1
Farbash Perfume	<i>Perfumery</i>	1
Meilyn	<i>Accessories</i>	1
Kakak Adik	<i>Accessories</i>	1
TBATB	<i>Accessories</i>	1
DeClip	<i>Accessories</i>	1
Paduka Play	<i>Hobby</i>	1
Yuno the Label	<i>Unisex Fashion</i>	1
Vocadue	<i>Women Fashion</i>	1
IKATTERIKAT	<i>Accessories</i>	1
Divers Collective	<i>Women Fashion</i>	1
Kokolens	<i>Accessories</i>	1

Rasheatelier	<i>Women Fashion</i>	1
Lumiere Acc	<i>Accessories</i>	1
Never Not	<i>Perfumery</i>	1
Poseur	<i>Accessories</i>	1
Luma	<i>Accessories</i>	1
Amulet Sage Tarot	<i>Art</i>	1
Lemari Senja	<i>Hobby</i>	2
Kikat	<i>Women Fashion</i>	1
Manekin Apparel	<i>Women Fashion</i>	1
Fukuya Ind	<i>Women Fashion</i>	1
Unnecessary Studio	<i>Accessories</i>	1
Jolie Nails Bar	<i>Art</i>	1
Realfood	<i>Skincare</i>	1
Darling Angel	<i>Art</i>	1
Stylisty	<i>Women Fashion</i>	1
Snowlattes Store	<i>Art</i>	1
Shooting Stars	<i>Stuff</i>	1

In the table above, it can be seen that the total brands that joined Pasar Kaget Banget were 36 brands with a total of 37 tenants selling, because there was 1 brand, Lemari Senja, which bought 2 booths for 1 brand. Below is a diagram of the product categories that are products at Pasar Kaget Banget:

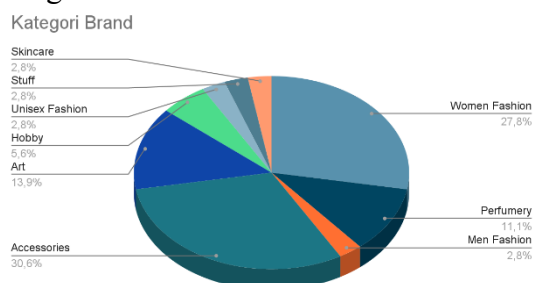


Diagram 4. Product categories at the Pasar Kaget Banget event

In The diagram shows that women's fashion products, including women's

clothing and bags, dominate the Kaget Banget Market, accounting for 27.8% or 10 brands.

On the other hand, skincare products in the form of beauty drinks, shoe reseller products, and unisex fashion products for women and men are the least represented, each with 2.8% or 1 brand.

c. S.W.O.T Analysis

S.W.O.T (Strength, Weakness, Opportunities, and Threats) is a strategic planning technique that aims to analyze and evaluate a business. The S.W.O.T technique itself is a planning technique used by Pasar Kaget Banget to evaluate and review in increasing the value of Pasar Kaget Banget events to be able to compete with competitors.

OT \ SW	Strengths	Weakness
<i>Opportunity</i>	Memiliki kekuatan dengan bekerjasama dengan instansi pemerintah sehingga mendapatkan kepercayaan pasar yang lebih tinggi.	Menjadi pendatang baru yang memiliki berbagai <i>value</i> untuk dapat banyak perhatian.
<i>Treat</i>	Bekerjasama dengan pihak Disparekrak DKI Jakarta dan melihat situasi pandemi yang sudah terkendali sehingga dapat meminimalisir ancaman.	Pada masa pandemi banyak orang yang berbelanja sesuatu secara langsung dengan barang yang ingin dibeli.

Table 2. S.W.O.T Analysis

The results below are Pasar Kaget Banget team analysis of their S.W.O.T:

1) Strength

Pasar Kaget Banget's strengths are:

- A strategic venue at M Bloc Space with regular visitors, creating an organic market.
- Attractive booth prices and ample space, appealing to potential exhibitors due to cost-effectiveness.

- Free admission to the public, enabling exhibitors to reach more potential customers.
- Inclusion of well-known brands, enhancing exposure and attracting more visitors.
- Collaboration with DKI Jakarta Disparekraf, boosting market confidence and gaining exposure for the event.

2) Weakness

Pasar Kaget Banget has a weakness in terms of events that are new to Jakarta and targeting the Jabodetabek and Bandung markets compared to other competitors who have long been present in the pop up bazaar event segment.

3) Opportunity

The Pasar Kaget Banget event has a great opportunity to be present and recognized by a wide market scope, supported by the strengths possessed as described in point a.

Pasar Kaget Banget pays attention to various aspects such as the creation of events after the Covid-19 pandemic when people want to shop for something directly with the goods they want to buy.

4) Threats

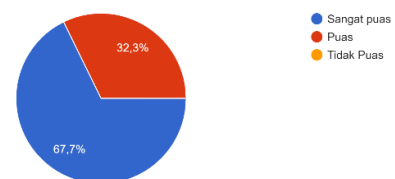
Based on the Pasar Kaget Banget team's research, the major threats to organizing the event include the 2023 economic recession, Indonesian Government policies related to Covid-19 regulations and natural disasters. Additionally, there are external threats beyond the organizers' control, such as demonstrations and riots.

d. Exhibitors' feedback

After the Pasar Kaget Banget event, the sales team collected feedback from 31 exhibitors through online satisfaction forms. The feedback was collected using <https://forms.gle/yAx6Vm7oecVUjDyy8> which was distributed two days after the event. Here are the results of the feedback received through Google Form.

1) Satisfaction level related to services provided by the organizer

Apakah anda puas dengan service yang diberikan oleh pihak penyelenggara?
31 jawaban

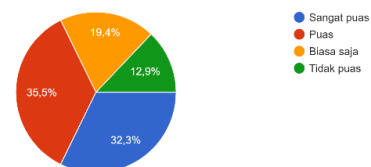


Picture 3. Results of Survey Question 1

In the picture above, it can be seen that 67.7% or 21 brands out of 31 participants stated that they were VERY SATISFIED with the services provided by the organizers to exhibitors. The service in question is how the organizer provides information and is kind to exhibitors. While 32.3% or as many as 10 brands stated SATISFIED with the service.

2) What is the level of sales perceived by exhibitors

Bagaimana tingkat penjualan selama penyelenggaraan 2 hari Pasar Kaget Banget
31 jawaban



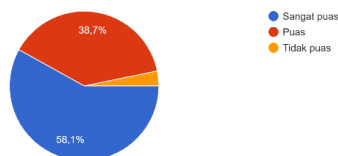
Picture 4. Results of Survey Question 2

Based on existing data, there are 4 answer options related to the sales satisfaction of brands in the Pasar Kaget Banget event, namely very satisfied, satisfied, mediocre, and dissatisfied.

There are 35.5% or 11 brands from the total participants who feel **SATISFIED** with the sales at the Pasar Kaget Banget event, and only 12.9% of exhibitors who feel dissatisfied or as many as 4 brands.

3) Satisfaction with the crowd during the event

Apakah anda puas terhadap traffic/crowd yang diberikan oleh venue dan penyelenggara?
31 jawaban

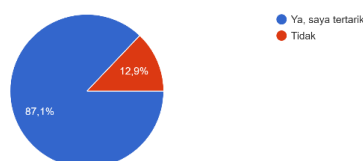


Picture 5. Results of Survey Question 3

In the third question, namely exhibitors' satisfaction with the crowd of visitors that occurred within 2 days at Pasar Kaget Banget held at M Bloc Space on Saturday and Sunday, there were 58.1% or 18 brands who stated that they were **VERY SATISFIED** and only 3.2% or 1 brand that felt **UNSATISFIED**.

4) Brand's interest to join Pasar Kaget Banget again in the next event

Apakah anda (brand) tertarik dan ingin mengikuti pameran Pasar Kaget Banget kedua?
31 jawaban



Picture 6. Results of Survey Question 4

Survey results: 87.1% (27 out of 31 participants) interested in rejoining Pasar Kaget Banget as exhibitors; 12.9% (4 brands) not interested. S.W.O.T analysis can enhance competitiveness. Feedback is valuable for future improvements.

CONCLUSIONS

After analyzing the sales team's

approach in selling booths for "Pasar Kaget Banget" event, the researcher found that the event's formation aligns with market desires. This was achieved through well-chosen venues, innovative concepts, collaborations with various partners, and attractive booth pricing. The sales team's marketing strategy, supported by their in-depth event product knowledge, led to successful sales that surpassed the set KPI plan, resulting in highly satisfactory feedback.

SUGGESTIONS

The discussion highlights the challenges of gaining market trust for Pasar Kaget Banget, a new pop-up bazaar event in Jakarta. To address this, researchers suggest CV Murakabi Digital Creative increase event awareness among targeted brands and markets. This can be achieved by hosting Pasar Kaget Banget 2 events biennially, with added value through collaborations with relevant associations, enhanced social media presence, improved exhibitor services, and the creation of engaging visitor concepts.

REFERENCES

- Belch, G. E., & Belch, M. A. (2012). Advertising and Promotion And Promotion An Integrated Marketing Communication Perpective. New York: McGraw Hill.
- Gupta, S. (2003). Event marketing: Issues and challenges. IIMB Management Review, 87.
- Kotler, P. (2016). Marketing Management. London: Pearson Education.
- Kotler, P., & Armstrong, G. (2008). Prinsip-Prinsip Pemasaran. Jakarta: Erlangga.
- Kotler, P., & Keller, K. L. (2016). Marketing Management. New Jersey: Pearson Pretice Hall
- Petter, J. P., & Olson, J. C. (2010). Consumer Behavior and Marketing Strategy. New York: Mc Graw Hill.
- Sumarwan. (2012). Perilaku Konsumen Teori dan Penerapannya dalam Pemasaran. Bogor: Ghalia Indonesia.

Implications of COVID-19 Tourism Sector in Indonesia: Recovery Government Efforts and Policies

Yoice Milenia Gabriela Siregar ¹⁾, Dewi Winarni Susyanti ²⁾

¹⁾ Politeknik Negeri Jakarta, yoice.mileniagabrielasiregar.an18@mhs.wpnj.ac.id

²⁾ Politeknik Negeri Jakarta, dewi.winarni@bisnis.wpnj.ac.id

ABSTRACT

This paper explores the implications of the COVID-19 pandemic on the tourism sector in Indonesia, with a particular focus on the Meetings, Incentives, Conferences, and Exhibitions (MICE) industry. The tourism industry, a significant contributor to Indonesia's economic growth, has been severely impacted by the pandemic, leading to a drastic contraction in the sector. The MICE industry, a key player in this sector, has also been profoundly affected. The study aims to provide a comprehensive qualitative analysis of the government's recovery efforts and policies, assessing their effectiveness and potential for fostering a resilient and sustainable recovery. The research method involves a qualitative literature review, assembling data from academic journals, government documents, articles, and relevant websites with the selection and analytical processes explained within the study. The paper also explores how the pandemic has reshaped the dynamics of the MICE industry and the implications for future planning and management. The findings of this study could offer valuable insights for steering the MICE industry towards resilience and sustainability in the aftermath of the pandemic.

Keyword: COVID-19, Economic Recovery, Government Policies, MICE events, Tourism Industry.

INTRODUCTION

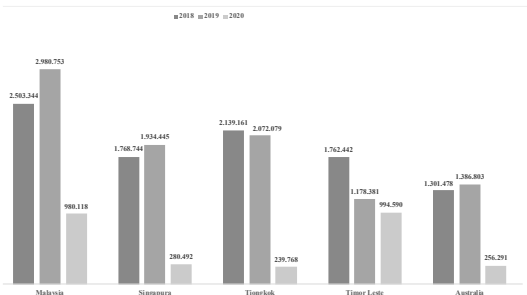
The tourism industry in Indonesia significantly contributes to economic growth by serving as a vital source of foreign exchange for capital goods acquisition, stimulating infrastructure investment, facilitating growth in other economic sectors, creating job opportunities, and generating positive economies of scale (Yakup, 2019).

The MICE (Meetings, Incentives, Conferences, Exhibitions) industry, a key sector component, fosters international collaboration and stimulates the broader tourism sector. However, the COVID-19 pandemic has dealt a severe blow to this sector, leading to a drastic contraction with profound implications for the country's economy and the livelihoods of those dependent on it.

Before the pandemic, tourism accounted for 5% of Indonesia's Gross Domestic Product in 2019 (OECD, 2022).

However, the emergence of the COVID-19 pandemic in early 2020 had a profound and detrimental effect on Indonesia's tourism industry. The sector's contribution to the GDP experienced a significant contraction, plummeting by 56% to a mere 2.2% of the overall economy. This decline was primarily due to global travel restrictions implemented to curb the spread of the virus, which significantly reduced leisure and business travel (Hahury et al., 2023).

Data released by Statistics Indonesia starkly illustrates this downturn. There was a staggering 93.5% year-on-year reduction in Chinese tourist visits in February 2020, amounting to 11,780 tourists, in stark contrast to the 181,281 visits recorded in the previous year.



Picture 1. The Development of the Number of International Tourist Arrivals from 2018 – 2020

Large-scale social restrictions (PSBB) in Indonesia have resulted in substantial losses of 20.7 billion Indonesian rupiahs in the tourism sector. Consequently, the tourism industry experienced a significant 90% job loss, leading to severe repercussions.

The COVID-19 pandemic has left no sector untouched, and tourism is among the most brutal hit of all economic factors (World Tourism Organization [UNWTO], 2020). The sudden and widespread travel restrictions and the implementation of stringent social distancing measures have resulted in a significant downturn in global tourism activity. This pandemic significantly reduced travel and tourism for both business and leisure purposes. Additionally, restaurants, bars, and cafes, among other service businesses, are adversely affected by the pandemic due to government-imposed curfews and lockdowns (Combs, 2020).

The MICE sector, in particular, has felt the ripple effects of the pandemic due to the cancellation or postponement of numerous events. The Ministry of Tourism and Creative Economy noted a significant 84.8% surge in cancellations of MICE (Meetings, Incentives, Conferences, and Exhibitions) activities across various regions of Indonesia in 2020 (Erfinda & Falah, 2021). Such

cancellations decreased international and domestic tourists, impacting related sectors like hospitality, transportation, and food and beverage services. Data from the Indonesian Hotel and Restaurant Association (PHRI) indicates that the COVID-19 pandemic caused at least 1,266 hotels to close at the beginning of 2020 (thejakartapost.com, 2020). Such closures led to job losses and diminished income for those reliant on the tourism industry, intensifying the economic repercussions of the pandemic.

In response to the crisis, the Indonesian government has proactively implemented various recovery strategies and policies specifically designed to rejuvenate the tourism industry, particularly emphasizing the MICE sector. These measures encompass a broad spectrum, from financial aid packages to promoting domestic tourism, implementing health and safety protocols, and digitizing tourism services. Sandiaga Uno, the Minister of Tourism and Creative Economy, has successfully executed strategic activities such as CHSE (Cleanliness, Health, Safety, and Environmental Sustainability) for businesses (Satyarini et al., 2022). Simultaneously, the tourism industry has witnessed a shift in trends within Indonesia. Acknowledging the constraints on international travel, the government has turned its focus towards domestic tourism to invigorate economic activity within the country, promoting 'staycations' and crafting appealing travel packages tailored for domestic tourists.

It will also explore how the pandemic has reshaped the dynamics of the MICE industry and the implications for future planning and management.

This paper aims to provide a comprehensive qualitative analysis of these government efforts and policies, assessing their effectiveness and potential for fostering a resilient and sustainable recovery. It will also explore how the pandemic has reshaped the dynamics of the MICE industry and the implications for future planning and management.

The focus of this investigation is on the impacts of MICE events during the COVID-19 pandemic on the tourism industry in Indonesia, their implications for economic recovery, and their implications for government policies. By exploring these aspects, we aim to provide insights into the strategies and measures that can promote the sustainability of the MICE industry during the recovery phase and beyond. This investigation is crucial in understanding the path toward a resilient and sustainable MICE industry in the post-pandemic era.

RESEARCH METHOD

The research method for this study involves a qualitative literature review on the impacts of COVID-19 on Indonesia's tourism industry, particularly the MICE sector. The researcher will gather data from academic journals, government documents, articles, and relevant websites to understand the impacts of COVID-19 on the tourism and MICE industry in Indonesia and the effectiveness of government recovery efforts. The literature review will help identify key themes, trends, and gaps in the current understanding of the issue. The researcher will then analyze this data, focusing on qualitative content analysis to identify common themes and patterns in the literature. The analysis will also include a

detailed review of government policies and strategies to support the recovery of the tourism and MICE industry. The findings will be synthesized into a comprehensive report, providing a detailed understanding of the impacts of the pandemic on the industry, an assessment of the effectiveness of government recovery efforts, and recommendations for future policy and practice.

RESULTS AND DISCUSSION

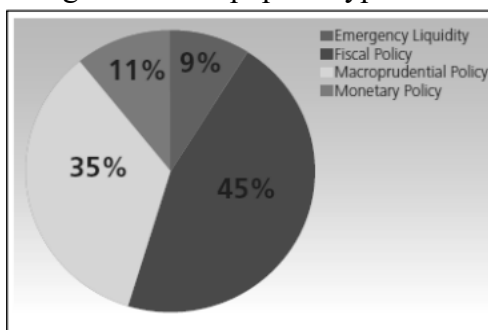
This research utilizes qualitative methodologies to examine the effects of the COVID-19 pandemic on Indonesia's tourism sector, particularly the Meetings, Incentives, Conferences, and Exhibitions (MICE) industry, and the efficacy of government recovery strategies. Two studies were particularly insightful: one by Ida Syafriani and Sofiyah Qamariah (2023) on the government's post-pandemic recovery strategy and another by Deddy Kurniawan Halim, Dinar Sukma Pramesti, and Heidy Ratnasari (2023) on the MICE industry's adaptation to the pandemic.

1. Government's Efforts and Policies

The pandemic has had a significant global impact, leading to economic contractions and negative growth in many countries. Despite these challenges, some countries, including the United States, India, Indonesia, Turkey, and Vietnam, managed to maintain positive growth. The World Travel & Tourism Council (WTTC) estimates that the impact on the global economy from the tourism industry will be more than five times more significant compared to the impact of the global financial crisis in 2008 (World Travel & Tourism Council, 2020). The

global tourism sector experienced a 22 percent decline in the first quarter of 2020, and predictions suggest a year-long decline between 60 and 80 percent. The travel restrictions caused disruptions in the aviation, travel, and hotel industries. According to the International Aviation Association (IATA), this pandemic could cost the aviation sector USD 314 billion by 2020. Airline companies have had to postpone aircraft maintenance, cancel investment plans, and lay off many employees as part of their austerity measures. Among other things stimulating the economy and employment, supporting tourism enterprises, maintaining jobs and income, and protecting workers will all be essential for this sector. Social dialogue policy measures in the tourism sector support tourism businesses and maintain employment and incomes (Supriadi et al., 2022).

International organizations emphasize the importance of cross-border collaboration in mitigating the pandemic's effects. Fiscal policy, monetary policy, macroprudential policy, and emergency liquidity are the four main categories of policy responses to COVID-19's effects. Fiscal policy accounted for 45 percent of all implemented policies until April 2020, making it the most popular type.



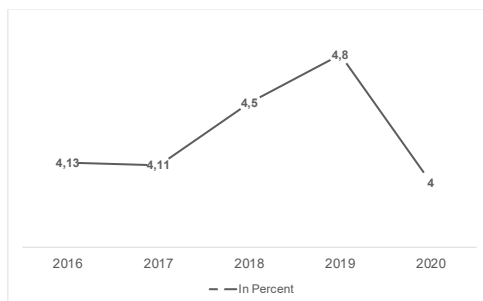
Picture 2. Policies to Overcome COVID-19

In addition to using fiscal policy, the

monetary authority reacted forcefully to pressures on the economy and financial markets, implementing measures such as lowering interest rates, purchasing securities, intervening in the money market, stopping capital flows, and establishing swap agreements. The central bank also adopted policies to ensure the smooth running of financial markets and the availability of liquidity in the banking system to support lending. Additionally, the central bank implemented unconventional policies like quantitative easing (QE) by buying public and private securities and lowering the GWM (Minimum Statutory Reserves). Even some central banks, like the Fed, did not cap the amount (it was unlimited) that could be spent on securities purchases.

The central bank also adopts policies to ensure the smooth running of financial markets by conducting transactions on the money market and ensuring the availability of liquidity in the banking system to support lending. As a result of deteriorating conditions, the monetary authorities of several countries have also provided financial support to large companies, including airlines, as well as local governments. Overall, the fiscal and monetary policies taken in dealing with COVID-19 have a broader focus, including assistance to the labor sector, households, health sector, affected businesses, and financial support to local governments. Monetary policy also aggressively maintains financial market stability and ensures sufficient liquidity. Increased fiscal stimulus to overcome the impact of the COVID-19 pandemic has caused the fiscal deficit to widen in various countries, both in developed and developing countries. The government

needs help covering financing needs by issuing securities or seeking loans, which can affect the sustainability of the state debt. For example, it is estimated that the US fiscal deficit will increase to 17.9% of GDP in 2020 (from 4.6% in 2019), Germany by 7% of GDP (from 1.4% in 2019), Singapore by 15.4% of GDP (from 0.3%), India 7.9% of GDP (from 4.6%), and Indonesia 6.3% of GDP (from 2.2%). The process of financial recovery after the COVID-19 pandemic is projected to be slower than initially estimated, with varying fiscal deficits among nations reflecting the level of financial support provided. This phenomenon has had a discernible impact on the recovery of the travel and tourism sector and its contribution to GDP, as illustrated by Picture 3, which displays Indonesia's contribution of tourism to GDP from 2016 to 2020.



Picture 3. Policies to Overcome COVID-19

Monetary policies that are accommodating can be beneficial, but they also pose risks. For instance, low-interest rates lead corporations to accumulate excessive debt, heightening the debt repayment risk. This risk escalates if the debt is in a foreign currency and interest rates rise. Furthermore, low-interest rates may fail to stimulate productive investment due to low demand, leading to a disconnect between financial markets and the real

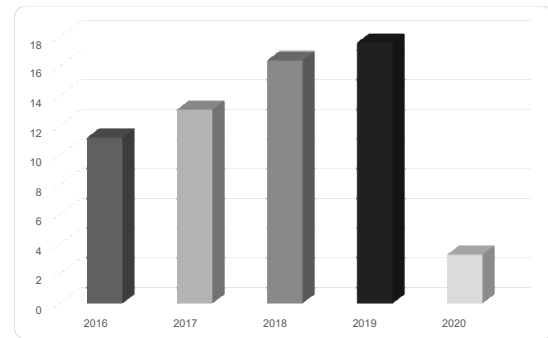
sector, potentially resulting in asset bubbles. According to (Anggarini, 2021), the following facts are relevant to Indonesia:

- a. The state budget allocates IDR 298.5 billion to the Ministry of Tourism and Creative Economy.
- b. The government offers airlines and travel agencies incentives for various reasons, such as encouraging family travel, influencer marketing, and tourism promotion.
- c. For flights with a 25% one-way seat capacity, there is an average domestic ticket price discount of 51.44%, with a 30% discount for flights with a 25% quota of seats to 10 tourist destinations. From 2020, this policy will be in effect for three months.
- d. Ten tourist destinations are being proposed in the hotel and restaurant category with a zero tax incentive.
- e. Grant funding for local governments in the amount of Rp. 3.3 trillion as a decrease in local hotel and restaurant tax rates.
- f. The local government will convert IDR 147 billion in APBN funds for the tourism industry into grants to promote regional tourism growth.
- g. The government encouraged domestic tourists to explore their own country.
- h. Events in the music and sports industries should be promoted, as should efforts to draw potential MICE (Meetings, Incentives, Conferences, and Exhibitions) and international events to Indonesia.

The tourism industry suffered sizable economic losses during the pandemic (Lapointe, 2020). Even though operations in the tourism sector continue,

such as the upkeep of visitor amenities and payment of overhead costs, actors in the tourism industry encounter an imbalance between income and expenditure. This may burden business owners who have suffered significant losses to keep up with tourism-related activities (Permana & Puspitaningsih, 2020). For the tourism industry to recover and move toward established goals, structured planning is necessary (Chang et al., 2020; Higgins-Desbiolles et al., 2022). As an official institution, the government plays a significant part in creating and deciding on policies to promote tourism (Herdiana, 2020).

The social impact was equally significant. The tourism sector in Indonesia in 2019 has become a mainstay of the country's foreign exchange earners (Kristiana et al., 2021). The restrictions on travel and community activities led to a sharp rise in unemployment in the tourism sector. The Indonesian government has made significant efforts to address the challenges posed by the COVID-19 pandemic on the tourism sector, particularly the MICE events. A study by Ida Syafriyani and Sofiyah Qamariah (2023) highlights the government's post-pandemic recovery strategy, including formulating, implementing, and evaluating regulations. Resilience aims to provide solutions to shocks that lead to losses. Yohanes, secretary of tourism professional association C, supported this, who stated that "Resilience will be essential to get through the COVID-19 pandemic" (Kristiana et al., 2021).



Picture 4. The Foreign Exchange Earning of Indonesia from the Tourism Sector (\$ billion)

The fiscal and monetary strategies employed by the government, designed to invigorate the economy and bolster businesses impacted by the pandemic, were instrumental in preserving employment rates and income levels.

As part of their adaptive measures, tourism destinations have enhanced their offerings and services with a heightened focus on sanitation, health, and safety considerations (Kristiana et al., 2021). The central government has mandated the CHSE protocol as a cornerstone for industry operations, including MICE (Meetings, Incentives, Conferences, and Exhibitions). In the context of the new normal, the health protocol places a strong emphasis on community-wide behavioral changes. This includes following the 3M guidelines, which involve wearing masks, practicing frequent handwashing, and maintaining social distance from crowds. Moreover, various measures such as Work From Home (WFH) in offices, online teaching and learning, and passenger restrictions in public transport have been adopted to adapt to the changing circumstances (Kompas.com, 2021). While the enforcement of these protocols has led to a reduction in environmental degradation at tourist destinations, the economic downturn has compelled some

businesses to overlook environmental sustainability practices due to financial pressures. In order to mitigate virus transmission, restrictions on community activities have been imposed. The regional government has disseminated health protocols at tourist sites and their vicinities, an initiative that has been in effect since 2020 and involves vital stakeholders such as the government, business entities, and local communities. Evaluations of these measures serve as a basis for refining future strategies, considering the evolving pandemic situation and conditions.

2. Implications for Future Planning and Management

The COVID-19 pandemic has reshaped human interaction, ushering in "The Virtual Century" (Buku Tren Pariwisata, 2021). An event organizer, Phenom Event Indonesia (PEI) navigated the pandemic's impact through an effective marketing strategy. The revival of the tourism sector is linked to the advanced information technology employed to attract potential tourists. The revival of the tourism sector is linked to the advanced information technology employed to attract potential tourists. Players in the tourism industry are tasked with leveraging innovative marketing strategies to creatively market their products. One such strategy is Virtual Reality Marketing or VRM (Subawa, 2021).

One of the primary challenges faced by MSME actors and informal workers in the tourism sector stems from the business characteristics of MSMEs and vulnerable casual workers who still need to gain more information technology capabilities. To

address the challenges SMEs and informal workers face in the tourism sector, the government has been providing training and improving institutional support and technology use. These measures enable casual workers and MSMEs to survive amidst the conditions brought on by the COVID-19 pandemic. (Restikadewi et al., 2021).

From the customer perspective, the company has witnessed a shift in buyer preferences, which has resulted in decreased purchasing power. Therefore, the strategy that needs to be implemented involves adjusting to customer preferences to maintain business continuity. From the perspective of internal business processes, companies face conditions where employees and suppliers are encouraged to carry out activities from home due to large-scale restrictions. Research by Funny & Susyanti (2022) reveals that the Covid-19 pandemic has compelled Event Organizers to innovate to continue running their businesses without causing large crowds.

Research by Erviana (2021) unveils the strategies used by event organizers to survive during the pandemic, such as using telemarketing, sales calls, social media, and selling virtual event products like webinars, mini virtual events, 3D stage virtual events, hybrid events, and virtual expos. Another study by Sabtawan & Leasfita (2022) reveals that one of the EO strategies during a pandemic was adapting to online events using live streaming on YouTube social media and carrying out online event management processes consisting of research, design, planning, coordination, and evaluation.

CONCLUSIONS

The COVID-19 pandemic has profoundly impacted Indonesia's tourism sector, particularly the MICE industry. The sector significantly contributes to the country's economic growth and has experienced a drastic contraction due to the pandemic. The government's recovery efforts and policies have been instrumental in mitigating the impact of the pandemic on the sector. However, these measures' effectiveness and potential for fostering a resilient and sustainable recovery remain to be seen. The pandemic has reshaped the dynamics of the MICE industry, with a shift towards more flexible, digital, and health-conscious event planning and management. The industry has had to adapt to these changes, and those who have been able to do so successfully survived and even thrived during these challenging times. The findings of this study offer valuable insights for steering the MICE industry towards resilience and sustainability in the aftermath of the pandemic. However, further research is needed to assess the long-term impact of the pandemic on the sector and to develop strategies for fostering a resilient and sustainable recovery. The study concludes that the government's recovery efforts and policies have been instrumental in mitigating the impact of the pandemic on the tourism sector. However, these measures' effectiveness and potential for fostering a resilient and sustainable recovery remain to be seen. The study also concludes that the pandemic has reshaped the dynamics of the MICE industry, with a shift towards more flexible, digital, and health-conscious event planning and management. The industry has had to

adapt to these changes, and those who have been able to do so successfully have been able to survive and even thrive during these challenging times. The findings of this study offer valuable insights for steering the MICE industry towards resilience and sustainability in the aftermath of the pandemic. However, further research is needed to assess the long-term impact of the pandemic on the sector and to develop strategies for fostering a resilient and sustainable recovery.

SUGGESTIONS

The COVID-19 pandemic has indelibly altered the landscape of Indonesia's Meetings, Incentives, Conferences, and Exhibitions (MICE) industry, necessitating a swift and comprehensive digital transformation. This shift has changed how events are planned, managed, and marketed, the skills required in the industry, and the potential for new business models and revenue streams. As the industry grapples with these changes, it has become increasingly clear that sustainability and resilience are paramount. The pandemic has exposed the industry's vulnerability to external shocks, underscoring the need for robust government policies and industry practices that promote sustainability and resilience. Furthermore, health and safety have emerged as critical concerns in the MICE industry. The adoption of health and safety protocols, the role of technology in ensuring health and safety, and the implications for attendee experience and satisfaction are all areas that warrant further exploration. As we navigate the post-pandemic world, these areas present promising directions for

future research, offering the potential to steer the MICE industry toward a more resilient and sustainable future.

REFERENCES

- Anggarini, D. (2021). Pemulihan Pariwisata. *Pariwisata*, 8(1), 22–31.
- Chang, C. L., McAleer, M., & Ramos, V. (2020). A charter for sustainable tourism after COVID-19. *Sustainability (Switzerland)*, 12(9), 10–13. <https://doi.org/10.3390/su12093671>
- Halim, D. K., Pramesti, D. S., & Ratnasari, H. (2023). Analysis marketing strategy of Phenom Event Indonesia during the COVID-19 pandemic. *Journal of Tourismpreneurship, Culinary, Hospitality, Convention, and Event Management*, 6(1), 97-106. <https://ojs-journey.pib.ac.id/index.php/art/article/view/163/159>
- Halim, D. K., Pramesti, D. S., & Ratnasari, H. (2023). The Impact of COVID-19 on the MICE Industry in Indonesia. *Korean Journal of Tourism Research*, 38(2), 123-145. <https://doi.org/10.13106/jafeb.2021.vol8.no4.0213>
- Herdiana, D. (2020). Rekomendasi Kebijakan Pemulihan Pariwisata Pasca Wabah Corona Virus Disease 2019 (Covid-19) di Kota Bandung. *Jurnal Master Pariwisata (JUMPA)*, 7, 1. <https://doi.org/10.24843/jumpa.2020.v07.i01.p01>
- Higgins-Desbiolles, F., Bigby, B. C., & Doering, A. (2022). Socialising tourism after COVID-19: reclaiming tourism as a social force? *Journal of Tourism Futures*, 8(2), 208–219. <https://doi.org/10.1108/JTF-03-2021-0058>
- Khairunnisa Adinda Dhiya Hasna, I., Bherti Kharoline, H., & Ariani Noor, A. (2021). Inovasi Virtual Exhibition Masa Depan. *Altasia: Jurnal Pariwisata Indonesia*, 3(1), 28–34. <https://doi.org/10.37253/altasia.v3i1.4369>
- Kristiana, Y., Pramono, R., & Brian, R. (2021). Adaptation Strategy of Tourism Industry Stakeholders During the COVID-19 Pandemic: A Case Study in Indonesia. *Journal of Asian Finance, Economics and Business*, 8(4), 0213–0223. <https://doi.org/10.13106/jafeb.2021.vol8.no4.0213>
- Lapointe. (2020). *Reconnecting tourism after COVID-19: the paradox of alterity in tourism areas*. In *Tourism Geographies*. 22(3), 633–638. <https://doi.org/10.1080/14616688.2020.1762115>
- Ministry of Tourism and Creative Economy of the Republic of Indonesia. (2021). Buku Tren Pariwisata 2021. <https://www.kemenparekraf.go.id/pustaka/Buku-Tren-Pariwisata-2021>
- Permana, T., & Puspitaningsih, A. (2020). Devisa dan Turis Mancanegara. *EDUTOURISM Journal Of Tourism Research*, 2(01), 79–82. <https://doi.org/10.53050/ejtr.v2i01.132>
- Syafriani, I., & Qamariah, S. (2023). Implications of COVID-19 on the Tourism Sector in Indonesia: Recovery Government Efforts and Policies. *Jurnal Akuntansi dan Auditing Indonesia*, 27(1), 1-30. <https://jaa.hangtuah.ac.id/index.php/jurnal/article/view/154/128>

Event Registration Planning Process on Government Investment for Greener Environment 2022

Salsabila Nur Shabrina ¹⁾, Heri Setyawan ²⁾

¹⁾ Politeknik Negeri Jakarta, salsabila.nurshabrina.an19@mhsw.pnj.ac.id

²⁾ Politeknik Negeri Jakarta, heri.setyawan@bisnis.pnj.ac.id

ABSTRACT

The MICE industry is starting to bounce back after the Covid-19 pandemic subsided. Companies began to organize events to ceremonial their Corporate Social Responsibility (CSR) programs. The success of the event does not escape the role of event registration. So it is necessary to have a good understanding and skills in handling event registration so that all the information needed in the event can be fulfilled and can minimize the possibility of problems that will occur so that the event can be held successfully. In this study, using interview and documentation research methods. The results of the interviews show the flow of the planning process for the Government Investment for Greener Environment 2022 event and documentation containing data that supports the registration planning process for this event.

Keyword: *Corporate Social Responsibility (CSR), Event Registration, MICE.*

INTRODUCTION

After the Covid-19 pandemic began to subside in 2022, more and more companies, associations, and government agencies began to organize events in hybrid or full offline. This certainly has a good impact on the MICE (Meeting, Incentive, Convention, and Exhibition) Industry, which is known as an industry that involves many people in organizing its activities (business and leisure).

According to Pendit in a journal written by Muhammad Miftahun Nadzir (Journal of Business Management, 2016: 172), states that MICE is defined as Convention Tourism, which means convention services, incentive travel, and exhibitions are businesses with activities to provide services for a meeting of a group of people (statesmen, businessmen, scholars, and so on) to discuss issues related to common interests.

Apart from MICE, MICE Industry players are often trusted to organize Special Events. According to Shone and Parry in a journal written by Indi

Maharani (Academia, 2014: 2), Special Events also cover all human life activities, special events are very large and complex activities. Special Events can be held ranging from simple and small types of individual events such as birthday parties or wedding parties to large events. Because of the type of activity, each event that has its own distinctiveness of the event can support the implementation of special events.

Special events themselves can be in the form of various activities, one of the activities that are often carried out by companies is social activities or commonly known as Corporate Social Responsibility (CSR).

In accordance with the contents of article 75 of Law Number 40 of 2007 concerning Limited Liability Companies (UUPT) in a journal written by Marthin, et al. (Journal of Private and Commercial Law Vol 1, 2017: 112) explains that Corporate Social Responsibility (CSR) is one of the obligations that must be carried

out by the company.

Meanwhile, according to Marnelly in a journal written by Gina Bunga Nayenggita, et al. (Journal of Social Work, 2019: 62) states that the CSR concept involves partnership responsibilities between the government, companies, and local communities that are active and dynamic.

Some companies package their CSR programs in the form of events, one of which was in 2022, the Ministry of Finance's SMV held an event to inaugurate the Social and Environmental Responsibility program that had been carried out in protecting Mangrove Forests in Berau, East Kalimantan by restoring 80% of the land that had been used as ponds and residences by the community.

In the implementation of the event, SMV Ministry of Finance, requires the role of EO to handle all the needs of the event. According to Yudhi Megananda in a book written by Rr. Chusnu Syafira Diah Kusuma (2016: 3), states that EO in the context as a business has a definition, Business in the field of services that are legally appointed by their clients, to organize the entire series of events, from planning, preparation, execution to evaluation, in order to help realize the goals expected by the client by making the event.

Event Organizer must have knowledge and insight into Event Management. According to Goldblatt in a book written by Rr. Chusnu Syafira Diah Kusuma (2016: 3), states that Event Management is a professional activity of gathering and bringing together a group of people for the purpose of celebration, education, marketing, and reunion, and is

responsible for conducting research, creating activity designs, planning and carrying out coordination and supervision to realize the presence of an activity.

One part of Event Management is event registration which is the main gate to connect the event organizer with invited guests or participants. So, it is necessary to understand the registration at the event itself. According to Mc Cabe in a book written by Iis Mariam, et al. (PNJ Press, 2021: 12), states that Registration. "When the venue has set up all the requirements for the conference or meetings, regardless of size, it then has to wait for the arrival of the delegates. Once the delegates arrive at the venue, their primary take is to register with the organizers".

According to Anderson (2010:273) in a journal written by Nadia Ayu Rizkyana Susilo (2020:154), registration is: "Registration is the first place that your guest have contact, coach registration personnel on what to say when greeting guests", which means, registration is the first place to the guests.

Registration consists of several stages, as explained by Gunawijaya, et al. In a journal written by Etty Khongrat (Epigram, 2010: 26), states that registration is divided into two stages, namely the data collection and implementation stages.

In this study, it will focus on event registration planning, where according to Tjokroamidjojo (in Syafalevi, 2011: 28) planning in its broadest sense is a process of systematically preparing activities that will be carried out to achieve a certain goal. Thus, in implementing the Government Investment for Greener Environment 2022 event, the registration team must prepare all

registration needs in accordance with the stages of the predetermined procedure, in order to optimize the success of the event and minimize errors that might occur.

RESEARCH METHOD

The research method used in writing this article is a qualitative descriptive method. According to Dr. Rukin, S.Pd., M.Si (2021: 10), states that qualitative research is descriptive research and tends to use analysis with an inductive approach. The highlighting of the research process and the utilization of the theoretical basis are carried out so that the research focus is in accordance with the facts in the field. Data collection strategies, as follows:

1. Interview Method

Data collection was carried out by interviewing the company that became the Event Organizer, namely PT Presisi Sinergi Utama (Prisma Convex) in the implementation of the "Government Investment for Greener Environment 2022" event to obtain information about the registration planning stage related to the data needed. In interviewing only conducted interviews with one Manager Administration and Finance who usually handle Event registration in this company.

Table 1. Questions and Answer of Interview Method on Government Investment for Greener Environment 2022

Questions	Answer
What is the event registration planning concept for the Government Investment for Greener Environment 2022?	The registration concept uses the microsite platform and there will be a blasting as a reminder of the invitation

What are the scope of responsibilities of the PT Presisi Sinergi Utama registration team?	Providing a registration platform, serving as a contact person for participants, providing souvenirs, and RSVP-ing
How many target invitees will attend?	100 people
Who is responsible for handling the registration of the internal client committee?	Mrs. Dian

2. Documentation Method

Data collection with this documentation method is to collect all documents related to registration at the "Government Investment for Greener Environment 2022" event.

Table 2. List document of Government Investment for Greener Environment 2022

No	Details
1	Flowchart of Event Registration Planning Process on Government Investment for Greener Environment 2022.
2	Picture of invitation category diagram Government Investment for Greener Environment 2022.
3	Landing Page Microsite of event Government Investment for Greener Environment 2022.
4	whatsapp blasting of Government Investment for Greener Environment, 2022
5	Example Attendance confirmation via whatsapp of Government Investment for Greener Environment, 2022
6	Comparison before RSVP and After RSVP Government Investment for Greener Environment, 2022

RESULTS AND DISCUSSION

The event registration planning stage acts as the initial stage of the registration team in strategizing the registration system at an event. This

registration function makes it easier for the committee to obtain information as a benchmark in determining the venue according to the target invitation / participant, the amount of consumption, layout, number of souvenirs, etc.

The flow of event registration planning at the of Government Investment for Greener Environment event, based on stages in Journal Etty Khongrat (Epigram, 2010: 26), the data collection and implementation stages:



Picture 1. Flowchart of Event Registration Planning Process on Government Investment for Greener Environment 2022

The following is an explanation of the event registration planning at the Inauguration of Government Investment for Greener Environment event.

1. Designing the Registration Concept

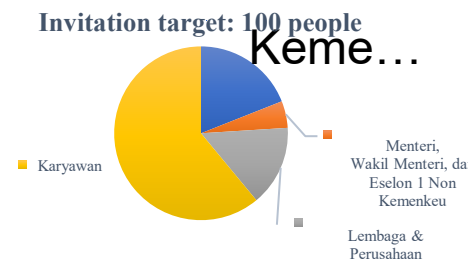
Invitation registration using the Microsite platform created by the website vendor. The target invitation is 100 people according to the database from PT SMI as the core committee (client)

- Invitation letter will be sent by the committee from PT SMI
- Prisma Convex (EO) is responsible for Blasting to invitees via whatsapp to the number listed on the database
- Invited guests will re-register on the day of the event by submitting proof of

e-registration and negative Swab Antigen.

2. Preparing an Invitation Database

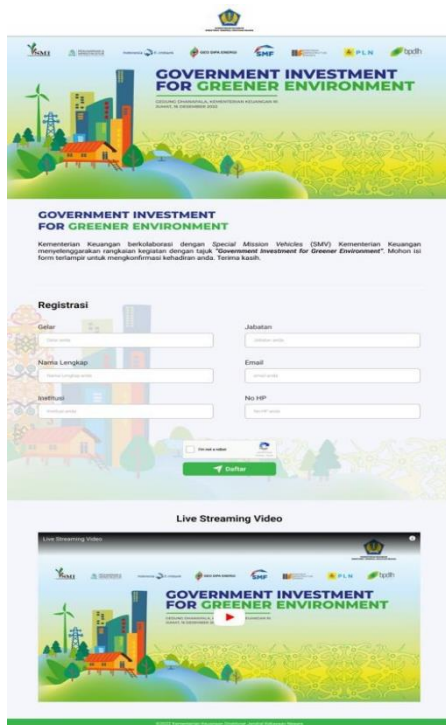
Preparing an Invitation database with a target of 100 (one hundred) invitations divided into categories, as follows:



Picture 2. Picture of invitation category diagram Government Investment for Greener Environment 2022.

3. Providing E-Registration Platform

Provide a Registration Platform using a microsite system as an e-registration platform that makes it easier for the committee to find out who has confirmed attendance. This platform has been tested and improved, before the registration link is distributed to invitees. Here is the landing page of the microsite platform:



Picture 3. Landing Page Microsite of event Government Investment for Greener Environment 2022

4. Sending Invitation

Information on the implementation of the Government Investment for Greener Environment 2022 inauguration event was conveyed through an invitation letter made by the organizing committee. In addition to the invitation letter, the Prisma Convex registration team sent an invitation to the whatsapp number of the invited guests with a blasting template, as follows:

Table 3. Example of invitation letter for whatsapp blasting of Government Investment for Greener Environment, 2022

Subject: Reminder Kehadiran
Yth Bapak/Ibu, kami nantikan kehadiran Anda,
di:

Government Investment for Greener
Environment
Jum'at, 16 Desember 2022
08.30– 11.00 WIB
Gedung Dhanapala, Kementerian Keuangan

Bagi undangan yang akan hadir secara fisik, mohon membawa hasil SWAB Antigen Negatif yang berlaku maksimal 1x24 jam.

Mohon lakukan registrasi di <https://greener-environment.id/>

Terima kasih.

Hormat kami - Tim Registrasi

5. Opening registration on microsite website link

The Microsite system as a registration platform for the inauguration of the Government Investment for Greener Environment 2022 event, after trial and improvement of system problems, was opened and can be accessed on December 11, 2022 - December 16, 2022. Invitations will receive proof of attendance confirmation via whatsapp and e-mail after registering on the microsite system. The following is proof of accessibility.

Table 4. Example Attendance confirmation via whatsapp of Government Investment for Greener Environment, 2022

Yth.Bapak/Ibu, Laksmi Dhewanthi

Terima kasih atas registrasi anda di acara:

Government Investment for Greener Environment

Jum'at, 16 Desember 2022

08.30 – 11.00 WIB

Gedung Dhanapala, Kementerian Keuangan

Ini adalah bukti konfirmasi atas kehadiran anda di lokasi acara.

Dalam rangka mencegah penyebaran Covid – 19, mohon dapat membawa hasil SWAB Antigen dengan hasil negatif yang berlaku maksimal 1x24 jam.

Hormat kami,
Tim Registrasi

6. RSVP

RSVP at the Inauguration of Government Investment for Greener Environment 2022 event is carried out by blasting the invitations' whatsapp numbers according to the database which is carried out regularly. This not only makes it easier for the organizers to obtain confirmation of attendance from the invitees, but also makes it easier for the invitees to communicate asking about the event.

RSVP is done on H-2 of the event, on December 13-15, 2022. Before the RSVP was done, the confirmation of invited guests who attended the event was very small. However, after RSVP, the number of invited guests who confirmed that they would attend increased. The following is a comparison before RSVP and after RSVP:

Table 5. Comparison before RSVP and After RSVP Government Investment for Greener Environment, 2022

Number of Invitations that confirmed to attend as of December 15, 2022 at 21.25 WIB	
Before RSVP (December 12, 2022)	After RSVP (December 13-15, 2022)
4	86
Total number of confirmed invitations	90

CONCLUSIONS

Based on the research results and based on the theory, registration for Government Investment for Greener Environment 2022, Event Registration Planning Process runs well, starting from:

1. Designing the registration concept
2. Preparing an Invitation Database
3. Providing an e-registration platform
4. Sending Invitations
5. Opening registration on microsite website link
6. Attendance confirmation

Everything went well, according to a predetermined flow. However, there are obstacles before the RSVP, the confirmation of invited guests who will attend is still that much, but after RSVP the number of invitees confirming attendance increased.

SUGGESTIONS

This research still has obstacles in the registration planning process, especially in confirming the attendance of each invitee, so RSVP is needed in the registration system to facilitate the organizer in obtaining this information. The information will be related to the seat facilities provided, the amount of consumption, seating arrangement layout, souvenirs, etc.

REFERENCES

- Elviza, Refni. (2018). *Analisis Fungsi Badan Perencanaan Pembangunan Daerah Penelitian dan Pengembangan (BAPPEDALITBANG) dalam Menyusun Perencanaan Pembangunan Daerah di Kabupaten Kuantan Singingi*. Thesis, 16. <http://repository.uin-suska.ac.id/13156/>
- Khongrat, Etty. (2010). *Model Registrasi pada Pelaksanaan Event World Ocean Conference (WOC) di Manado*. 7 (1), 26. <https://jurnal.pnj.ac.id/index.php/epigram/article/view/441>
- Kusuma, Raden Rara Chusnus Syafira Diah. (2016). *Modul Manajemen Event*. Universitas Negeri Yogyakarta
- Maharani, Indi. (2014). *Riset Kehumasan Tentang Minat Masyarakat terhadap Special Event Mudik Gratis yang diselenggarakan oleh Corporate Social Responsibility di Kementerian Perhubungan*.

https://www.academia.edu/16647719/SPECIAL_EVENT

- Mariam, Iis, dkk. (2021). *Registrasi untuk MICE*. Press PNJ
- Martin, dkk. (2017). *Journal of Private and Commercial Law*, 1 (1), 112.
<https://journal.unnes.ac.id/nju/index.php/jpcl/article/view/12358>
- Nadzir, Muhammad Miftahun. (2016). *Analisis Usaha Event Organizer MICE (Meeting, Incentive, Convention, Exhibition) MELALUI Kanvas Model Bisnis dan Peta Empati: Studi Kasus Organizer di Yogyakarta dan Surakarta*. 7 (2), 172.
<https://journal.umy.ac.id/index.php/mb/article/view/3910/3215>
- Nayenggita, Gina Bunga, dkk. (2019). *Praktik Corporate Social Responsibility (CSR) di Indonesia*. 2 (1), 62-63.
<https://jurnal.unpad.ac.id/focus/article/view/23119/11305>.
- Rukin. (2021). *Metode Penelitian Kualitatif Edisi Revisi*. CV. Jagad Media Publishing
- Susilo, Nadia Ayu Rizkyana. (2020). *Pelaksanaan Registrasi pada Event Hybrid The 8th Indonesia Business Event Forum 2020 di Jakarta*.
<https://prosiding-old.pnj.ac.id/index.php/snrtb/article/download/5580/2611>

Event Effectiveness on Current Account and Savings Fund Growth at Bank Negara Indonesia KC Gambir

Nabila Khaerunisa ¹⁾, Fauzi Mubarak ²⁾

¹⁾ Politeknik Negeri Jakarta, nkhaaa97@gmail.com

²⁾ Politeknik Negeri Jakarta, fauzi.mubarak@bisnis.pnj.ac.id

ABSTRACT

Rapid economic growth has increased competition in the banking sector to get as many customers as possible. Many products were launched with the aim of creating sympathy and intention to use customer services, the bank has carried out development activities in various aspects to achieve this goal. Rapid growth in quantity without being supported by maintenance and quality improvement will only cause problems for the bank itself. State banks and private banks are highly competitive. The positive benefit of this competition is that customers have more options for different needs in the bank. Many strategies must be considered to achieve the goal of getting as many customers as possible.

Keyword: *Bank, Economy, Event Effectiveness, Growth, Seminar.*

INTRODUCTION

Events are one of the communication tools that many companies use to introduce themselves to customers. Using events as a promotional tool for business is generally considered more effective than allocating money to advertise in mass media. Compared to other marketing communication tools, events with the participation of the target audience are a powerful promotional tool for businesses. In addition, events can also encourage word of mouth about the brand when the event is emotionally relevant to customers.

Marketing strategy is a means to introduce products to consumers, which is important because it will relate to the profits generated by the company. Marketing strategies will be used optimally if supported by structured planning both inside and outside the company. In marketing science, before implementing any type of promotion or other marketing method, a company must first clearly target a market or segment. Most business failures occur due to the

company's inability to identify its target market and potential.

To support product marketing, Philip Kotler (2003) explains about PR Marketing activities that can be done by a company, and include:

1. Publication: an activity to promote a product / service through print or electronic media. The form of publication in question is annual reports, brochures, articles, magazines, newspapers, and audio-visual materials.
2. Events: companies can hold events to inform about the company's products or activities through conferences, seminars, outings, trade shows, exhibitions, competitions, competitions and other corporate celebrations.
3. Sponsorship: a company can promote its products or companies by sponsoring an activity.
4. Corporate information media: is one of the marketing communication efforts and includes all elements of

corporate identity, usually made in the form of company logos, stationery, brochures, symbols, business forms, business cards, office buildings and uniforms.

The growing public interest in organizing events is increasing. According to Noor (2013) events are defined as activities held to commemorate important things throughout human life either individually or in groups related to customs, culture, traditions and religions that are held for certain purposes and involve the community environment held at a certain time. The organization of events is needed to display or commemorate certain things with the aim of communicating messages within a certain time to the intended parties.

Events are also considered an effective means of communication. In addition to providing new experiences for visitors, visitors can also communicate directly with business actors. Visitors can ask about the information submitted during the event and give their opinion about the events organized by the company. Circular communication is created during the event because there is reciprocity and reciprocity between communicators, namely companies, and communicators, namely event visitors.

The definition of bank based on Law No. 10 of 1998 which perfects Law No. 7 of 1992, a bank is a business entity that collects funds from the public in the form of deposits and distributes them to the public in the form of credit and or other forms in order to improve the standard of living of many people. O'Tool and Mycolaitis (2007: 10) suggest that events are part of the marketing function and are organized to achieve company goals.

The form of events held at PT Bank Negara Indonesia includes internal and external events. For internal events, namely events intended for interests or invitations originating from internal BNI such as Branch Business Meetings, BNI Anniversaries, Management Greetings, Service Ambassadors, Employee Gatherings, and Family Gatherings. As for external events, namely events held by BNI for BNI external circles in this case it aims to increase customer loyalty, maintenance and launching of BNI's latest products which will increase BNI third party funds. For example, Emerald Customer Gathering, Current Year Market Outlook, Investment Product Sharing, Mass Agreement for Company/Institution/Ministry Facilities, Friendly Bowling with PIC/Institution Companies, Finance Golf Club, School Education Visits, and others.

Javalgi and Moberg (1997) suggest that consumer satisfaction with the quality of service provided by service providers fosters loyalty which is illustrated in the form of commitment and repurchase. Then they add that companies that are able to create customer loyalty will gain competitive advantage, cost efficiency and long-term profits.

It is expected that the event held can build a positive public image at Bank BNI and provide customer service and satisfaction through banking facilities that offer convenience and ease of benefits for Bank BNI customers so that customers who participate in events held by BNI will have an impact on the growth of current accounts and savings funds at BNI.

RESEARCH METHOD

Data collection techniques can be

done by interview, questionnaire, observation, and a combination of the three Sugiyono (2017: 137). The data collection technique used by the authors in this study was a questionnaire. The use of this approach is adjusted to the main purpose of the study, which is to describe and analyze the Effectiveness of Events on the Growth of Current and Savings Funds at BNI KC Gambir.

According to Sugiyono (2017: 142), questionnaires are data collection techniques carried out by giving a set of questions or written statements to respondents to answer.

Sugiyono (2017: 143) explained that the types of questions in the questionnaire are divided into two, namely: open and closed. Open-ended questions are questions that

Expect respondents to write their answers in the form of descriptions of something. Conversely, closed questions are questions that expect a short answer or expect respondents to choose one alternative answer from each question that has been available. Every questionnaire question that expects answers in the form of nominal, ordinal, interval, and ratio data, is a form of closed question.

According to Sugiyono (2008: 203) observation is a complex process, a process composed of various biological and psychological processes. Two of the most important are the processes of memory and observation. The observations that the author makes are observations that directly occur when in the environment where the author conducts Field Work Practice. This observation can be observed in every process when doing work directly or indirectly. The observation method, which

is a method of observation, records things that happen systematically. In this study, the author made observations on "Event Effectiveness on Current Account and Savings Fund Growth at BNI KC Gambir".

The data analysis method approach in this report uses descriptive qualitative methods. According to I Made Winartha (2006) qualitative description analysis is analyzing, describing, and summarizing various conditions, situations from various data collected in the form of interviews or observations about the problems studied that occur in the field, while according to Sugiyono (2008: 15) that descriptive qualitative research is a research method based on the philosophy of postpositivism which is usually used to examine natural objective conditions where The researcher serves as a key instrument. Descriptive research is a systematic description of theories and research results that are relevant to the variables studied.

RESULTS AND DISCUSSION

Sharing Session is an event organized by BNI KC Gambir involving BNI's International division, Japan Desk. This event was attended by BNI's International division, AKSET Law Firm as a cooperation partner, and several company representatives who had been invited previously.

The Sharing Session event was carried out with a question and answer interaction between speakers and participants, regarding the theme carried, namely Economic Outlook 2022 & Data Privacy Dos and Don'ts for Organization with speakers from BNI's International division, namely Agnes HT Samosir,

AKSET Partner Johannes C Sahetapy, and ATD Law Associate Noor Prayoga Mokoginta.

The speaker from BNI's International division, Agnes HT Samosir in her speech said that the purpose of this activity in general was to increase the insight, knowledge, skills, motivation and commitment of the participants regarding the Economic Outlook and Data Privacy for organizations. Agnes also added that the specific purpose for BNI is to attract new customers or increase brand awareness based on the material delivered by the speaker to the participants, this is because if the speakers given are good, the participants can be interested in becoming BNI customers and it is possible to tell about the BNI program to others in word of mouth, because if the better and more positive word of mouth that occurs between participants and banks, the greater the chance for customers to make decisions in choosing to make transactions or follow programs at BNI KC Gambir.

According to Johannes as a partner of AKSET Law, Indonesia's national economic prospects are currently still expected to improve. Stronger exports and people's purchasing power are also still occurring amid rising inflation.

Likewise, rupiah exchange rate stability was maintained amidst the strong US dollar and increasing global financial market uncertainty. This is due to BI's high commitment to continue to be in the market in maintaining the level of rupiah volatility and we continue to maintain its movement according to its fundamentals.

Quoting from Bank Indonesia's press release, external stability remains healthy as supported by the current account which is estimated to continue to

record a surplus and for the whole of 2022 maintain a surplus of 0.4% to 1.2% of GDP. This is because our strong export performance is in line with high commodity prices and still good demand for Indonesian commodities.

Furthermore, the speaker from the Data Privacy side, Johannes said, based on data from cybersecurity company Surfshark, there were 1.04 million accounts that experienced user data leaks in Indonesia during the second quarter of 2022. This figure jumped 143% from the first quarter of 2022 (quarter to quarter / qtoq) of 430.1 thousand accounts. During January and March 2022, Surfshark recorded three data leaks in Indonesia every minute. The number increased to eight accounts per minute in April-June 2022.

Based on data obtained from the participants, in general, all participants have participated in one related event, namely Sharing Session in the last four months. Organized by BNI KC Gambir, this event is by invitation only and therefore only intended for companies invited by BNI and is not open to the public.

The speaker also has an impact on interest in participants because the speaker is someone who does have knowledge and experience in their field. This Sharing Session will be held on October 4, 2022 from 08.00 – 13.00 WIB. In one session, the speakers directly raised two topics, namely Economic Outlooks and Data Privacy Dos & Don'ts for Organization, then took a lunch break, and the event was over.

One of the impacts of the implementation of the event is that there is more knowledge of BNI products,

impacting the desire of respondents to purchase these products.



Picture 1. Sharing Session Documentation BNI KC Gambir & AKSET



Picture 2. Sharing Session Documentation BNI KC Gambir & AKSET

Table 1. The amount of savings and current accounts in billion

PRODUK	TARGET		REALISASI			
	2022	T.PROP DES'22	30 Sep 2022	31 Oct 2022	30 Nov 2022	31 Dec 2022
TOTAL	2,670	2,670	2,497	2,453	2,502	2,549
GIRO	410	410	377	333	368	340
TABUNGAN	1,691	1,691	1,570	1,586	1,597	1,671

CONCLUSIONS

The findings in this report show that the Sharing Session does not have effectiveness in selling or increasing current accounts and savings accounts at BNI KC Gambir directly after the event is over. This effectiveness can only be seen after three months of implementation where after the event, BNI KC Gambir sent back a proposal to the company. The

increase that occurred from October to November related to current accounts and savings accounts could not show whether the increase was due to the Sharing Session event.

SUGGESTIONS

Based on the results of the discussion in this fieldwork practice report, the author can provide suggestions that can be conveyed to BNI KC Gambir:

1. BNI KC Gambir must make effectiveness indicators that describe the range of consequences and outcomes of program outputs in achieving the objectives of the event implemented.
2. During the Sharing Session event process, BNI KC Gambir can submit proposals directly submitted so that companies are faster to process BNI KC Gambir product offer proposals.

REFERENCES

- Any Noor. (2013). *Manajemen Event*. Bandung: Alfabeta.
- Armstrong dan Philip Kotler. (2003). *Manajemen Pemasaran*, Edisi Kesembilan. Jakarta: PTIndeks Gramedia.
- Bowdin, Glenn A.J, dkk. (2006). *Event Management*. Britain.
- Crowther, Jonathan. (2020). *Oxford Advanced Learner's Dictionary*.
- Fitri, Maltuf. (2016). *Jurnal Pemikiran dan Penelitian Ekonomi Islam*, Vol. VII. Edisi 1.
- Gedeian, Arthur G. dkk. (1991). *Organization Theory and Design*. Jakarta: Universitas Terbuka.
- Hardjito, Agus D., Martono. (2002). *Manajemen Keuangan*. Yogyakarta.
- Hidayat. (1986). *Teori Efektifitas Dalam Kinerja Karyawan*. Gajah Mada University Press. Yogyakarta.
- I Made Wiratha. (2006). *Pedoman Penulisan Usulan Penelitian, Skripsi dan Tesis*. Yogyakarta: Andi.
- Javalgi, Rajshekhar G. dan Moberg, C.R. (1997). *Service Loyalty: Implication For Service Providers*. *The Journal Of Service Marketing*, 11(3), 165-179.
- Lubis, Hari. S.B. dan Martani Husaini. (1987). *Teori Organisasi (Suatu Pendekatan Makro)*, Pusat

-
- Antar Universitas Ilmu-ilmu Sosial Universitas Indonesia, Jakarta.
- Moleong, Lexy J. (1995). Metodologi Penelitian Kualitatif. Bandung: PT Remaja Rosdakarya.
- Ningrum. (2009). Efektivitas Pelaksanaan Diklat Jabatan Fungsional Perancang Peraturan Perundang-undangan di BPSDM Hukum dan HAM. Bandung.
- O'Toole William, Phyllis Mikolaitis. (2007). Corporate Event Management. Jakarta; PPM.
- Othenk. (2008). Pengertian Efektivitas dan Landasan Teori Efektivitas.
- Pratiwi, Citra et al. (2019). "Pengaruh Event Marketing Terhadap Keputusan Berkunjung Wonderland Adventure Waterpark Karawang", Vol 3 No. 2.
- Republik Indonesia. (1968). Undang-Undang Nomor 17 tahun 1968. Jakarta.
- Siagian, S.P. (1978). Manajemen. Yogyakarta: Liberty.
- Steers, Richard. (1985). Efektivitas Organisasi Kaidah Perilaku. Jakarta: Erlangga.
- Sugiyono. (2017). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung : Alfabeta, CV.

The Role of the Event Assistant at the 6th Symphony Festival of the Country by Konzept Event Organizer

Yunita Rizkia ¹⁾, Dewi Winarni Susyanti ²⁾

¹⁾ Politeknik Negeri Jakarta, yunita.rizkia.an19@mhs.wpnj.ac.id

²⁾ Politeknik Negeri Jakarta, dewi.winarni@bisnis.wpnj.ac.id

ABSTRACT

An event assistant assists a project officer in arranging, organizing, and carrying out multiple kinds of events. This research project was conducted to find out about the role of event assistants, as well as the obstacles and solutions experienced by an event assistant in a special event, namely; The 6th Symphony Festival of The Country. The qualitative description analysis method was implemented in this research and resulted in an explanation for the role of event assistants during the festival's organization process, which was classified into three stages: pre-event, during-event, and post-event. The event assistant's role throughout the pre-event stage is to handle the event secretariat, event sponsorship, and marketing communications. During the event, the event assistant serves as a liaison officer and creates the guest list, while after the event, the event assistant creates a secretarial database and collects all event papers. In addition to roles, this study addresses the obstacles and solutions encountered by event assistants at three stages: pre-event, during-event, and post-event.

Keyword: *Event Assistant, Role, Solutions, Special Event.*

INTRODUCTION

The Special Event industry in Indonesia is currently growing after being extinguished during the pandemic because Government Regulation Number 21 of 2020 contains a prohibition on large-scale social interactions in various activities, one of which is special events in the form of festivals.



Picture 1. Results of the Indonesia Event Dynamics Survey during the Pandemic
Source: IVENDO 2022.

The impact of the government regulation is proven by the data compiled above, the Results of the Indonesian Event Dynamics Survey in the Middle of a

Pandemic by IVENDO (2022) in the last two years present that the world of special events, especially festivals, has experienced a decline in implementation, which has led to the termination or postponement of a festival. Dadang Dwi Septian (2020), in his journal entitled Changes in Music Culture in the Middle of the COVID-19 Pandemic, mentions several festivals that have been officially stopped and postponed, one of which is the Hammersonic Festival.

However, Robert Sinto (2022) in his journal, mentions countries including Indonesia have relaxed some regulations on COVID-19 as the preparation for pandemic-to-endemic transition. In response to that statement, special event activities are on the rise again through various festivals and concerts being held at various venues in Indonesia. Among the many festivals held in 2022, several have the potential to attract a lot of enthusiasts,

such as the Head in The Cloud Festival and the Djakarta Warehouse Project.

In connection with festivals that are currently reviving because of pandemic-to-endemic phase, the Konzept Organizer, together with IndonesiaTIC, is holding The Sixth Symphony Festival of The Country, which is a combination of culture and music. This festival is held in Kota Tua, Jakarta with a distinctive theme of various Indonesian customs combined with old-fashioned dinner traditions, namely rijsttafel.

Amid the many series of activities and work involved in organizing and supporting the planning of the Symphony Festival for the Country so that it becomes a lively activity, an event assistant has various roles in various matters of event management and event technical matters. Seeing the importance of the role of an event assistant in the process of organizing the Symphony Festival for the Sixth Country, the authors are interested in discussing in more detail the role of the event assistant in the series of activities for organizing The Sixth Symphony Festival of The Country.

This research has the following problem formulation:

1. What is the role of an event assistant in the Sixth Symphony Festival of the Country?
2. What are the obstacles to carrying out the role of an event assistant at the Sixth Symphony Festival of the Country?
3. What are the solutions to solving the obstacles as an assistant event at the Sixth Symphony Festival of the Country?

The following are objectives based

on the formulation of the problem, namely:

1. Be able to understand the role of an event assistant in the series of the Sixth Symphony Festival of the Country.
2. Be able to understand the obstacles in carrying out the role of an event assistant at the Sixth Symphony Festival of the Country.
3. Be able to find out what solutions have been made to overcome the obstacles at the Sixth Symphony Festival of the Country.

RESEARCH METHOD

This research uses the qualitative descriptive analysis research method, which is a method that refers to a research approach with an exploratory nature that does not produce statistical generalizations. The main purpose of using this research method is to gain an in-depth understanding of aspects of the data unit that have been obtained directly by the event assistant.

The use of a qualitative descriptive analysis method will help researchers gain an in-depth understanding of the object of research, describe the roles, obstacles, and solutions experienced by event assistants at The Symphony Festival of The Country organized by Konzept Event Organizer in detail, and narratively present the results. This research was conducted from the Pre-Event process in July 2022 to During-Event, and Post-Event in October 2022.

The researcher has collected data related to this research through field studies, with the scope of data collection taken from several stages, namely; The observation stage, interview stage, and documentation stage. In the observation stage, the researcher made direct

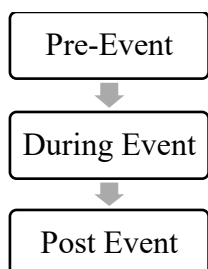
observations while having a role as an event assistant at the Sixth Symphony Festival of the Country.

In the interview stage, the researcher was able to obtain data by conducting interviews with Project Officers and Clients regarding the role of event assistants in organizing this festival. At the documentation stage, the researcher has documented the various results that have been obtained when acting as an event assistant during the Sixth Symphony Festival of the Country.

RESULTS AND DISCUSSION

1. The Role of an Event Assistant

In the process of organizing the Sixth Symphony Festival of the Country, the role of an event assistant is divided into three stages. The following are the stages that the event assistant goes through:



Picture 2. Stages of the Event Assistant Role
Source: Konzept Event Organizer, 2022.

The Pre-Event stage is the first stage that the event assistant goes through in carrying out this role. At this stage, the event assistant has a role in managing the event secretariat, event sponsorship, and marketing communications. In carrying out this work, the event assistant collaborates with the client and the project officer to seek approval so that the three tasks can provide the best results for organizing the event.

Sedianingsih (2014), in her book

entitled *Theory and Practice of Secretariat Administration*, states that a secretariat can be understood as a whole set of activities to organize the work of the office (letter-to-letter) and other assistance tasks in order to promote the smooth achievement of the goals of the organization. In response to the theory above, the role of the event assistant in the event secretariat is to make letters that can support the continuity of the festival's promotion. Letters made by event assistants, namely sponsorship cooperation letters, media partner letters, and permit letters, are sent to the authorities. In addition to managing various letters, the event assistant also plays a role in creating and compiling event proposals.

In preparing the event proposal, the event assistant works together with the client to fulfill the important points that must be included in the proposal. Starting from a briefing on making sentences to designing proposals, the event assistant, together with the client, reaches an agreement by making two types of proposals. The first proposal is intended for event proposals, and subsequent proposals are intended as sponsorship proposals by having a sponsorship offering table shown directly to potential sponsor targets.

In addition to writing letters and proposals, the event assistant is also tasked with conducting marketing communications. Fill and Jamieson (2014), in their modul book mentions that marketing communications is an audience-centred activity and the goal is to stimulate a dialogue that will, ideally, lead to a succession of purchases and complete engagement. In responses to the theory

above, the event assistant having the same goal by sending letters and proposals to parties appointed by previous clients and also making the marketing communication calendar. The calendar functions as a scheduler for uploading content on social media. At this pre-event stage, the event assistant sent letters along with proposals to around 30 companies in Jakarta and sent proposals to around 20 state institutions. The letters and proposals were sent so that the Symphony Festival for the Country would receive sponsorship and support from companies and state institutions. Writing and sending letters were also carried out by event assistants to the community, resource persons, and related associations with the same goal, namely to get support.

Cited from the journal entitled The impact of the effectiveness of sponsorship on image and memorizing: Role of congruence and relational proximity by Leila Chelbi and Abdurazzak (2014), T. Meenaghan mentions that Event sponsorship is an agreement between the sponsor and the event, to mutually benefit sponsors and sponsored parties by providing funding or other support. Based on that theory, the role of event assistant in sponsorship event is participates in contacting the sponsor, and presenting the proposal together with the project officer. The presentation of the proposal had a huge mutually impact on the Symphony Festival for the Country, as it produced several sponsors, namely the MRT, Kapal Api Indonesia, Frisian Flag, and Transjakarta. Here are the sponsorship tables of the Sixth Symphony Festival for the Country:

Table 1. Table Offering for Sponsorship
Source: Konzept Event Organizer, 2022.

Sponsorship Package				
Category	Platinum	Gold	Silver	Bronze
Harga Package	Rp. 500.000.000	Rp. 300.000.000	Rp. 200.000.000	Rp. 100.000.000
Benefit				
Booth Space (2 hari)	4x6	3x3	3x3	3x3
Media Promosi				
Logo pada e-flyer dan e-poster	✓	✓	✓	✓
Logo pada Backdrop panggung	✓	✓	✓	✓
Logo pada Backdrop Press Conference	✓	x	x	x
Logo pada Photowall	✓	✓	✓	x
Logo pada Goodie bag	✓	✓	✓	x
Logo pada Umbul-umbul	✓	✓	✓	✓
Logo pada TVC	✓	✓	x	x
Penyebaran nama brand pada Podcast	✓	✓	x	x
Interview di Video Podcast IndonesiaTIC	✓	✓	x	x
Audience Engagement				
MC Adlibs	✓	✓	✓	✓
Logo Looping pada screen	7x/hari	5x/hari	3x/hari	2x/hari
Slot Video bumper	30"	20"	15"	10"
1 Slot talkshow session	45"	30"	30"	15"
Others Benefit				
Free pass tiket VIP	5 tiket	3 tiket	2 tiket	1 tiket
1 Room hotel @Mercure Kota Tua/hotel setara lainnya	Deluxe	Superior	Superior	x
Invitation opening session	1 VIP Table	1 VIP Table	2 Front Table	2 Front Table

Entering the during-event stage, the role of the event assistant is no longer taking care of proposal issues, but managing guests. The event was held in the late afternoon, so in the morning, an event assistant made a guest list and in the late afternoon served as a backup for the liaison officer. While having a role as a liaison officer, the event assistant became a companion for the dance crew from West Nusa Tenggara. In carrying out the role of a liaison officer, an event assistant is tasked with picking up, directing the crew to the waiting room, and accompanying the crew until the crew returns to their place.

The post-event stage is the stage experienced by the event assistant after the during-event stage is over. At this stage, the role of the event assistant is to make Event Invoices, BAST (News of Event Acceptance) to the Tourism and Creative Economy Ministry, and help in making SPK (Work Order Letter) related to the rental of sound system equipment to the authorities. In addition, the event assistant also creates a database related to incoming and outgoing letters, which are directly reported to the client.

2. Obstacles Experienced by the Event Assistant at the 6th Symphony Festival of The Country

In carrying out this role as an event assistant at the Symphony Festival for the Country, an event assistant experienced several obstacles. The obstacles experienced are also divided into three stages, namely the Pre-Event, During-Event, and Post-Event stages.

The event assistant found several obstacles experienced at Pre-Event stage. The first obstacle is the difficulty of making letters by adjusting the government format. The second obstacle is the unstructured delivery of letters because the sender of the letter is not only an event assistant but the client can also send it directly to related parties, so the event assistant finds some obstacles in tracking letters. Therefore, the impact is that some letters are left behind and not sent according to the schedule. The next obstacle is that there is a change in the saving letter place where the letters from the client are stored, so the event assistant has to rearrange the letter's database in a new place that has been determined.

In the pre-event stage, an event assistant still found some obstacles; there are multiple letter numbers, and proposal revisions are carried out continuously even though the previous proposal has been sent to many parties, so an event assistant must send an updated letter along with the proposal to related parties, namely the sponsor and other stakeholders.

During the event stage, there were several obstacles related to guests and the talent crew. The event assistant encountered a problem with the guest list being out of sync with the guests who

should have been invited. This is the impact of the lack of a brief from the client to the event assistant, so there are several things that the client does not convey that trigger problems. Another obstacle during the event was that the dance talent crew from West Nusa Tenggara did not confirm and arrived late. This had an impact on the schedule of events that had been designed by the previous stage manager.

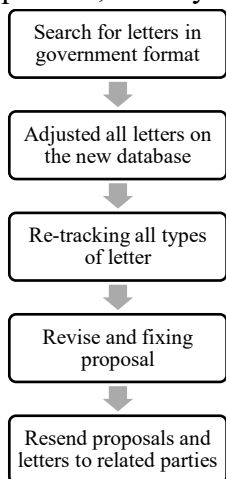
The obstacles experienced in the post-event stage relate to the management of documents after the event, requiring its responsibility by the event organizer and the client. Through this, the event assistant has a role in creating BAST (News of Event Acceptance) and other documents related to state institutions. It is difficult to creating BAST because of the lack of experience, the minimality of examples of letters also the letter format, which was different from the usual letter format. Other documents are also difficult to make because they differ from letters usually made by event assistants.

3. The Solutions Made by the Event Assistant at the Symphony Festival of the Country

Following the roles and obstacles, the solutions made by the event assistant in dealing with obstacles at the Symphony Festival of the Country are divided into 3 stages, namely pre-event, during-event, and post-event. The pre-event stage is the stage with the most activities, and the role of the event assistant at this stage is the most complex because the event assistant focuses on many activities such as secretarial, marketing communications and sponsorship events.

With a role that focuses on several activities, many obstacles come up, but

above some of these obstacles, there are always solutions that are thought of and provided by the event assistant. At this stage, the solutions made to the previously mentioned obstacles are divided into 5 stages of the process, namely:



Picture 3. The Solutions of The Pre-Event Stage
Source: IndonesiaTIC, 2022.

The process of enforcing solutions to obstacles is also carried out at the during-event stage. At the solution phase, it must be done quickly because it happened during the event. Several successful solutions were made to overcome obstacles during the event, namely; communicating with clients regarding guests who confirmed to come and re-creating guest name tags. The next solution is to monitor talent and coordinate with the stage manager to change the order of performances.

After complete organizing the event, an event assistant must carries out this role by managing the database of letters and documents. At this stage, the solution provided by the event assistant in carrying out its role was; tidying up the database to be collected, looking for examples of the BAST (News of Event Acceptance) format, and revising several documents such as invoices with the help of the

Project Officer.

CONCLUSIONS

Based on the existing discussion, the researchers draw three conclusions referring to the three formulations of the problem, namely;

1. The event assistant for The Sixth Symphony Festival of the Country has a role in three stages: Pre-Event, During-Event, and Post-Event. In the pre-event stage, the event assistant has a role in secretarial work, marketing communications, and event sponsorship. Therefore, an event assistant also has a role in managing guest checklists and as a backup for liaison officers at the during-event stage, and then performs the role of database administrator and prepares documents that require accountability at the post-event stage.
2. Explanation regarding the obstacles experienced by the event assistant, divided into three stages. This division is divided because, at each stage of organizing the event, the event assistant experiences different obstacles. However, the obstacles on the Pre-Event are more complex than the other two stages because, at this stage, the event assistant focuses on more activities.
3. The emergence of obstacles in organizing this festival requires event assistants to be able to provide the right solution. Solutions at the pre-event and post-event stages arise with various suggestions from project officers and clients, while solutions during the event require decisions to be made by oneself and require faster time so that problems can be resolved.

SUGGESTIONS

Based on the explanation in the discussion, suggestions that can be given for this research are related to communication and event planning duration. It can be seen from the previous discussion, the communication between client and event organizer is one of the main triggers for the obstacles experienced by event assistants when organizing The Sixth Symphony Festival of the Country. Therefore, communication between the two parties should be maintained to avoid problems on the day of the event. Then, referring to the event preparation time, which is only three months (July – October 2022). Event planning should be carried out in an even longer time, namely within a period of four to six months, so that event activities can be carried out smoothly and with less hassle. With longer preparation and planning time, communication between the client and the committee will run better and minimize errors.

REFERENCES

- (2022, February 23). Hasil Survei Dinamika Industri Event Indonesia di Tengah Pandemi - <https://ivendo.or.id/hasil-survei-dinamika-industri-event-indonesia-di-tengah-pandemi/>
- Agus, Sofyan (2018). "Pelaksanaan Festival Erau di Kutai Kartanegara Tahun 2016 Dalam Perspektif Komunikasi Lintas Budaya". *Jurnal Ilmu Komunikasi*, 6 (1) 2018: 311-324.
- Chebly, L., & Gherf, A., (2014). The impact of the effectiveness of sponsorship on image and memorizing: Role of congruence and relational proximity. *Tunis, Tunisia*.
- Fill, C., & Jamieson, B., (2014). *Marketing Communications Course Modul*. Edinburg Business School, Heriot-Watt University.
- Pudjiastuti, Wahyuni (2013). *Manajemen Special Event*. Kementerian Pendidikan dan Kebudayaan Tahun 2013.
- Rosita & Sosianika, Adila. (2018). *Peran Event Sponsorship Dalam Meningkatkan Kesadaran Merek dan Minat Beli: Studi pada Brand 361° di Acara Asian Games 2018*. Politeknik Negeri Bandung, Bandung.
- Ruslan, Rosady (2013). *Kiat dan Strategi Kampanye Public Relations Cetakan ke – 7*. PT Raja Grafindo Persada, Jakarta.
- Sedianingsih & Mustikawati, Farida (2014). *Teori dan Praktik Administrasi Kesekretariatan*. Prenada Media.
- Septian, Dadang Dwi (2020). *Perubahan Budaya Musik di Tengah Pandemi COVID-19*. Universitas Sultan Ageng Tirtayasa, Banten.
- Sinto, Roberts (2022). "COVID-19 Pandemic-to-Endemic Transition in Indonesia: What Does the Future Hold?" *Faculty Medicine Universitas Indonesia*.
- Tjiojono, Cindy Felisiana (2015). *Perencanaan dan Implementasi Event Marketing*. PT ABCD. Jl. Siwalankerto 121-131, Surabaya.

LazBeauty Present Female Daily Goes to Campus: Elevating Lazbeauty's Brand Awareness

Widya Faresha ¹⁾, Imam Syafganti ²⁾

¹⁾ Politeknik Negeri Jakarta, wfaresha@gmail.com

²⁾ Politeknik Negeri Jakarta, imam.syafganti@bisnis.pnj.ac.id

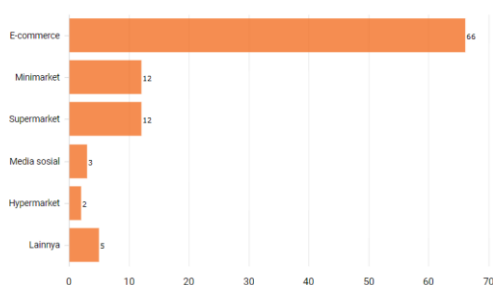
ABSTRACT

This research study examines the effectiveness of the LazBeauty Present Female Daily Goes to Campus (FDGTC) event in elevating the brand awareness of LazBeauty. The objectives of the study were to describing the LazBeauty Present Female Daily Goes to Campus event can increase brand awareness for LazBeauty, identifying the factors that make the LazBeauty Present Female Daily Goes to Campus event attractive, describing the mechanism of the implementation of the LazBeauty Present Female Daily Goes to Campus event. The research methods used included interviews, observations, and documentation, with a qualitative approach and descriptive data analysis. The results of the research indicated The LazBeauty Present FDGTC event has successfully increased brand awareness for LazBeauty through its programs and convenience, engaging content, attractive prizes, and well-structured implementation mechanism. This event has proven to be effective in strengthening the brand image and reaching a wider audience.

Keyword: *Awareness, Brand, LazBeauty, Special Event*

INTRODUCTION

With the advancement of the digital world, an increasing number of consumers are purchasing goods, whether for household, personal, or business needs, through e-commerce. This indicates that the internet is not only used for information seeking but also for fulfilling consumer product needs.



Picture 1. Statistics of purchase platform of beauty products in Indonesia society

One prominent personal need that is being widely purchased on e-commerce platforms is beauty products, including makeup, skincare, hair care, and more. A survey by Populix found that 66% of consumers purchase cosmetics through e-

commerce. This percentage is even higher than purchases made at convenience stores, supermarkets, and hypermarkets combined. Cosmetic buyers at convenience stores and supermarkets account for 12% each, while only 2% of respondents purchase cosmetics at hypermarkets. Meanwhile, 3% of respondents buy cosmetics through social media and 5% purchase from other places.

With that development of e-commerce, it creates opportunities for e-commerce-based companies that provides beauty products. One example of such a company expanding its market by providing beauty products is Lazada Indonesia. Currently, Lazada is expanding its market by creating the LazBeauty section, where both women and men can purchase trusted and best-selling beauty products. In addition to purchasing beauty products, LazBeauty allows users to try on virtual makeup products with various

color variants, such as foundation, powder, lipstick, and more. Therefore, since the launch of LazBeauty in October 2022, LazBeauty has been organizing events with the goal of increasing brand awareness for the LazBeauty section on the Lazada Indonesia platform.

The implementation of events by LazBeauty is a part of marketing that directly or indirectly influences brand awareness of the LazBeauty section. According to Durianto et al. (2017:54), brand awareness is the ability of prospective buyers to recognize or recall a brand as part of a specific product category. Therefore, through event implementation, LazBeauty can differentiate itself by showcasing the advantages of Lazada's section over other e-commerce companies, allowing consumers to recognize and recall the LazBeauty section. Additionally, event implementation can attract consumer attention through various programs, making consumers aware of the presence and uniqueness of LazBeauty.

One event that can be implemented by LazBeauty is an O2O (online-to-offline) event, which integrates online business strategies with face-to-face interactions to encourage consumers to transition from online platforms to physical stores. LazBeauty utilizes this strategy to connect their online and physical stores. Through the O2O sales approach, LazBeauty can succeed in marketing, sales, and revenue growth. The O2O event is one of several marketing communication elements that align with the perspective of Belch and Belch (2018), where event marketing is a promotional type where a company or brand is connected to an event or activity with the

aim of creating experiences for customers and promoting products or services. The organized event should have a significant impact on the company and leave an impression on attendees, allowing both customers and potential customers to have a memorable experience.

Given the consumer needs and the increasing use of e-commerce, Lazada Indonesia has the opportunity to expand its market by providing LazBeauty as a section that meets the trusted and best-selling beauty product needs of consumers. To achieve this goal, LazBeauty organizes events as a marketing strategy to enhance brand awareness among the public.

Therefore, this writing created to determine the extent to how event implementation influences brand awareness of LazBeauty on the Lazada Indonesia platform.

RESEARCH METHOD

Research methods in the form of inquiries about specific characteristics, conditions, activities, and the like. Research method is carried out to obtain information needed to achieve research objectives. In the preparation of this study, the author researched data using three methods, as described below:

1. Interview

The data collection method through interviews involves gathering data by directly communicating with the interviewees who are the subjects of the writing. The interviewees in this case are participants of the LazBeauty Present Female Daily Goes to Campus event, who is one of some stakeholders that playing an important role in the writing.

2. Observation

Observation is a research method that involves direct observation, looking, and collecting necessary data at the research site. In this case, the author observed the happenings during the implementation of the LazBeauty Present Female Daily Goes to Campus event.

3. Documentation

Documentation is a research method that involves examining relevant written or electronic documents. In other words, documentation refers to collecting data through written or electronic documents used to support the completeness of other data. In this case, the collected data is the documentation of visitor traffic at the LazBeauty Present Female Daily Goes to Campus event.

With using a qualitative approach, the data analysis method employed is descriptive, which means that the data obtained will be collected and presented directly in the form of descriptions or depictions of the overall atmosphere or condition of the object as it is, in the form of spoken or written words from the observed individuals or behaviors (Moleong, 2010: 3). Based on this theory, descriptive qualitative research is a research procedure that yields written data in the form of descriptions related to the event "LazBeauty Presents Female Daily Goes to Campus." These data are obtained through activities such as interviews, observations, and field documentation.

RESULTS AND DISCUSSION

LazBeauty Present Female Daily Goes to Campus is an online-to-offline (O2O) event directly connected with young people or students from campuses

where the event takes place. This event is designed to inspire the audience to be brave and confident in pursuing their aspirations. Additionally, the event is organized to enhance brand awareness among the student participants towards LazBeauty. During the implementation from October to December, there are five campuses that have successfully become the venues for the LazBeauty Present Female Daily Goes to Campus event. These campuses are Universitas Indonesia, Universitas Bina Nusantara, Universitas Prasetiya Mulya, Universitas Negeri Jakarta, and Universitas Atma Jaya.

1. Results of the LazBeauty Present Female Daily Goes to Campus Event in Enhancing LazBeauty's Brand Awareness

In this subsection, the author utilized the semi-structured interview method to present the results of the LazBeauty Present Female Daily Goes to Campus (FDGTC) event and assess its success in increasing brand awareness among the audience towards LazBeauty. Five informants, who actively participated in the LazBeauty Present FDGTC, were selected.

a. The Impact of the LazBeauty Present Female Daily Goes to Campus Event on Enhancing LazBeauty's Brand Awareness

The chosen informants actively participated in the event until its conclusion. The LazBeauty Present Female Daily Goes to Campus (FDGTC) event aimed to boost the brand awareness of LazBeauty, which was recently launched in October 2022. The event took place during the launch period, from October to December 2022.

As a result of the LazBeauty Present FDGTC event, participants who previously believed that the best place to purchase beauty products was a competitor e-commerce platform changed their minds and now consider LazBeauty as the top choice. They perceive LazBeauty as a platform with a wide range of reliable and comprehensive products. One of the informants, Participant 2, stated during the interview "Before, I was not aware of LazBeauty on Lazada, and I used to buy beauty products from other e-commerce platforms. But after this event, I became interested in shopping at LazBeauty because they offer a complete and trustworthy range of products." (personal communication, January 27, 2023).

LazBeauty also facilitates beauty enthusiasts by providing them the convenience of purchasing their preferred products in one place. This feature has attracted informants to shop at LazBeauty (Participant 4, personal communication, January 27, 2023)

All informants agreed that the event's programs successfully encompassed LazBeauty-related information and delivered it in an engaging manner to the participants. As a result, participants who were previously unfamiliar with LazBeauty became aware of its existence and understood its functions. As explained by one of the informants:

"I became aware of LazBeauty through social media and gained a good understanding of its functions through the talk shows and makeup classes held during this event." (Participant 1, personal communication, January 27, 2023)

"I learned about the purpose and products offered by LazBeauty through banners and explanations by the MC during the event." (Participant 3, personal communication, January 27, 2023)

The LazBeauty Present FDGTC event proved to be captivating for the participants, and they expressed interest in attending similar events organized by LazBeauty. Some suggestions from the informants included extending the makeup class session, inviting guest stars to entertain the participants, and adding career-related topics to be presented by speakers.

The following quotes showcase the knowledge gained by each informant regarding LazBeauty after participating in the LazBeauty event:

"I only learned about LazBeauty through this event. And after it was held, I became interested in shopping at LazBeauty because they offer a complete and trustworthy range of products." (Participant 1, personal communications, January 27, 2023)

"I learned about the purpose and products offered by LazBeauty through banners and explanations by the MC during the event." (Participant 2, personal communications, January 27, 2023)

"I feel interested in shopping at LazBeauty because it makes it convenient for beauty product users to shop for the best products by simply opening one application." (Participant 3, personal communications, January 27, 2023)

"I have previously used LazBeauty for purchasing beauty products. After attending this event and learning about its

benefits, I am inclined to buy beauty products from LazBeauty again." (Participant 4, personal communications, January 27, 2023)

"After realizing its advantages compared to other platforms, I will shop at LazBeauty." (Participant 5, personal communications, January 27, 2023)

From the above quotes by the five informants, it can be concluded that the LazBeauty Present FDGTC event successfully increased LazBeauty's brand awareness through the presented programs. Currently, LazBeauty has achieved brand recognition as the informants feel interested and are aware of the benefits and functions of LazBeauty.

2. Factors that Attracted Participants to the LazBeauty Present Female Daily Goes to Campus Event

The LazBeauty Present Female Daily Goes to Campus event successfully captured the attention of participants through its interactive talk show concePT. Here are the elements that made the event appealing to the attendees.

a. Engaging and Relevant Topics for the Target Audience

The topics presented at each campus during the LazBeauty Present Female Daily Goes to Campus event were carefully selected to align with the current interests and concerns of university students, who comprised the target audience for the event.



Picture 2. Key Visual LazBeauty Present FDGTC Universitas BINUS

At the first campus, Bina Nusantara University, the event took place on October 7, 2022, with the topic "Appearance vs. Experience: Which is More Important?" This topic addressed the significance of prioritizing certain aspects in the job search process, which resonated well with the students who were job seekers themselves.



Picture 3. Key Visual LazBeauty Present FDGTC Universitas Indonesia

Similarly, at the Faculty of Social and Political Sciences of the University of Indonesia, on October 7, 2022, LazBeauty presented the topic "Standing Out to Boost Your Career." This topic focused on the importance of professional appearance in the workplace and addressed the concerns

of students who were navigating their career paths.



Picture 4. Key Visual LazBeauty Present FDGTC Universitas Prasetiya Mulya

On October 11, 2022, LazBeauty held the event at Prasetiya Mulya University with the topic "5 Tips to Overcome Overthinking in Job Interviews." This topic aimed to provide guidance for students who were facing job interviews, as many of them lacked experience in this area.



Picture 5. Key Visual LazBeauty Present FDGTC Universitas Negeri Jakarta

The event continued at the State University of Jakarta, where LazBeauty presented the topic "The Importance of Good Looks in Job Interviews" on November 17, 2022. Samuel Ray, the Employer Branding Manager at Lazada Indonesia, shared insights on how one's appearance can leave a positive

impression during job interviews.



Picture 6. Key Visual LazBeauty Present FDGTC Universitas Atma Jaya

The final stop of the LazBeauty FDGTC journey was Atma Jaya University on December 13, 2022. The event featured the topic "Tips for Successfully Passing Job Interviews." This topic echoed the previous discussions on interview techniques and aimed to help students make a favorable impression during job interviews.

b. Makeup Class Sessions for Participants of LazBeauty Present FDGTC

In addition to the compelling topics that resonated with the target audience, LazBeauty Present FDGTC also included makeup class sessions for registered participants.



Picture 7. Documentation make up demonstration

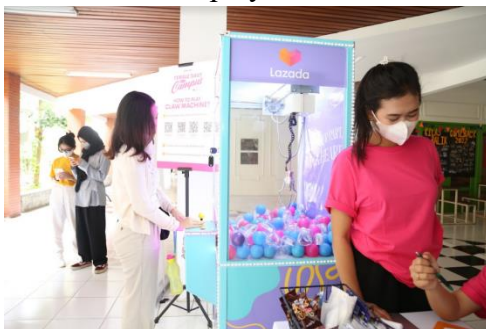
After attending the talk show, participants had the opportunity to join the

makeup class. Sheila Sanjaya, a makeup artist at the event, shared makeup tips specifically tailored for students. Sheila provided live demonstrations on a willing participant, allowing attendees to learn and ask questions about makeup techniques.

Participants were provided with the necessary tools and makeup products to practice the demonstrated techniques under the guidance of the makeup artist.

c. Provide Claw Machine Game for Campus Students

During the event day at each campus where LazBeauty Present FDGTC was held, a claw machine was made available for all students to play.



Picture 8. Documentation claw machine game

Participants had the chance to win beauty products available on LazBeauty by successfully operating the claw machine. To play the game, participants were required to have the Lazada app and become a member of LazBeauty. Once these conditions were met, participants could play the claw machine to win beauty products.

d. Gifts for Participants of LazBeauty Present FDGTC

The first 100 participants who verified their attendance on-site received a goodie bag containing beauty products

and LazBeauty shopping vouchers. Furthermore, participants who asked the best questions during the event had the chance to receive LazBeauty shopping vouchers worth Rp 100,000. Additionally, participants who correctly answered questions from the emcee had the opportunity to receive LazBeauty shopping vouchers worth Rp 300,000.

These elements of the LazBeauty Present Female Daily Goes to Campus event contributed to its appeal and successfully attracted participants. The engaging topics, hands-on makeup class sessions, interactive claw machine game, and attractive gifts all added to the overall positive experience of the event.

The LazBeauty Present Female Daily Goes to Campus event successfully attracted participants through its interactive talk show concept, engaging and relevant topics, makeup class sessions, interactive claw machine game, and attractive gifts. The event's topics were carefully selected to align with the current interests and concerns of university students, who comprised the target audience for the event. The makeup class sessions provided hands-on learning opportunities for participants, while the interactive claw machine game added an element of fun and excitement. The event's attractive gifts, including beauty products and LazBeauty shopping vouchers, further enhanced the overall positive experience of the event. These elements align with strategies to boost brand awareness, strengthen customer relationships, and deliver satisfaction at every touchpoint.

3. Implementation Mechanism of the LazBeauty Present Female Daily Goes to Campus Event

To participate in the LazBeauty Present Female Daily Goes to Campus (FDGTC) event, participants must follow a set of procedures.

a. Online Registration

Prospective participants register themselves through the registration link provided by the organizing committee. The registration link can be found on the Lazada Indonesia Instagram account (@lazada.co.id). The registration form questions are included in Appendix 4: Registration Form Questions.

b. Participant Data Verification (On-site)

Participants who have completed online registration must undergo on-site verification to validate their submitted data. Once the data is verified, participants can collect coupons for snack redemption and the provided goodie bags. During the data verification process, the organizing committee checks each registration requirement, such as downloading the Lazada app and joining as a LazBeauty member. Documentation of on-site participant data verification can be found in Appendix 5: Participant Data Verification Documentation.

c. Attending the Event Program

After completing the data verification process, participants can take their assigned seats provided by the organizing committee. Participants are expected to remain seated until the start of the talk show. Each participant's table is equipped with makeup class supplies, including mirrors and goodie bags containing beauty products.

The mechanism implemented by the LazBeauty Present FDGTC event aligns

with strategies to boost brand awareness. The event incorporates online registration, which allows for easy access and participation. Additionally, the on-site participant data verification process ensures the accuracy of participant information and enhances the overall event experience. The provision of makeup class supplies and goodie bags adds value to the event and creates a positive impression among participants.

CONCLUSIONS

From the study entitled "LazBeauty Present Female Daily Goes to Campus: Elevating Lazbeauty's Brand Awareness" it can be concluded that:

1. The LazBeauty Present FDGTC event enhances LazBeauty's brand awareness through the presented programs and the various conveniences offered by LazBeauty during shopping.
2. The LazBeauty Present FDGTC event delivers engaging content throughout its duration, making participants feel that the provided rewards are attractive and the knowledge shared by the speakers is beneficial.
3. The LazBeauty Present FDGTC event has a well-structured and well-organized implementation mechanism, allowing participants to easily follow the event and feel comfortable with the entire series of activities presented.

SUGGESTIONS

Based on the findings of the study, the following recommendations are proposed to further elevate LazBeauty's brand awareness and ensure the success of future events:

1. Expand the Event Scope

Consider organizing LazBeauty Present Female Daily Goes to Campus on a larger scale to reach a wider audience. Targeting more campuses and collaborating with additional educational institutions will help increase brand exposure and attract a larger number of participants.

2. Regular Event Series

Establish the event as a recurring series to maintain momentum and sustain brand awareness. Regularly hosting LazBeauty Present Female Daily Goes to Campus events will create anticipation among the target audience and reinforce LazBeauty's presence in the beauty industry.

3. Diversify Content

Include a diverse range of topics and activities in future events to cater to different interests and preferences. By addressing various aspects of beauty, career development, and personal growth, LazBeauty can appeal to a broader audience and ensure continuous engagement.

4. Leverage Digital Marketing

Utilize social media platforms, influencers, and digital marketing strategies to amplify the reach and impact of LazBeauty's promotional efforts. Engaging with the target audience online, sharing event highlights, and encouraging user-generated content can further

enhance brand visibility and create a buzz around LazBeauty.

5. Measure and Analyze Results

Continuously evaluate the impact of LazBeauty Present Female Daily Goes to Campus events through data collection and analysis. Conduct surveys, track social media engagement, and measure key performance indicators to assess the effectiveness of the event in enhancing brand awareness and identifying areas for improvement.

By implementing these recommendations, LazBeauty can sustain its brand awareness efforts, expand its reach, and solidify its position as a trusted and preferred beauty destination among the target audience.

REFERENCES

- Belch, George E., Belch, Michael A.. (2018). Advertising and Promotion: An Integrated Marketing Communications Perspective (11th ed). New York, NY: McGraw-Hill Education.
- Durianto, Darmadi, Sugiarto, Sitinjak, Tony. (2017). Strategi Menaklukan Pasar Melalui Riset Ekuitas dan Perilaku Merek. Jakarta, PT Gramedia Pustaka Utama.
- Moleong. (2010). Metode Penelitian Kualitatif. Bandung: Remaja Rosdakarya.
- Rangan, V. K., Corsten, D., Schlesinger, L. A., & Higgins, M. (2021, October 19). How direct-to-consumer brands can continue to grow. Harvard Business Review. <https://hbr.org/2021/11/how-direct-to-consumer-brands-can-continue-to-grow>
- Survei: Mayoritas Publik Belanja Kosmetik di E-Commerce | Data boks. (n.d.). Survei: Mayoritas Publik Belanja Kosmetik Di E-Commerce. <https://databoks.katadata.co.id/data-publish/2022/09/02/survei-mayoritas-publik-belanja-kosmetik-di-e-commerce>

Analysis of Content and Performance of Instagram Account @gilaevent as a Promotion Media of MICE Event in Indonesia

Ajeng Fatma Nursa'bani ¹⁾, Imam Syafganti ²⁾

¹⁾ Politeknik Negeri Jakarta, ajengfatman@gmail.com

²⁾ Politeknik Negeri Jakarta, imam.syafganti@bisnis.pnj.ac.id

ABSTRACT

Instagram has become an effective promotional tool for advertising products and services since this platform offers a broader reach for its users. Due to this practical reason, the Instagram account @gilaevent uses the platform to spread information about the events held in Indonesia. This research aims to find out how the Instagram account @gilaevent manages its content in promoting events in Indonesia by applying a content analysis method on the Instagram account @gilaevent. The result of the research reveals that the Instagram account @gilaevent shows poor performance in promoting MICE events in Indonesia.

Keyword: *Instagram, MICE, Promotion.*

INTRODUCTION

Today, people tend to use social media as a tool for changing information to satisfy their needs on information. Based on katadata.com, Instagram is the most used social media in Indonesia reaching 90 million accounts in 2021. Therefore, a lot of Instagram users in Indonesia make use of the platform to promote an event.

An event will succeed if it is supported by a massive and good promotion. A lack of promotion will bring nothing to the event. According to Zimmerer in Augustinah (2019), promotion is all forms of persuasive communication intended to inform customers about a certain product or service and to persuade them to buy the product or use the service involving publicity, individual selling, and advertisement. The Instagram account @gilaevent also promotes by intending to spread information about events held in Indonesia in which this account is dedicated to promoting MICE events in Indonesia operated in three months length

of the productive period.

This research brings up two questions:

1. How does Instagram account @gilaevent manage its content as a promotion tool for MICE events in Indonesia?
2. How is the performance of the Instagram account @gilaevent as a promotion tool for MICE events in Indonesia?

In line with the two research questions above, this research aims to:

1. Figure out the content of the Instagram account @gilaevent as a promotion tool for MICE events in Indonesia.
2. Find out the performance of the Instagram account @gilaevent as a promotion tool for MICE events in Indonesia.

RESEARCH METHOD

1. Content Analysis

Content analysis intends to find out one or more variables without comparing or connecting them to other variables

(Anshori and Iswati, 2019). Content analysis summarizes quantification that is based on a scientific method that is objective-intersubjective, reliable, valid, imitated, and generalized (Christi and Farid, 2020).

2. Observation

This research applies the method of direct observation in which the researcher participated in creating the contents and observed directly the making process of the account @gilaevent.

3. Documentation

The researcher will attach supporting documentation which is the data regarding the account @gilaevent by considering the secrecy of the corresponding company. The mentioned documentation is obtained directly by the researcher during the internship period.

RESULTS AND DISCUSSION

1. Content Analysis of Instagram Account @gilaevent

The contents of the Instagram account @gilaevent have several categorizations which are relevant to the MICE industry shown in the following table.

Table 1 Category of Content Instagram @gilaevent

Category	Description
Event Promotion	This post aims to promote an upcoming event. The content of the post is the description of the event in the form of visual information with an interesting caption.

Education on MICE	This post aims to educate the audience about new knowledge of MICE events in Indonesia and the MICE industry.
Entertainment	This post aims to entertain the audience and adds different nuances to each post but is still relevant to MICE.
Information Update	This post aims to give information and news on the MICE industry that is on current trends and up to date.
Inspiration	This post hopes to inspire the people involved in the MICE industry and spread the newest inspirations about the MICE events in Indonesia.

Taken from the information on the categorizations, the contents are presented in a percentage analysis in the table below.

Table 2 Analysis of Category of Content Instagram @gilaevent

Category	Indicator	Percentage
Event Promotion	Posts intended to promote events	33%
Education on MICE	Posts about education on the MICE industry	21%

Entertainment	Entertaining posts relevant to the MICE industry	25%
Information Update	The newest update of the MICE industry on trend	4%
Inspiration	Posts intended to inspire the people of the MICE industry	17%

According to the table above, the highest percentage of event promotion reaches 33%. This finding is in line with the main intention of the Instagram account @gilaevent as a promotional tool for MICE events in Indonesia.

The type of content from the Instagram account @gilaevent is classified into three types with the following analysis presented in the following table.

Table 3 Analysis type of Content from the Instagram @gilaevent

Category	Indicator	Percentage
Feeds	The main posts on Instagram shown on the account profile page	42%
Story	Posts limited	50%

	to 24 hours view on the home menu	
Reels	Specific posts for videos	8%

2. Performance of Instagram Account @gilaevent

a. Content Reach

Content reach shows the type of feature that most attract the attention of the audiences.

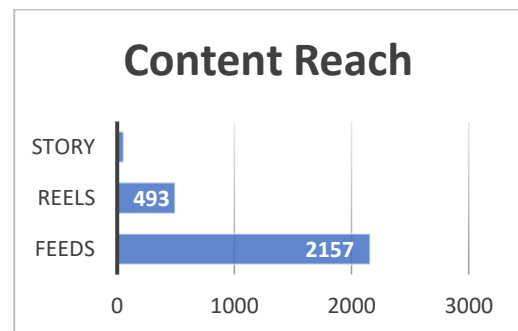


Diagram 1. Number of Content Reach from the Instagram @gilaevent

The diagram above presents the performance of certain content that reaches Instagram audiences. The highest data shown in the content of *feeds* reach audiences of 2157 accounts. The following table provides the content that has the highest content reach.

Table 4 Content that has highest reach

Post	Category	Content Reach
	Feeds Post	Accounts Reached • Non-Followers • Followers

b. Audience Reach

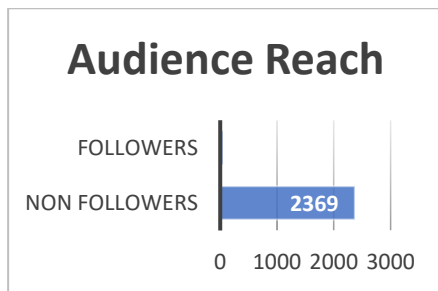


Diagram 2. Audience Reach from Instagram @gilaevent

Audience reach is the total of accounts that have interacted with the content of the corresponding account. The diagram shows that 2369 accounts that are not followers of the Instagram account @gilaevent have viewed the post from @gilaevent. It shows that this Instagram account is good enough in reaching audiences.

c. Engagement Rate

Engagement rate is a matrix that counts the interaction of an Instagram account with the audience. Engagement rate can be counted through automatic calculation such as phlanx.com and socialblade. According to the calculation from phlanx.com, the account @gilaevent has ER value of 27,15%. Some digital marketers in the forum glints mention that a good ER value of Instagram is ranged between 3-6%. It shows that the account performance of @gilaevent is still lacking and should be improved.

d. Followers, Likes, and Comments

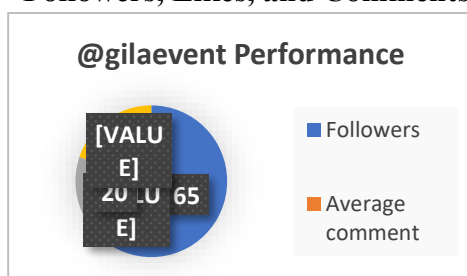


Diagram 3. Diagram of Likes, Comment, and Folllowers

According to the chart above, it shows that the account @gilaevent has 65 followers with average likes of 20 accounts and 0 comments. It proves that the account performance is not good enough.

CONCLUSIONS

1. The Instagram account @gilaevent has five post categories in which the category of event promotion holds the highest percentage. As for the three types of content, the type of story post has the highest record.
2. The account performance during three months length operation according to the Engagement Rate value published by phlanx.com shows that it is still far from the set standards. This is caused by the lack of account followers.

According to the content analysis and account performance of the Instagram account @gilaevent as a promotional tool for MICE events in Indonesia, it is concluded that the contents of the Instagram account are in line with its intention to promote events held in Indonesia. It is proven by the highest percentage in the event category. Furthermore, the performance of the Instagram account @gilaevent still lacks and needs to be improved.

REFERENCES

- Anshori. M., Iswati. S. (2009). Metodologi Penelitian Kuantitatif. Surabaya: Pusat Penerbitan dan Percetakan UNAIR (AUP)
- Atmoko Dwi, Bambang. 2012. Instagram Handbook Tips Fotografi Ponsel. Jakarta: Media Kita
- Augustinah, F. (2019). Pemanfaatan Media Sosial

- Sebagai Sarana Promosi Makanan Ringan Kripik Singkong Di Kabupaten Sampang. *Jurnal Dialektika*, 4(2).
- Christi. HEJ., Farid. (2020). Analisis Kode Etik Jurnalistik Pemberitaan Keberagaman di Media Online. *Koneksi* Vol. 4, No. 1, Maret 2020, Hal 14-21, 16.
- Kemenparekraf RI, 2017. Peraturan Menteri Pariwisata Nomor 5 Tahun 2017 Tentang Pedoman Destinasi Penyelenggaraan Pertemuan, Perjalanan Insentif, Konvensi Dan Pameran
- Nasrullah, Rulli. (2015). Media Sosial Perspektif Komunikasi, Budaya dan Sosioteknologi. Bandung: Simbiosis Rekatama Media
- Oktaviani, F., & Rustandi, D. (2018). Implementasi digital marketing dalam membangun brand awareness. *Profesi Humas*, 3(1), 1-20.
- Pienrasmi, H. (2015). Pemanfaatan social media oleh praktisi public relations di Yogyakarta. *Jurnal Komunikasi*, 9(2), 199-210.
- Puspitarini, D. S., & Nuraeni, R. (2019). Pemanfaatan Media Sosial Sebagai Media Promosi. *Jurnal Common*, 3(1), 71-80.
- Simpenti, R., Santosa, E. B., & Soewarni, I. (2015). Pengembangan kota malang menjadi kota mice. *Jurnal Spectra*, 13(26), 11-24.

The Formation of Visual Design in Pasar Kaget Banget Event

Indira ¹⁾, Annisa Wardhani ²⁾

¹⁾ Politeknik Negeri Jakarta; indira.an19@mhs.wpnj.ac.id

²⁾ Politeknik Negeri Jakarta; annisa.wardhani@bisnis.wpnj.ac.id

ABSTRACT

The concept of visual design as a means of communication for branding and attracting target markets. It emphasizes the importance of visual design in event implementation and explores the role of visuals, colors, elements, and copywriting in reaching the intended audience. The study focuses on the visual design of Pasar Kaget Banget, a Pop Up Market that aims to support small businesses and local brands. The research methods employed include observation and literature study to examine Instagram engagement through key visuals, content, and copywriting. The study concludes by discussing the objectives of the visual design process for the Pasar Kaget Banget event and its impact on Instagram engagement. It highlights the importance of understanding the event's goals, target audience, and brand identity in creating effective visual designs. The study also emphasizes the influence of key visuals and content on Instagram engagement and identifies factors such as target audience and upload content that affect engagement on social media platforms. Key visuals and content in the formation of Instagram content can be an influence on Instagram social media engagement. Judging from some sample posts and videos with the same purpose, can get Instagram engagement that is quite different.

Keyword: *Design, Engagament, Pop Up Market.*

INTRODUCTION

Visual Design is a way to communicate a brand through images, colors and text. This can be used to build a brand image, personality and also to attract the intended target market. We cannot deny that in the implementation of an event, a suitable visual design is needed to show the personality of the event. With the personality of an event, it will be easier to reach the target market.

An event requires visualization that can attract the audience to come or join as a partner of the event. In determining the visualization requires the purpose of the event and research on the market you want to reach. The visuals needed to reach the intended target market are not only through images, colors and elements, but also require the right copywriting so that it attracts the attention of the people who see it. Through these two things will maximize the process of reaching the

intended market.

Pasar Kaget Banget is one of the Pop Up Markets that aims to be a place that can help small business people to develop their business both in terms of sales and introduce their brand directly. Pasar Kaget Banget focuses on local brands of fashion, art, accessories, and services. Based on the explanation above, the author will conduct research on the results of the formation of the visual design of the Pasar Kaget Banget event on Instagram engagement through key visuals, content, and copywriting.

RESEARCH METHOD

Research methods in the form of inquiries about specific characteristics, conditions and activities. Research method is carried out to obtain information needed to achieve research objectives. The research method used in this study are

observation and literature study, the observation technique used by researchers is observation and recording of Pasar Kaget Banget's social media engagement. The use of this technique aims to see the audience's interest in Pasar Kaget Banget's Instagram social media, while the literature study, by looking for literature materials to support theories related to visual communication, social media engagement, key visuals, and social media.

RESULTS AND DISCUSSION

1. The visual design process for the Pasar Kaget Banget event

The visual design of the Pasar Kaget Banget event has objectives:

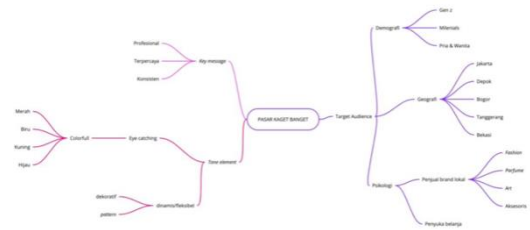
- Introducing the Pasar Kaget Banget event on Instagram Social Media
- Increase the attractiveness to open the Instagram profile of Pasar Kaget Banget.

The process of creating a visual design is divided into three stages

a. Creative Concept

Pasar Kaget Banget requires visual design to create digital flyers, Instagram social media content, posters calling all tenants, banners, and signage. The first step in creating a visual design for an event is to understand the purpose and target of the event.

In this creative concept process, there are mind mapping and moodboard stages developed from ideas and key message ideas that the Pasar Kaget Banget event wants to convey.



Picture 1. Mind Map Pasar Kaget Banget.

Based on the mind mapping of the Pasar Kaget Banget event, it can be seen that this event wants to present a professional, trusted and consistent event. besides that Pasar Kaget Banget also wants to display an eye-catching and striking impression, as the name suggests, Pasar Kaget Banget. With a target audience of millennials and generation Z.

After seeing the general picture that the Pasar Kaget Banget event wants to convey, a moodboard will be formed with the contents of various reference collections covering font types, textures, design styles, and visual elements and layouts.



Picture 2. Moodboard Pasar Kaget Banget.

This Pasar Kaget Banget mood board can be used as a reference for making key visuals from the Pasar Kaget Banget event. With a dynamic and striking theme, it produces colorful colors and design styles that refer to the millennial generation and gen z.

b. Logo Sketch

The logo sketch process is based on the references on the moodboard. With several stages as follows:

- 1) In accordance with the references contained in the moodboard, the formation of the Pasar Kaget Banget event logo wants to be made with the typography of the event name. With the initial sketch as shown below:



Picture 3. Initial Sketch of the Pasar Kaget Banget Logo

The initial sketch of this logo wanted a circle or wave accent, but the logo was still too rigid and not decorative enough.

- 2) In the second experiment, the logo font wanted to be made into a more decorative font with the following results:



Picture 4. Sketches of Decorative Fonts

In this second attempt, it still looks monotonous even though it has using a decorative font.

- 3) The third sketch is a combination of the first and second experiments



Picture 5. The third sketch

The logo wants to be wavy like a circle, so it becomes as follows:



Picture 6. The final logo of Pasar Kaget Banget

c. Design Applications

The logo that will be used as the core of the Pasar Kaget Banget visual brand event is as follows:

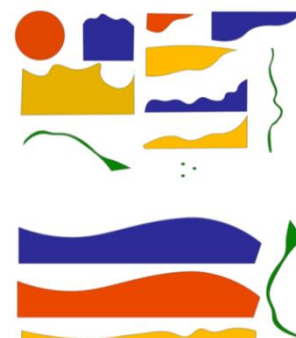


Picture 7. Logo Pasar Kaget Banget

The base color chosen for the Pasar Kaget Banget logo is yellow. The yellow color is able to represent a striking and vibrant impression.

The logo as the main head will be more perfect if supported by several other graphic elements. The main graphic elements in the Pasar Kaget Banget event are circles and waves. This illustration displays a flexible and dynamic impression (Sanyoto, 2017).

The elements used by Pasar Kaget Banget as key visuals of Pasar Kaget Banget are as follows:



Picture 8. Key Elements of Pasar Kaget Banget

Based on these elements, it can produce various media that will be used to do advertising such as Pasar Kaget Banget Instagram content, banners, digital posters, and signs.

2. The results of the formation of key visuals, and content on engagement in social media instagram Pasar Kaget Banget

Key visuals, and content presented on Pasar Kaget Banget Instagram social media have different influences on the engagement generated by Instagram. Instagram engagement can be defined as a personal psychological state that can be conceptualized through customer behavior this goes beyond purchases to include elements such as interaction with the brand (Rahman, 2022).

Key visuals referred to in this discussion include element layout and language style writing in Pasar Kaget Banget Instagram post content. The comparison will be taken from a sample of 2 posts with similar content, namely searching for Pasar Kaget Banget tenants.



Picture 9. Looking for Tenants Instagram Post

The key visual implementation contained in the image is the use of colors and elements that are in accordance with

the predetermined visual design, the writing of an interesting language style, with the parable of looking for lost money in exchange for a 2x2m booth, and there are also illustrations that describe the shape of the booth that will be given.

Based on Picture 9, there are content interactions with the following details: 36 accounts liked, 32 accounts commented, 18 accounts shared the post, and 26 accounts saved the post. With a total of 9,045 accounts viewing this post. There is also profile activity data as many as 1,091 accounts that interact with the following details:

Tabel 1. Looking for Tenants Instagram Insight

No.	Interaction	Account reach
1	Profile Visit	837 Account
2	Website Visit	135 Account
3	Follow	118 Account
4	Contact via Email	1 Account

Profile audience who interact through these posts are 55.9% women and 43.7% men, with an average age of 18-24 years as much as 31.1%, age 25-34 years as much as 45.8%, age 35-44 years as much as 18.3% and age 45-54 years as much as 4.6%.

Based on the table above, it can be seen that there are 837 accounts visiting the Pasar Kaget Banget Instagram profile, so it can be said that there are 837 people who are interested in these uploads so they want to find out more about Pasar Kaget Banget activity information, but those who take further actions such as visiting the website, following Instagram accounts and contacting directly do not reach 20% of Instagram profile visitors, this is because every account that visits the Pasar Kaget Instagram profile has different needs and desires, so not all accounts that visit the Pasar Kaget Banget Instagram

profile will visit the website listed in the Pasar Kaget Banget Instagram bio.

The website listed is a linktree that serves to contact the organizers regarding further information about the Pasar Kaget Banget event. It can be seen from incoming messages via whatsapp that the information needs asked are about purchasing tenants, so it can be concluded that accounts that open the Pasar Kaget Banget website are brands that want to take part in the Pasar Kaget Banget event or can be classified as prospective tenants.

Meanwhile, accounts that follow Instagram Pasar Kaget Banget can be categorized as prospective visitors who will visit the Pasar Kaget Banget event. This can be seen from the information provided on the Pasar Kaget Banget Instagram account more information related to the implementation of the event. But it does not rule out the possibility that accounts that follow Pasar Kaget Banget Instagram are brands that want to buy tenants.



Picture 10. Looking for Tenants Instagram Post 2

The implementation of key visuals contained in the second image has also used colors and elements that match the visuals. design, the writing of the language style in this post looks simpler and there

are no unique parables.

Based on Picture 10, there are content interactions of 41 accounts that like, 12 accounts that comment, 11 accounts that share posts, and 22 accounts that save posts. With a total of 3,412 accounts viewing this post. Through the second sample post, there is profile activity data as many as 806 interacting with the following details:

Tabel 2. Looking for Tenants 2 Instagram Insight

No.	Interaction	Account reach
1	Profile Visit	671 Account
2	Website Visit	79 Account
3	Follow	55 Account
4	Contact via Email	1 Account

The profile of the audience who interacted through the post was 68.9% female and 30.5% male, with an average age of 18-24 years old, 22.5%, 25-34 years old, 45.7%, 35-44 years old, 24.6% and 45-54 years old, 6.9%.

Based on the table above, it can be seen that the accounts that visit Pasar Kaget Banget's Instagram profile are 671 accounts, so it can be seen that every account that visits Pasar Kaget Banget's Instagram profile is people who are interested in knowing more event details. This level of interest can be generated because of the visualization that attracts the attention of the audience. However, just like in the first upload, the audience who took further actions such as visiting the website, following the Instagram account and contacting directly did not reach 20% of the visitors to the Instagram profile, this second upload has a lower level of engagement compared to the first upload because it can be seen from the implementation of the key visuals described in the first paragraph. In addition, this can also occur because there is a possibility that the audience who sees

this second upload has seen the tenant promotion from the first upload so that when they see the second upload they do not interact again. The two samples above can be summarized in the following table:

Tabel 3. Pasar Kaget Banget Instagram engagement data.

Content	Content Interaction	Profile Activity	People Reach
Post 1	112	1,091	9,045
Post 2	86	806	3,421

Posts related to tenant searches on Instagram Pasar Kaget Banget show that the interactions carried out by each audience when viewing these uploads vary according to their respective needs. In addition, to attract every audience who sees it, a visual display that has appeal in terms of color, copywriting and elements contained in the upload is needed.

CONCLUSIONS

The conclusion that can be obtained from writing a report with the discussion of the Formation of Visual Design at the Pasar Kaget Banget Event by CV. Murakabi Digital Creative is that every process in creating an event has continuity. As in the formation of visual designs for this Pasar Kaget Banget event requires a comprehensive event background. Pasar Kaget Banget has a goal to be able to provide a forum for small business people in Indonesia, this goal can be channeled by forming an appropriate program and also the appropriate target audience. Therefore, a supporting visualization is needed so that the Pasar Kaget Banget event can attract the appropriate target market. Based on this, the author can draw conclusions:

1. In the process of forming a visual design that includes logos and key

visuals, an explanation is needed regarding the target to be achieved and also the target audience of the event. In addition to knowing the target to be achieved by the Pasar Kaget Banget event, the formation of visual design must also pay attention to the identity that a brand wants to build so that the message to be conveyed can be channeled properly.

2. Key visuals and content in the formation of Instagram content can be an influence on Instagram social media engagement. Judging from some sample posts and videos with the same purpose, can get Instagram engagement that is quite different.
3. Based on the analysis related to uploads on social media Instagram Pasar Kaget Banget, there are several other factors that can affect engagement in each upload, namely, to whom the upload is addressed and the content of the upload.

SUGGESTIONS

Suggestions that can be given for the formation of further visual design are:

1. Can look for references related to the formation of visualization for video processing, such as monotonous tenant promotional videos with a compilation of photos that can only be developed into interesting writing or can be combined with videos so that the results can be more interesting.
2. Design can be more explorative and creative, so that key visuals do not look boring and monotonous.
3. Conduct in-depth research on digital marketing so that promotions are precise and directed according to the desired goals. Content creation on

Pasar Kaget Banget Instagram social media so that it can be up to date and more diverse.

REFERENCES

- Andhita, P. R. (2021). Komunikasi Visual. In *Komunikasi Visual* (p. 3). Purwokerto: Zahira Media Publisher.
- Brogan, C. (2010). *Social Media 101: Tactics and Tips to Develop Your Business Online*. Canada: John Wiley & Sons, Inc.
- Carter, B. (2018, January 25). *What is the definition of customer engagement*. Retrieved from Access: <https://blog.accessdevelopment.com/what-is-the-definition-of-customer-engagement>
- Devina, C. (n.d.). *Technology*. Retrieved from Pengertian Engagement Media Sosial hingga Jenis dan Cara Menghitung!: <https://www.gramedia.com/literasi/engagement-adalah/>
- Duffy Agency. (2016). *What is online engagement?* Retrieved from Duffy Agency: <https://duffy.agency/insight/what-is-online-engagement/>
- Santoso, A. P. (2017). *Pengaruh konten post instagram terhadap online engagement: Studi Kasus pada lima merek pakaian wanita*. Surabaya: Institut Teknologi Sepuluh November.
- Santoso, A. P. (2017). *Pengaruh Konten Post Instagram terhadap online engagement: Studi Kasus pada lima merek pakaian wanita*. Surabaya: Institut Teknologi Sepuluh November.
- Soundman. (2022, September 22). *Pengertian Key Visual dalam Desain dan Multimedia*. Retrieved from <https://soundjakarta.com/informasi/pengertian-key-visual/>
- Subiakto. (2015). Retrieved from KEYWORDS – KEYSOUND – KEYVISUAL: <https://subiakto.com/keywords-keysound-keyvisual/>
- Sukirno, Z. L. (2020). Etika Komunikasi Visual Influencer dalam Promosi Pariwisata. *Journal of Tourism and Creativity*, 4.
- Universitas Islam AN NUR Lampung. (2022, November 15). *Pengertian Media Sosial dan Jenis-jenisnya* Retrieved from <https://an-nur.ac.id/pengertian-media-sosial-dan-jenis-jenisnya/>
- Wikipedia. (2022, December 3). *Komunikasi Visual*. Retrieved from https://id.wikipedia.org/wiki/Komunikasi_visua

Client Services Impact on Meta Trader 4 Retraining at PT Cyber Future

Sharleen Purwandi ¹⁾, Muhammad Iqbal Katik Rajoendah ²⁾

¹⁾ Politeknik Negeri Jakarta, sharleen.purwandi.ab19@mhs.wpnj.ac.id

²⁾ Politeknik Negeri Jakarta, muhammad.iqbalkatikrajoendah@bisnis.wpnj.ac.id

ABSTRACT

This research investigates the impact of Client Services on the preparation process for Meta Trader 4 Batch 1 Retraining at PT Cyber Future in 2022. The study aims to enhance training efficiency and customer satisfaction by examining the execution of Client Services practices during the training program's conceptualization and material preparation. The research questions explore the strategies employed by Underrated Collective in executing Client Services and the challenges faced during the preparation phase. A qualitative research approach was adopted, involving data collection through interviews and document analysis. The research findings highlight the pivotal role of Client Services in facilitating a seamless and tailored training experience for participants. The challenges faced by Client Services are identified, providing insights for improvement. Ultimately, this study contributes to optimizing HR development strategies and promoting the successful implementation of training initiatives at PT Cyber Future.

Keyword: *Client Services, Customer Satisfaction, HR Development Strategies, Retraining, Training Efficiency.*

INTRODUCTION

In modern organizations, the significance of Human Resources (HR) as a valuable asset cannot be overstated. HR plays a vital role in maintaining the organizational machinery and ensuring compliance with established protocols. Consequently, effective HR management entails prioritizing essential aspects such as training, development, and motivation. Among these, training assumes a critical role in empowering employees with the necessary skills and expertise, enabling them to contribute significantly to the company's growth and objectives. Skilled and competent human resources are integral to the successful execution of business operations and achieving strategic targets.

Recognizing the importance of continuous improvement and employee development, PT Cyber Future has undertaken a strategic initiative to conduct Retraining Meta Trader 4 Batch 1 in 2022. This training program aims to upskill and

reinvigorate the capabilities of its human resources, equipping them with the latest knowledge and competencies to thrive in their roles.

Sikula, (2000) explains about training, which is a short-term educational process using systematic and organized procedures, enabling operational human resources to learn knowledge, technical skills, and expertise for specific purposes. Training is selected by PT Cyber Future as a means to enhance the capabilities and talents of its human resources. In this regard, the Retraining MetaTrader Batch 1 will be conducted in 2022 as a method to achieve competent and valuable human resources for the company.

The successful execution of any training program requires meticulous planning and organization. Client Services plays a crucial role in this process, acting as a bridge between the training provider and PT Cyber Future. With their focus on customer satisfaction and seamless service

delivery, Client Services ensures that participants' training journey is efficient, effective, and tailored to their needs.

Amidst this backdrop, Underrated Collective, as part of its fieldwork assignment, embarks on a comprehensive investigation entitled "Enhancing Training Efficiency and Customer Satisfaction: The Impact of Client Services on Meta Trader 4 Batch 1 Retraining Preparation at PT Cyber Future in 2022." This study aims to shed light on the instrumental role played by Client Services in shaping the preparation process for Retraining Meta Trader 4 Batch 1.

The findings of this study hold significant implications for organizations striving to optimize HR development strategies through effective Client Services practices. By identifying best practices and addressing challenges, this research aims to enhance training efficiency and ultimately contribute to the overall success of PT Cyber Future's training initiatives.

RESEARCH METHOD

The research aims to investigate the impact of Client Services on the preparation process for Meta Trader 4 Batch 1 Retraining at PT Cyber Future in 2022. To achieve this objective, a qualitative research approach was employed, allowing for an in-depth exploration of the role of Client Services in conceptualizing the training program and preparing the necessary materials. This section outlines the rationale for choosing a qualitative approach, the research design, data collection methods, data analysis, and research limitations.

RESULTS AND DISCUSSION

1. The preparation process for Meta Trader 4 Batch 1 Retraining at PT Cyber Future

Sugiyono, (2018) explains that primary data is a source of data that is directly obtained by the data collector. The data is collected by the researcher directly from the primary source or the location where the research object is situated.

The preparation process for Meta Trader 4 Batch 1 Retraining at PT Cyber Future commenced with a series of meetings focused on workshop preparation, including the formulation of the workshop concept and the alignment of the material's relevance to be delivered. In this stage author obtains research data through author's personal observation. These meetings involved brainstorming sessions to identify the most suitable methods based on PT Cyber Future's human resources' competencies. The purpose of these brainstorming sessions was not only to ensure the successful execution of the workshop but also to empower all PT Cyber Future's human resources with a comprehensive understanding of the entire Retraining Meta Trader 4 Batch 1 process and its practical application in the workplace.

As a client services representative responsible for assisting in the event preparation, the author's role required a thorough understanding of the outlined procedures and the terminology used in the futures exchange. Moreover, the focus of PT Cyber Future's event preparation primarily revolved around the maturity of the material to be presented.

a. Concept of Meta Trader 4 Batch 1 Retraining at PT Cyber Future

The workshop's name, "Retraining,"

signified its purpose as an in-depth exploration of Meta Trader 4 for all PT Cyber Future's human resources. While it was acknowledged that the workforce was already familiar with conducting transactions on the futures exchange through the Meta Trader 4 platform, it was uncertain whether all PT Cyber Future's human resources could fully optimize Meta Trader 4's functionalities. In light of this consideration, the idea of conducting a workshop to enhance participants' comprehension of Meta Trader 4 operation materialized into the Retraining Meta Trader 4 Batch 1 in 2022. The workshop aimed to elevate the competencies of PT Cyber Future's human resources.

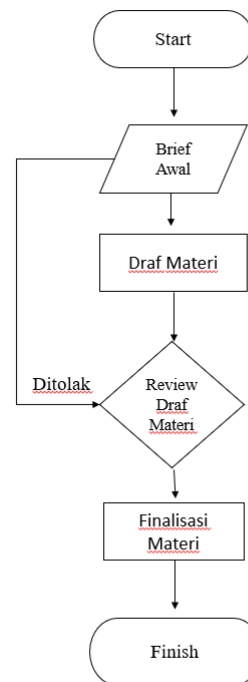


Picture 1. Platform Meta Trader 4

b. Material Qualification

The expected qualifications for PT Cyber Future's human resources included theoretical knowledge and competencies as brokers, as well as the ability to achieve profitability in the futures exchange. To achieve this, meticulous preparation was

necessary in the process of material qualification.



Picture 2. Material Qualification Flowchart

The flowchart depicting PT Cyber Future's material qualification preparation is as follows:

1) Initial Material Brief

During this stage, the initial plan for the workshop materials was established. Brainstorming sessions were conducted to determine the most appropriate topics to be included in the material draft.

2) Material Draft

Following the initial material brief, a material draft was developed, which was deemed agreeable for presentation in the Retraining Meta Trader 4 Batch 1 at PT Cyber Future in 2022. The development of the material draft underwent multiple refinement processes to ensure effective communication of the training objectives to PT Cyber Future's human resources.

3) Material Draft Review

The review stage involved a

rigorous evaluation of the material draft by BAPPEBTI (Indonesian Commodity Futures Trading Regulatory Agency) and the Jakarta Futures Exchange. The objective was to ensure that the material draft met the national standards. In the event of disqualification by the reviewing parties, the draft would be returned to PT Cyber Future for further revisions.



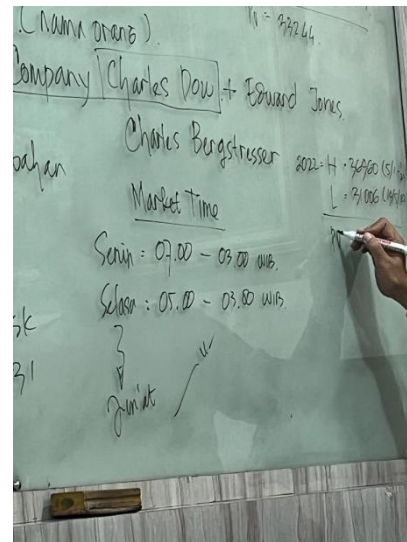
Picture 3. Observation of Material Qualification at BAPPEBTI

4) Material Finalization

Upon successful qualification by BAPPEBTI and the Jakarta Futures Exchange, the finalized material was achieved, meeting the national standards for the Retraining Meta Trader 4 Batch 1 at PT Cyber Future in 2022. The completion of the material qualification process enabled the author as client services to effectively communicate the workshop's requirements to the Underrated Collective team. The goal was to align the Retraining Meta Trader 4 Batch 1 workshop with PT Cyber Future's desired criteria.

During this stage, client services played a vital role in ensuring the relevance of the delivered materials to the program's objectives. They ensured that the Underrated Collective team understood the client's intentions, both in terms of concepts and specific material requirements. Throughout the preparation process, the program division continually

updated PT Cyber Future on the progress, promptly addressing any discrepancies or misunderstandings. If any discrepancies or inconsistencies were identified, client services would immediately liaise with the Underrated Collective team to provide revised briefings and make necessary adjustments in alignment with PT Cyber Future's directions.



Picture 4. Underrated Collective Briefing

c. Client Services Role in Implementation

As client services, the author played a pivotal role in aligning the relevance of the material with the program. The author ensured the Underrated Collective team comprehended the objectives, concepts, and materials desired by PT Cyber Future. Throughout the preparation, the program division continually reported progress to PT Cyber Future. In case of any discrepancies or misalignment, the client services team promptly conducted rebriefing sessions with the Underrated Collective team to make necessary adjustments.

During the preparation process, potential challenges were identified. The author, as client services, was responsible

for mediating between the parties involved. One of the challenges faced was the divergence in perception between Underrated Collective and PT Cyber Future regarding the workshop's concept, resulting in delays in the preparation timeline. The proposed solution was open discussion and reevaluation of the concept, ultimately reaching a win-win solution.

The experience garnered during the preparation process enriched client services' problem-solving capabilities, equipping them with valuable lessons to address similar challenges in the future.

The successful implementation of the Retraining Meta Trader 4 Batch 1 in 2022 exemplified the vital role of client services in event preparation, contributing to the enhancement of HR development strategies at PT Cyber Future.

CONCLUSIONS

This research delved into the significance of client services in the preparation process for Retraining Meta Trader 4 Batch 1 at PT Cyber Future in 2022. The study aimed to enhance training efficiency and customer satisfaction by exploring the execution of client services practices during conceptualization and material preparation. The research provided insights into the strategies employed by Underrated Collective in executing client services and the challenges faced during the preparation phase.

The findings highlighted the pivotal role of client services in facilitating a seamless and tailored training experience for participants. Through brainstorming meetings and open discussions, the client services team collaborated with PT Cyber

Future and Underrated Collective to design a workshop concept that catered to the specific competencies of PT Cyber Future's human resources. The client services' adaptability and understanding of the terminologies used in the futures market were crucial in ensuring the workshop's relevance and effectiveness.

The material qualification process underwent rigorous stages, including an initial material brief, drafting, review by regulatory bodies, and finalization. The involvement of client services in these steps ensured that the content met national standards and aligned with PT Cyber Future's objectives. Additionally, the continuous communication and monitoring of progress by the client services team facilitated prompt adjustments and revisions when necessary.

Despite the challenges encountered, such as differing perceptions on the workshop's concept, client services adeptly managed these situations through open discussions and reevaluations. The ability to mediate between Underrated Collective and PT Cyber Future was instrumental in ensuring a successful event.

This research contributes valuable insights into optimizing HR development strategies and promoting the successful implementation of training initiatives at PT Cyber Future. The role of client services in event preparation proved to be instrumental in achieving the organization's objectives, ultimately enhancing the competence of PT Cyber Future's human resources in utilizing Meta Trader 4.

In conclusion, client services play a crucial role in the preparation and

execution of training programs. The collaboration between PT Cyber Future, Underrated Collective, and client services ensured a well-structured workshop that met national standards and catered to the specific needs of the participants. The experiences gained throughout the process further strengthen client services' problem-solving capabilities, equipping them with valuable lessons for future endeavors. Overall, this study provides valuable insights for organizations seeking to optimize their training initiatives and improve customer satisfaction through efficient client services practices.

SUGGESTIONS

Based on the findings and conclusions of this research, several suggestions are proposed to further enhance the effectiveness of client services and improve the preparation process for future training programs at PT Cyber Future:

1. **Continuous Training for Client Services:** Provide ongoing training and professional development opportunities for the client services team. This will ensure that they stay updated with the latest industry trends, regulations, and best practices, enabling them to offer even more valuable insights and support during event preparation.
2. **Enhanced Communication Channels:** Foster open and efficient communication channels between PT Cyber Future, Underrated Collective, and the client services team. Regular meetings and clear documentation of decisions and revisions will help

minimize misunderstandings and streamline the preparation process.

3. **Feedback Mechanism:** Establish a feedback mechanism to collect input from workshop participants, trainers, and PT Cyber Future representatives after each training event. This feedback will help identify areas for improvement and enable client services to tailor future workshops more effectively.
4. **Collaborative Workshop Design:** Encourage collaborative workshop design by involving PT Cyber Future's internal trainers and subject matter experts in the material preparation process. Their insights and expertise will complement the efforts of the client services team and ensure a comprehensive and relevant training program.
5. **Diverse Training Formats:** Explore the use of diverse training formats, such as hands-on exercises, case studies, and role-playing, to engage participants and enhance their learning experience. Client services can work closely with trainers to integrate these formats into the workshop design.

REFERENCES

- Creswell, J. W. (2018a). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. Sage Publications.
- Creswell, J. W. (2018b). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*.
- Kasmir. (2008). *Etika Customer Services*.
- Keraf, A. S. (1998). *Etika Bisnis: Tuntutan dan Relevansi nya*.
- Kieren Murphy. (2011). *Forex Trading using MetaTrader 4 with the Fractal Market Hypothesis*.
- Liechty and Churchill. (1979). *Satisfaction and Consumer Services*.
- Patton. (2017). *Karakteristik Penelitian Kualitatif*.
- Philip Kotler dan Gary Armstrong. (1993). *Marketing An Introduction*.

- Sikula, A. E. (2000). *Manajemen Sumber Daya Manusia*.
- Sugiyono. (2018). *Metode Penelitian Kombinasi*
- Sukmadinata. (2007). *Pengembangan Kurikulum: Teori dan Praktek*

Show Management in Opening and Closing Ceremony of BRILIANPRENEUR UMKM EXPO(RT) 2022

Buca Andos Sanara Siregar ¹⁾, Muhammad Iqbal Katik Rajoendah ²⁾

¹⁾ Politeknik Negeri Jakarta, Buca.andossanara.an19@mhs.w.pnj.ac.id

²⁾ Politeknik Negeri Jakarta, muhammad.iqbalkatikrajoendah@bisnis.pnj.ac.id

ABSTRACT

UMKM EXPO(RT) BRILIANpreneur 2022 is an annual series of events held by Bank Rakyat Indonesia (BRI) at December 2022 to showcase Indonesia's best Micro, Small, and featuring more than 500 selected MSMEs from six different categories: Home Decor & Craft, Food & Beverage, Accessories & Beauty, Fashion, Healthcare/Wellness, and Digital Technology (Startup). UMKM EXPO(RT) BRILIANPRENEUR 2022, Bank Rakyat Indonesia (BRI) presented various supporting programs, starting from opening ceremony, business matching, talkshow, performances, closing ceremony and MSMEs Awarding Night. At UMKM EXPO(RT) BRILIANPRENEUR 2022, Bank Rakyat Indonesia (BRI) collaborated with Detik.com as their show management for the Opening and Closing Ceremonies of UMKM EXPO(RT) BRILIANPRENEUR 2022. The data collection method in this study was carried out in a descriptive qualitative technique, with participatory observation which was carried out directly with the author's involvement in the UMKM EXPO(RT) BRILIANPRENEUR 2022 event, direct interviews with the show manager of the UMKM EXPO(RT) BRILIANPRENEUR 2022 and literature review. From the data obtained, detik.com as show management has undergone the show management process at the opening and closing ceremonies of the UMKM EXPO(RT) well, even though there were several obstacles in the execution process. This study is not only useful for show management in handling an event, the implications also can be used as reference to execute a well put show management in event.

Keyword: *Event, Show Management, Show Manager.*

INTRODUCTION

Many companies use various forms of events, namely special events, exhibitions, or product launched to introduce their products, many of them started to have their own division that specifically handle corporate events. However, since the economic crisis occurred in late 1990 until early 2000, this division only carried out its functions at certain times so the company began to close the division. This is what has become the beginning of many collaborations between company and event organizer (Noor, 2013). UMKM EXPO(RT) BRILIANPRENEUR 2022 is an annual series of event that held by Bank Rakyat Indonesia (BRI) at December 2022 to showcase Indonesia's

best Micro, Small, and featuring more than 500 selected MSMEs from six different categories: Home Decor & Craft, Food & Beverage, Accessories & Beauty, Fashion, Healthcare/Wellness, and Digital Technology (Startup). UMKM EXPO(RT) BRILIANPRENEUR 2022, Bank Rakyat Indonesia (BRI) presented various supporting programs, starting from opening ceremony, business matching, talk show, performances, closing ceremony and MSMEs Awarding Night. At UMKM EXPO(RT) BRILIANPRENEUR 2022, Bank Rakyat Indonesia (BRI) collaborated with Detik.com as their show management for the Opening and Closing Ceremonies of

UMKM EXPO(RT)
BRILIANPRENEUR 2022.

Show Management is a system of activities in the context of performing performances, referring to endeavors to optimally manage resource users (factors of production), such as performance materials/materials, labor, and so forth, in the process of producing performing arts. (Jazuli, 2014)

And according to (Andriawan, F. Sumaryanto, & Widjajantie, 2018) Show Management is a process of organizing a group of people to manage everything outside the technical aspects of a performance.

The purpose of this study is to know how to implement show management at opening and closing ceremony of UMKM EXPO(RT) BRILIANPRENEUR 2022 as well as the obstacles and solutions in the implementations process. The benefits of this study also, to understand the process of show management from preparation to evaluation of the opening and closing ceremonies of UMKM EXPO(RT) BRILIANPRENEUR 2022.

RESEARCH METHOD

At this research study, researcher used a descriptive qualitative research method. According to Bogdan and Taylor quoted by (Meleong, 2007) a qualitative approach is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior.

According to (Sugiyono, 2016), a qualitative descriptive method is a research method based on post-positivism philosophy used to research on natural object conditions (as opposed to

experiments) where the researcher is a key instrument.

Data collection technique in this study are carried out in triangulation, it gathered through interviews, participatory observation, literature study. In-depth interviews were performed by researchers to collect as much information and data as possible in order to obtain the best possible research results. In this study, the subject as the source interviewed was Sena Adaby as the show manager from a series of show management conducted by Detik.com for the opening and closing ceremonies of the UMKM EXPO(RT) BRILIANPRENEUR 2023.

Participatory observation is a method which researcher participates in all sorts of action on the researched subject. This observation enables researchers to communicate more freely, so that the results obtained are more detailed and detailed on the object under study. (Uljanatunnisa, Handayani, & Alisya, 2020)

Analysis of the research data using descriptive analysis. Descriptive analysis is a research method by collecting data in accordance with the actual data then compiled, processed, and analyzed to be able to provide an overview of the existing problems. In descriptive analysis, data is usually displayed in the form of regular tables or frequency tables, graphs, bar charts, line charts, pie charts, measures of data concentration, measures of data distribution and so on. (Sugiyono, 2016)

RESULTS AND DISCUSSION

UMKM EXPO(RT)
BRILIANPRENEUR 2022 series of

opening and closing ceremony was managed by Detik.com as their show management. At this study, researcher will explain it briefly about the process.

1. Opening Ceremony

Opening Ceremony of UMKM EXPO(RT) BRILIANPRENEUR 2022 held on Thursday, 15th December 2022 with the following series of activities

a. Pre-Opening Ceremony

At UMKM EXPO(RT) BRILIANPRENEUR 2022, pre-opening ceremony was carried out to ensure the team's readiness to run the event as a preventive measure to minimize errors and technical issues. The pre-opening ceremony requires the coordination of several supporting teams, namely:

- 1) The FOH Team, that consists Sound Engineers and Visual Team has to double-checked all supporting graphic material for the opening ceremony of the UMKM EXPO (RT) BRILIANPRENEUR 2022.
- 2) The Camera Person (campers) team set-up and re-tested the camera to ensure that the camera battery is full and the camera is functioning properly.
- 3) The stage manager and production team double-checked the supporting stage property for the opening ceremony of the UMKM EXPO (RT) BRILIANPRENEUR 2022.
- 4) The show director and stage manager also coordinated with the account executive regarding cue card revisions according to the client's wishes for the last time before rehearsal.
- 5) The stage manager coordinated with the liason officer to ensure that the hosts and talents are already standby

for the rehearsal of UMKM EXPO(RT) BRILIANPRENEUR 2022 opening ceremony.

- 6) Rehearsal activities are led by the stage manager and monitored by the show director.
- 7) FOH area and stage are sterilized from unauthorized people. Usher began to welcome the VIP guests, namely the Minister of Tourism and Creative Economy Mr. Sandiaga Uno, Minister of Cooperatives and Small and Medium Enterprises Mr. Teten Masduki, the Board of Directors of Bank Rakyat Indonesia (BRI) and guided them to their seats.

At this execution phase of an event, the process has well carried as (Matthews, 2018) wrote on Special Event "The Process" book, when setup event execution phase has begun, someone has to know the master plan of an event, and that person has to fully understand the planning and has to present at all setup times. As the main task of this person is to ensure the setup schedule is according to schedule, and ensure all equipment and access is provided by the supplier and venue as agreed. According to this, the process of pre-opening ceremony UMKM EXPO(RT) BRILIANPRENEUR 2022 the show manager already run their responsibility and carried the execution well.

b. Opening Ceremony

The BRILIANPRENEUR UMKM EXPO(RT) Opening Ceremony 2022 consisted of several series, and was guided by two hosts, namely Indra Herlambang and Astrid Tiar. Here is the following brief explanation:

- 1) The Opening Ceremony opened by

Astrid Tiar and Indra Herlambang by welcoming the Minister of Republic Indonesia, the Board of Directors of Bank Rakyat Indonesia, and guests who were present at the event location.

- 2) Followed by the playing of national anthem as a sign that the event will begin soon and continue with the opening where the host gives a brief introduction of what's BRILIANPRENEUR UMKM EXPO(RT) event.
- 3) Mr. Sunarso as Main Director of BRI, Mr. Teten Masduki, Minister of Cooperatives and Small and Medium Enterprises, and Mr. Sandiaga Uno, Minister of Tourism and Creative Economy, delivered the opening speeches sequentially.
- 4) After the opening speech, moving on to a photo session with Mr. Sunarso as Main Director of BRI, Mr. Teten Masduki Minister of Cooperatives and Small and Medium Enterprises, and Mr. Sandiaga Uno Minister of Tourism and Creative Economy, guided by the host.
- 5) Mr. Sandiaga Uno, Mr. Teten Masduki, and Mr. Sunarso took turns inserting boxes into the Mock Up Puzzle as a symbolic sign of opening ceremony.
- 6) After the event has been opened symbolically, entertainment in the form of Traditional Dance was performed.
- 7) As a closing statement, Host congratulated the opening of the BRILIANPRENEUR 2022 UMKM EXPO (RT) event and thanked all invited guests who attended.
- 8) The opening ceremony was ended

with a performance from Ari Lasso.

At this phase of an event, (Matthews, 2018) wrote on Special Event "The Process" book, the person who's responsible has to ensure that the sequence of events goes according to plan, and maintain communication with the client to provide information about the setup and ensure there will be no changes. At the opening ceremony of UMKM EXPO(RT) BRILIANPRENEUR 2022, the show manager has carried their responsibility and able to ensure all the sequences of event goes according to plan, they also managed to establish a good communication with the client as there was no changes before the opening ceremony begin.

c. Post Opening Ceremony

After the series of BRILIANPRENEUR UMKM EXPO(RT) Opening Ceremonies 2022 have been completed, the project manager still has responsibilities in the Post Opening Ceremony, by ensuring that the event is carried out properly and that all attendees disperse. This also align with what (Matthews, 2018) wrote as the person who's responsible for the event has to ensure that safety procedures need to be considered properly in their duties.

2. Closing Ceremony

The BRILIANPRENEUR UMKM EXPO(RT) 2022 Closing Ceremony series held on Saturday, December 17 2022. The series of opening ceremonies were guided by two hosts, namely Indra Herlambang and Astri Tiar.

a. Pre-Closing Ceremony

At UMKM EXPO(RT)

BRILIANPRENEUR 2022, pre-closing ceremony was carried out to ensure the team's readiness to run the event as a preventive measure to minimize errors and technical issues. The pre-opening ceremony requires the coordination of several supporting teams, namely:

- 1) The FOH Team, which consists of the Sound Engineer and Visual Team, double-checked all supporting graphic material for the closing ceremony of UMKM EXPO(RT) BRILIANPRENEUR 2022.
- 2) The Camera Person (campers) team set-up and re-tested the camera to ensure that the camera battery is full and the camera is functioning properly.
- 3) The stage manager and production team double-checked the supporting stage property for the closing ceremony of the UMKM EXPO (RT) BRILIANPRENEUR 2022.
- 4) The show director and stage manager coordinated with the account executive regarding cue card revisions according to the client's preferences for the last time before rehearsal.
- 5) The stage manager coordinated with the liason officer to ensure that the hosts and talents are already standby for the rehearsal of UMKM EXPO(RT) BRILIANPRENEUR 2022 closing ceremony.
- 6) Rehearsal activities are led by the stage manager and monitored by the show director.
- 7) FOH area and stage are sterilized from unauthorized people. Usher began to welcome the VIP guests.

At this execution phase of an event, the process has well carried as (Matthews,

2018) wrote on Special Event "The Process" book, when setup event execution phase has begun, someone has to know the master plan of an event, and that person has to fully understand the planning and has to present at all setup times. As the main task of this person is to ensure the setup schedule is according to schedule, and ensure all equipment and access is provided by the supplier and venue as agreed. According to this, the process of pre-closing ceremony UMKM EXPO(RT) BRILIANPRENEUR 2022 the show manager already run their responsibility and carried the execution well.

b. Closing Ceremony

- 1) The ceremony begins with the host greeting the invited guests and VIPs.
- 2) Playing the national anthem.
- 3) Host announced the award categories that will be presented at the UMKM EXPO (RT) BRILIANPRENEUR 2022 awarding night: the UMKM Award BRilianpreneur, the BRilian Young Entrepreneur, and the SME's Lifetime Achievement Award, which is divided into numerous subcategories. Mr. Amam Sukriyanto, Director of Small Business and Handling Bank Rakyat Indonesia (BRI), presented the rewards in the shape of plaques and enormous checks.
- 4) After the winner announcement, hosts invites Mr. Amam Sukriyanto, BRI Small and Medium Business Director, to give a closing speech.
- 5) After Mr. Amam Sukriyanto finished his closing speech, the host invited the winners back to return to the stage, together with the Board of

Directors of Bank Rakyat Indonesia (BRI) to take pictures on stage, assisted by the Stage Manager in arranging the lines.

- 6) After taking a group photo, the host invites the winners and members of the Board of Directors to return to their respective seats.
- 7) Liason Officer prepares Anneth as a performer before the host closes the event.
- 8) The host closes the event and thanks the attendees for attending.
- 9) The ceremony was closed by special performance from Anneth.

The show manager has carried their responsibility and able to ensure all the sequences of event goes according to plan, they also managed to establish a good communication with the client as there was no changes before the opening ceremony begin. Though there is several mistakes on the stage as the host kept mentioning the program name incorrectly and the usher also mistook the order of winner at awarding moment, that led to unfavorable stage condition.

c. Post-Closing Ceremony

After the BRILIANPRENEUR UMKM EXPO(RT) 2022 Closing Ceremony series has been completed, the project manager still has responsibilities in the Post Closing Ceremony, namely: ensuring that the event has been carried out properly and that all attendees disperse. This also align with what (Matthews, 2018) wrote as the person who's responsible for the event has to ensure that safety procedures need to be considered properly in their duties.

3. Evaluations

In the process of carrying out the event, there were several things that were criticized by the client as the event organizer, which detik.com could use as evaluation material as show management of the opening and closing ceremonies of the UMKM EXPO (RT) BRILIANPRENEUR 2023.

a. Host Performance

In the client opinion, the host did not perform optimally during the closing ceremony due to the host failed to mention the name of the program correctly several times, that led to disruption of the process of carrying out the closing ceremony.

b. Usher Job Performance

Another critics from clients was about usher performance while carrying their duty at the closing ceremony. As the usher mistook the order of winner at awarding moment, that led to unfavorable stage condition.

c. Property Damage

Mock up puzzle that act as a very important property for opening ceremony, undergo a pretty visible damage that led to disruption of the process of carrying out the opening ceremony.

CONCLUSIONS

Based on the discussion on the implementation of the series of show management at opening and closing ceremonies for the UMKM EXPO(RT) BRILIANPRENEUR 2022, it can be concluded that, during the series of opening and closing ceremonies, detik.com involved as the show management team, and the

implementation that was done by detik.com in managing the opening and closing ceremonies of UMKM EXPO(RT) BRILIANPRENEUR 2022 already executed well though as the opposed several things went unfavorable through the event. The evaluation and critics from Bank Rakyat Indonesia (BRI) as client have been well received.

SUGGESTIONS

Without intending to discredit and undermine detik.com accomplishment in executing the show management for UMKM EXPO(RT) BRILIANPRENEUR opening and closing ceremony, researcher would like to put some suggestion that might be helpful and beneficial for the future show management implementation by detik.com as an intern observing the company's environment during the execution of UMKM EXPO(RT) BRILIANPRENEUR opening and closing ceremony show management. The suggestion as follows are:

1. It is very important to be comprehensive and structured in giving brief to hosts and ushers as a part of of the event.

REFERENCES

- Andriawan, L., F. Sumaryanto, T., & Widjajantie, K. (2018). Manajemen Pertunjukan dan Dampak Psikologi Sosial Komunitas Musik Jaz Ngisoringin di Semarang. *Jurnal Seni Musik* (2), 94.
- Arifin, Z. (2012). *Penelitian pendidikan metode dan paradigma baru*. Bandung: Remaja rosdakarya.
- Jazuli, M. (2014). *Manajemen Seni Pertunjukan*. Yogyakarta: Graha ilmu.
- Matthews, D. (2018). *Special Event Production: The Process*. London: Routledge.
- Meleong, L. J. (2007). *Metedologi penelitian kualitatif*. Bandung: PT Remaja Rosdakarya.

Sugiyono. (2016). *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, dan R&D)*. Bandung: Alfabeta.

Uljanatunnisa, Handayani, L., & Alisya, V. (2020). Analisis Manajemen Event: Studi Kasus Porgam CSR Wirausaha Muda Mandiri 2019. *Jurnal Ilmu Komunikasi*, 98.

The Process of Providing Supplier Data and Information for Pitching PT Sahabat Pesta Indonesia

Rifani Marsita Putri ¹⁾, Djuni Akbar ²⁾

¹⁾ Politeknik Negeri Jakarta, rifani.marsita@gmail.com

²⁾ Politeknik Negeri Jakarta, djuniakbar@gmail.com

ABSTRACT

The pitching process is the most important factor in determining the win or loss of an Event Organizer when running an event from a client company. Frequently, the pitching proposal submission has a limited duration. The most crucial aspect in making a pitching proposal is the concept and selection of suppliers, according to the budget and criteria desired by the client. Therefore, PT Sahabat Pesta Indonesia developed a supplier data and information provision system flow that seeks to simplify the process of selecting suppliers that meet the criteria and to create a supplier database that is accessible to all employees. The data collection methods used for this research were observation, interview, and documentation, and the data analysis method used was a qualitative descriptive analysis method that describes and explains the entire process of providing supplier data and information, as well as the obstacles and solutions applied in the process. The results showed that there are six stages involved in the process of collecting data and information from suppliers for the purpose of pitching PT Sahabat Pesta Indonesia, starting from reviewing the Request for Proposal (RFP), conducting brief meeting with the client, searching for supplier data, communicating with suppliers, inputting the data and information into the Google Drive storage service accessible to all employees of PT Sahabat Pesta Indonesia, and finally updating data and information in Google Drive. This system is used with the aim of easy access to data and information as well as speeding up the retrieval process.

Keyword: *Data, Information, Pitching, Sales, Supplier.*

INTRODUCTION

Activities within the MICE industry (Meetings, Incentives, Conventions, and Exhibitions) can be carried out through lengthy processes. One of the most crucial processes that determine whether an Event Organizer (EO) or Professional Conference Organizer (PCO) can execute an event is the bidding process, commonly known as pitch and bid in the MICE industry.

According to (Kusuma, 2016), "Bidding (tender) is the activity of participating in an invitation to win a conference or event in a specific country." On the other hand, according to (Fitrimady, 2020), "pitching is a process in which sales and marketing professionals approach and market their PCO/EO (Professional Conference

Organizer/Event Organizer) directly to clients through face-to-face interactions. During the pitching process, an agreement is reached between the PCO/EO and the client regarding the desired concept for the event to be organized by the client. The PCO/EO provides an overview and presentation of the event to the client."

PT Sahabat Pesta Indonesia, or Groovy Event Organizer, is an Event Organizer (EO) company in Indonesia that specializes in corporate events. Therefore, in the process of winning a bid, PT Sahabat Pesta Indonesia must go through event pitching to compete with other Event Organizers (EO) to handle corporate events such as corporate anniversaries, meetings, conferences, corporate gatherings, and other types of

corporate events.

In the pitching process itself, there are many steps to go through, starting from preparation to the actual pitching. Various tasks must be accomplished, such as gathering data and information, creating a presentation, developing concepts, and preparing a Budget Plan.

According to Gramedia.com, data is defined as "a collection of information or facts presented in the form of words, sentences, symbols, numbers, and other forms. Data is obtained through a process of search and accurate observation based on specific sources."

Meanwhile, Davis, as cited in Putra and Sutjahjo (2017), explains that information is data that has been processed into a form that carries meaning for the recipient or reader and provides benefits for future decision-making.

One crucial step in the process of gathering information involves communication and coordination with suppliers. It is important for an Event Organizer to have collaborative partners to facilitate the submission of proposals and pitching to clients, enabling them to do so in a timely manner.

In presenting accurate data for pitching purposes, effective communication between the Event Organizer and suppliers of services and goods is crucial. The process of presenting such data is ongoing, leading to the establishment of both written (contractual) and unwritten partnerships.

To provide accurate choices of data and information from suppliers, a time-consuming process is required. However, this can be overcome by utilizing pre-managed information resources. One way to achieve this is to build good and regular

communication with suppliers and store their data and information in a database.

The objective of this research is to understand the process of obtaining data and information from suppliers for pitching purposes by PT Sahabat Pesta Indonesia. It aims to identify challenges and provide solutions so that any shortcomings and issues encountered during the process can be addressed in the future. This involves identifying both the challenges and their solutions as well as the strengths and weaknesses of the system and processes involved.

RESEARCH METHOD

The research method used in this study is qualitative descriptive, where the author will describe and explain the research findings based on the data obtained during the process of gathering data and information from suppliers for the purpose of pitching PT Sahabat Pesta Indonesia and compare it with existing theories.

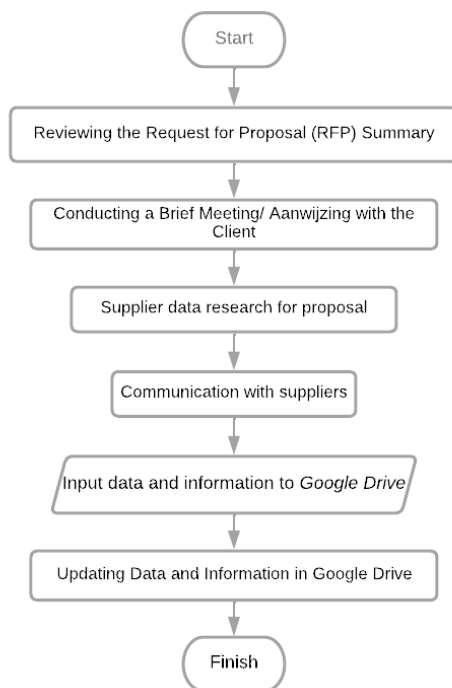
Meanwhile, the data analysis method employed for this research includes field observations, interviews with relevant employees of PT Sahabat Pesta Indonesia, and documentation conducted throughout the data analysis process.

RESULTS AND DISCUSSION

A database system enables the compilation and storage of vast amounts of information, including vendor details, prospective client data, and guest lists. This system efficiently organizes the information for easy retrieval. For event managers handling numerous resources annually, swift, cost-effective, and secure storage, organization, and retrieval of data

are crucial for enhancing business operations and increasing profits (Lee & Goldblatt, 2020). This system was implemented by PT Sahabat Pesta Indonesia using Google Drive as a data storage medium for supplier information, with the aim of easy access to information and speeding up the retrieval process.

Based on observations, interviews, and documentation, the following are the stages involved in the process of collecting data and information from suppliers for the purpose of pitching PT Sahabat Pesta Indonesia:



Picture 1. Flow Chart of the process of Providing Supplier Data and Information for Pitching PT Sahabat Pesta Indonesia 2022

This explains the series of processes involved in data and information provision from suppliers for PT Sahabat Pesta Indonesia and can be used as a reference for a fairly systematic method in the process of providing data and information of suppliers for other Event Organizers.

1. Reviewing the Request for Proposal (RFP) Summary

A Request for Proposal (RFP) is an invitation for vendors or Event Organizers to submit proposals, indicating their capability to provide the required products and/or services to the client company. In both MICE (Meetings, Incentives, Conferences, Exhibitions) and non-MICE events at PT Sahabat Pesta Indonesia, the Request for Proposal (RFP) typically contains detailed information, including:

- Company background
- Objectives/targets/goals of the event being organized
- Scope of work for the Event Organizer (EO)
- Timeline for the project
- Criteria for venue selection, talent, and other suppliers

This detailed information serves as a reference for PT Sahabat Pesta Indonesia to prepare proposals and contact suppliers based on the specific criteria and requirements of each client and event.

2. Conducting a Brief Meeting/ Aanwijzing with the Client

Aanwijzing refers to the process of explaining the bidding/pitching document before the bidding/pitching process takes place through a presentation. *Aanwijzing* is conducted by the client (service user company) to the vendor or Event Organizer, providing detailed explanations of the bidding document or, in this case, the Request for Proposal (RFP). Through the *aanwijzing*, the Event Organizer gains an understanding of the required suppliers and the desired criteria. This presentation is usually conducted online after receiving a Request for

Proposal (RFP) and *aanwijzing* invitation. The meetings can take place through face-to-face or online platforms such as Zoom, Google Meet, or Microsoft Teams.

3. Supplier Data Research for Proposal

Supplier data research is conducted after receiving all bidding/pitching documents and conducting *aanwijzing*, allowing the Event Organizer to understand what needs to be prepared and searched for the proposal submission and pitching presentation, such as event concepts, venues, and other suppliers. This process involves categorizing the supplier needs that will be proposed for collaboration with PT Sahabat Pesta Indonesia to ensure the success of the client's event. From these data, the sales team will search for relevant data and contact information of suppliers by filtering based on the desired client's location or other criteria such as cost, quality, and specifications. Because he more criteria a database has, the more valuable it is.

4. Communication with Suppliers

Communication with suppliers is conducted after the supplier data has been collected. In this process of communication and gathering information, PT Sahabat Pesta Indonesia typically contacts a minimum of two suppliers in each category. This was performed to provide options to the client.

This method is in line with the existing theory of Suseno, as cited in Rumerung (2018), who stated that having a broad network makes it easier for us to organize an event, as it provides more freedom to choose to achieve competitive

price offerings of suppliers.

PT Sahabat Pesta Indonesia uses various communication channels and platforms to communicate and gather information from suppliers. The media commonly used by PT Sahabat Pesta Indonesia include email, WhatsApp, telephone calls, and social media platforms, such as Instagram direct messages and Facebook messages. The choice of the communication medium depends on the available contact information of the respective suppliers.

The purpose of this communication process is to achieve effectiveness and efficiency in work products within the organizational structure and system (Krisnayana, 2016). Additionally, the objective of business communication between PT Sahabat Pesta Indonesia and its suppliers is to win the bidding or pitching process by collaborating with the best suppliers.

5. Input Data and Information to Google Drive

After receiving the data and information, all the collected information is organized systematically and input into a data management system or database owned by PT Sahabat Pesta Indonesia in Google Drive. The data and information typically required include the following:

- a. Venue & Event Space: venue name, address, date of update, contact person information, meeting package/rental price/offer price/room rate, additional charges, capacity, floor plan, room photos, seating arrangement, and other relevant details.
- b. Restaurants: The restaurant information generally needed includes the restaurant name, address, date of

update, contact person information, capacity, menu, information about food presentation, minimum spend/revenue, duration of usage, and any other pertinent details.

6. Updating Data and Information in Google Drive

This process is conducted periodically, at least once a month, to ensure that the data and information in Google Drive are accurate and up to date. This ensures that there are no errors in pricing or other information that will be included in the proposal pitching for upcoming events. Because one of many major challenges of database system is keeping a database up to date.

Based on the process of data and information procurement from suppliers described above, it can be concluded that the process of obtaining and storing data and information in the database system is lengthy and continuous. This process is carried out with the hope that the sales team of PT Sahabat Pesta Indonesia can easily choose client collaborations that match clients' needs and preferences. This is achieved by developing a supplier partnership or a strategic alliance. This concept assumes that by forming partnerships, certain key suppliers of materials can become reliable sources and ensure the smooth flow of materials in the supply chain (Sutawidjaya, A. H., & Nawangsari, L. C. (2017).

In every operational process of a company and in striving to achieve its goals, obstacles or challenges always hinder the progress of these processes. The factors influencing these obstacles or challenges can be divided into two categories: internal and external.

Some obstacles influenced by internal factors in the process of data and information provisioning involving suppliers, clients, and other external parties to PT Sahabat Pesta Indonesia are as follows.

- a. Errors in providing information to suppliers, resulting in feedback that does not align with expectations.
- b. Lack of internal Human Resources responsiveness in promptly replying to messages from suppliers.
- c. The effectiveness of the Google Drive database system used for inputting data and information is limited, requiring manual processing and significant time consumption.
- d. The database categorization system is not fully developed or well-organized, causing difficulties in accessing data and information.
- e. Insufficient understanding of the data and information retrieval team regarding the terminology used in the event, hospitality, and tourism industries.
- f. Irregular data updates, which leads to a considerable amount of inaccurate information.
- g. A large volume of supplier information requests and limited Human Resources to assist in performing these tasks.

External factors influencing the process include the following.

- a. Slow response from suppliers in addressing requests from PT Sahabat Pesta Indonesia.
- b. Lack of available contact information from suppliers.

- c. Errors in information provided by suppliers to PT Sahabat Pesta Indonesia.
- d. Miscommunication, where suppliers misinterpret the requested goods/services by PT Sahabat Pesta Indonesia.
- e. Limited availability of suppliers in the requested areas.
- f. Limited information about supplier companies owing to the absence of social media or websites.

PT Sahabat Pesta Indonesia has implemented several solutions to address and mitigate the challenges and obstacles faced by the sales team to speed up data and information provisioning to suppliers. These solutions include the following.

- a. Identifying and clarifying detailed information requirements to minimize errors in the information provided to suppliers.
- b. Sending reminders to the team to follow pending information requests.
- c. Establishing alphabetical categorizations and creating subfolders within the master folder based on specific categories.
- d. Conducting in-depth research on events, hospitality, and tourism terminology to enhance understanding.
- e. Regularly update the data and ensure accuracy before sharing them with suppliers for different events in different months.
- f. Increasing the number of interns/trainees to assist in the tasks of data and information provisioning for suppliers.
- g. Expanding the search for supplier data to offer more options to clients.

- h. Assign specific tasks for sourcing supplier data to optimize time management.
- i. Provide training on effective and proper business communication to minimize miscommunication and foster strong relationships with suppliers.

These solutions aim to streamline the process, improve efficiency, and enhance communication with suppliers, ultimately contributing to the overall success of the pitching process in PT Sahabat Pesta Indonesia.

CONCLUSIONS

The process of providing data and information about suppliers for the pitching needs of PT Sahabat Pesta Indonesia involves several steps, starting from reviewing the Request for Proposal (RFP), conducting brief meeting/anwijing with the client, searching for supplier data, communicating with suppliers, and inputting the data and information into the Google Drive storage service accessible to all employees of PT Sahabat Pesta Indonesia, and lastly updating data and information in google drive.

This process ensures that the necessary information is gathered and organized effectively to support the pitching process. The use of Google Drive as a centralized storage solution allows easy access, collaboration, and regular updates of supplier data and information. By following this structured approach, PT Sahabat Pesta Indonesia can enhance its efficiency in proposal preparation and maintain an updated repository of supplier information for future events.

SUGGESTIONS

Suggestions that can be given for potential improvements that may benefit PT Sahabat Pesta Indonesia in the sustainability of the company include utilizing an alternative data storage platform that is more effective and easily accessible for the team, establishing a comprehensive and well-structured categorization system that adheres to standard practices, and implementing a regular schedule for updating data and information, such as monthly or every two months.

REFERENCES

- Abdullah, I. A. (2017). *Manajemen Konferensi dan Event*. Yogyakarta: Gadjah Mada University Press.
- Irwanto. (2021). Perancangan Sistem Informasi Sekolah Kejuruan. *Lectura: Jurnal Pendidikan*, 86-107. <https://doi.org/10.31849/lectura.v12i1.6093>
- Jogiyanto. (2008). *Analisis dan Desain Sistem Informasi: Pendekatan Terstruktur Teori dan Praktek Aplikasi Bisnis*. Yogyakarta: Andi Publisher .
- Karyaningsih, P. D. (2018). *Ilmu Komunikasi*. Yogyakarta: Penerbit Samudra Biru (Anggota IKAPI).
- Kusuma, C. S. (2016). *Modul Manajemen Event*. Yogyakarta, Indonesia.
- Lee, S., & Goldblatt, J. (2020). *Special Events: The Brave New World for Bolder and Better Live Events (The Wiley Event Management Series)*. New York: Wiley.
- Nurhadi, Z. F., & Kurniawan, A. W. (2017). Kajian Tentang Efektivitas Dalam Komunikasi. *Jurnal Komunikasi Hasil Pemikiran dan Penelitian*, 90-95. <http://dx.doi.org/10.10358/jk.v3i1.253>
- Putra, M. R., Atmanto, D., & Azizah, D. F. (2015). Analisis Sistem Pengadaan Barang/jasa Dalam Meningkatkan Pengendalian Intern (Studi Pada PT Pembangkitan Jawa-Bali (Pjb) Unit Pembangkit Paiton). *Jurnal Administrasi Bisnis (JAB)*, 1-11.
- Putra, S., & Sutjahjo, G. (2017). Sistem Informasi Diklat Pegawai Pada BP Batam Berbasis Smartphone Android Dengan ionic Framework Dan Database Mysql. *Jurnal Ilmiah Zona Komputer*, 47-64. <https://doi.org/10.37776/zk.v7i3.100>
- Rumerung, J. J. (2018). *Modul Event Organizer*. Manado: Politeknik Negeri Manado.
- Sutawidjaya, A. H., & Nawangsari, L. C. (2017). A Framework Model on Supply Chain Event Organization. *Review of Integrative Business and Economics Research, Vol. 6, Supplementary Issue 1*, 277-286.
- Umaindra, M. A., Pujotomo, D., & W, P. A. (2018). Perancangan Model Pemilihan Supplier Produk Cetakan Dengan Menggunakan Grey Based Topsis (Studi Kasus: Rumah Sakit Islam Sultan Agung Semarang). *J@ti Undip: Jurnal Teknik Industri*, 99-108. <https://doi.org/10.14710/jati.13.2.99-108>

Analysis of Logistics Management Procedures by PT Telkom Indonesia in the MVP#3 Launching Event

Abdul Hakim Farghana ¹⁾, Muhammad Iqbal Katik Rajoendah ²⁾

¹⁾ Politeknik Negeri Jakarta, abdulhakimfarghana02@gmail.com

²⁾ Politeknik Negeri Jakarta, muhammad.iqbalkatikrajoendah@bisnis.pnj.ac.id

ABSTRACT

Logistics management is crucial for the success of major events like the Launching of MVP#3 by PT Telkom Indonesia. To evaluate its efficiency and effectiveness, a logistics management analysis is conducted. The purpose is to identify strengths and weaknesses, and propose improvements for future events. The research methods include interviews, observation, and documentation. The study reveals a lack of proper implementation of logistics management in event activities and incomplete documentation. Improvements are needed for better event performance and results.

Keyword: *Analysis, Events, Logistics, Logistics Management.*

INTRODUCTION

Industry competition in various sectors is currently increasingly complex, in this case business people must be more creative in innovating in branding, one way that can be done is by holding an event. According to Any Noor, (2013) an event is an activity held to commemorate important things throughout human life, both individually or in groups bound by custom, culture, tradition, and religion which is held for the purpose and involves the community environment which is held on certain time.

PT Telkom Indonesia Tbk. through its subsidiary, namely the Indonesia Telecommunication and Digital Research Institute (ITDRI) created a Blue Economic Network (BEN) project in collaboration with the Ministry of Maritime Affairs and Fisheries (KKP) in developing a technology that is used to increase the capacity and productivity of human resources in the field of marine affairs in Indonesia by utilizing pentahelix (collaboration between academia, business, community,

government, and technology providers).

Launching MVP #3 is an event held to introduce VR LAB and also the metaverse that focuses on the Marine and Fisheries Industry. This event was organized by PT Telkom Indonesia Tbk. at the Fisheries Business Expert Polytechnic which is a pilot school of the Ministry of Maritime Affairs and Fisheries which produces cadres of leaders for the nation's generation in the field of Maritime Affairs and Fisheries.

Preparation for the implementation of the event must pay attention to the process from planning, implementation, to post-implementation, including an understanding of good logistics management. Logistics management according to the Council of Supply Chain Management Professionals, (2013) is part of supply chain management in planning, implementing, and controlling the flow and storage of goods, information, and services that are effective and efficient from the point of origin to the point of destination according to with consumer demand.

This journal discusses the logistics management mechanism and also what must be considered when the monitoring process for event preparation is carried out. What aspects affect logistics management in the event so that these activities cannot be overlooked. Related to this, in order to fulfill the final project of field work practice at PT Telkom Tbk, the author compiled a report entitled "Logistics Management in Product Launch Event MVP #3 by PT Telkom Tbk."

RESEARCH METHOD

1. Interview

According to Sugiyono (2020: 114), an interview is a meeting of two people to exchange information and ideas through questions and answers, so that meaning can be constructed in a particular topic. On this occasion, the author will interview a vendor from Kitatama as a vendor that handles production and logistics issues at the "Launch Product MVP #3 which will be held on December 13, 2022.

2. Observation

The methodology used in collecting data is observation. According to Sugiono, (2017) observation is a data collection technique that has specific characteristics when compared to other techniques. The advantages of the observation methodology are:

- a. Is a direct observation in the field
- b. Not dependent on self-report
- c. Techniques of observation are less demanding

3. Documentation

Documentation according to

Sugiyono, (2018) is a method used to obtain data and information in the form of books, archives, documents, writing, numbers, and pictures in the form of reports and information that can support research.

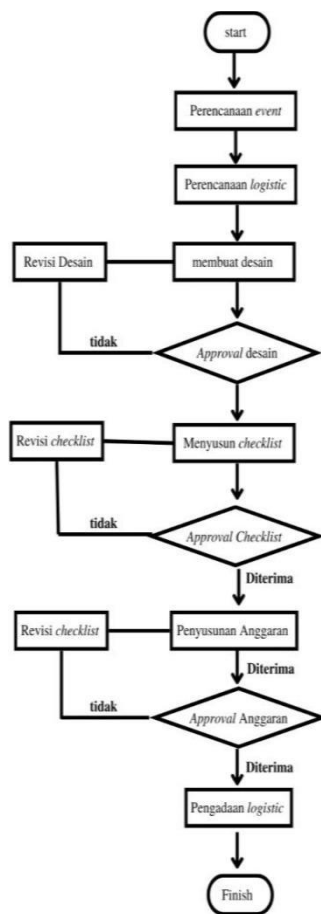
The analytical method used is descriptive qualitative method which of course is subjective by using interview and observation methods. According to Jaya & I Made Laut Mertha, (2020) "Quantitative research is a type of research that uses new findings that can be achieved (obtained) using statistical procedures or other methods of quantification (measurement)". From the data that has been obtained, it will then be clarified based on needs, which after we have clarified these data can be interpreted to become a straightforward conclusion from the problems we pose.

RESULTS AND DISCUSSION

1. Logistics Preparation Mechanism in the MVP #3 Launch Event

According to Donald Getz, Page & Stephen, (2016) scope of events spans individual celebrations and community festivals, sports, business meetings and exhibitions, it also includes mega events, which have largely become the realm of professionals, corporations and entrepreneurs. Through observing the implementation of the "Launch MVP #3" event, there are several mechanisms that need to be carried out to support the success of the event, the logistical mechanism is a process used to organize and coordinate all activities needed in implementing an event. Preparation of logistical mechanisms consisting of event planning, logistics planning, making designs, design approval, preparing

checklists, approval checklists, preparing budgets, budget approval, logistics procurement.



Picture 1. The flow in the logistics preparation mechanism

The logistics preparation mechanism in the event must guarantee that all the necessary equipment and resources are available and properly managed so that the event can run smoothly according to the target. Therefore, in carrying out the preparations, it is necessary to pay attention to how the mechanism works so that we can minimize errors that occur in logistical arrangements. To be able to understand more about the logistics preparation mechanism, we can look at the following workflow.

a. Event Planning

When going to hold an event the first thing we need to pay attention to is planning the event. This planning includes the preparation of concepts, themes, series of activities, venue locations and matters that support the success of the event.

b. Logistics Planning

Logistics planning mechanism. This process includes identifying the logistical needs needed for the event such as equipment, human resources, transportation, and so on. after knowing thorough description of what is needed, we arrange it by making a checklist of needs from the rough description that we have worked on.

c. Create Design

The designs made include:

1) Venue Layout

Lay out venue making needs to be done to do venue marking. This activity aims to find out the overall picture through visual media so that it is more clearly visible when in the field.

2) Create a Backdrop

Backdrop is a background that is used in event activities to create an atmosphere in accordance with the concept and theme of the event being held, in procuring a backdrop there are several things that must be considered starting from the design according to the event activities being carried out, the size according to the checklist, the material used has also been completed with the checklist given.

3) Visuals

Visuals that are used in activities must also relate to the concepts and themes in the events that we will carry out. The visuals include playing pictures and videos as well as musical accompaniment which gives the impression of the event being much deeper.

4) Brochures

Create a brochure design where later the brochure will be given to the Cadets/I from the Fisheries Business Expert Polytechnic (AUP) to inform the Cadets/I what is in the product that our project has. The design of the brochure must also follow the theme and also the concept of the event to be held starting from animation, color tones, and fonts must be easy to read.

d. Design Approvals

This stage is the part where the design that we have worked on will be reviewed first by the project leader, if the design still has deficiencies, it will be revised again by the design team. And if the design is considered complete, then the material selection stage is carried out.

e. Compile checklists

The design is approved by the project leader, the next step is to prepare the checklist needed in the implementation of the MVP #3 Launch event, this checklist is useful for viewing data on the procurement of goods carried out, such as how many seats must be needed, how much consumption must be provided by the committee, a lot of merch that must be prepared, as well as other needs needed during the event.

f. Approval Checklist

Making the next checklist, we give it to the project leader after that, the project leader will pass it on to the head office, but if something is still lacking, the checklist will be revised again. After the checklist is deemed complete, it will then be submitted to the finance team for budgeting, after finance has finished preparing the budget, the checklist is given to the vendor. The vendor used is a subscription vendor that is often used in office activities, so in the case of an MoU not being held and if there is a sudden need outside of the checklist that has been provided, the vendor will take the initiative to find that need.

Approval checklists are very useful for ensuring that all stages in the process or production that have been carried out have been fulfilled and are in accordance with the quality standards that have been requested, and before the procurement of goods is carried out the checklist functions to identify and overcome errors in selecting goods to be produced so that activities that occur held can run smoothly.

g. Budgeting

This process is the stage after the proposed checklist is approved by the next project leader from the finance team will make a budget related to the checklist that has been given. This process also needs to be carried out to see if there are procurement of goods that can be cut to match the funds provided.

h. Budget Approvals

The finance team prepares the budget, the results of the budget

preparation will be reviewed again by the project leader who, after seeing if there is a discrepancy from what has been given and or there are additions from the project leader himself, revisions will be carried out related to the preparation of the proposed budget. but if it meets the criteria of the project leader himself, then the results of the budget preparation will be approved and the production process is ready to be implemented.

i. Finding & Contacting Vendors

This process is a continuation after the results of the preparation of the budget have been approved by the project leader where here we have started to enter the production stage of goods that are already in the checklist that was submitted previously. Here we see the procurement of goods that we have made in the previous checklist, here we must ensure that the order has been adjusted according to the checklist provided. In this case the vendors who work together in carrying out this event are vendors. these vendors already understand what material standards are used by each company holding an event.

The logistics preparation mechanism is a critical component in ensuring the success of the MVP #3 launch event. PT Telkom Indonesia can enhance event outcomes by meticulously adhering to the outlined logistics procedures. By following structured event planning, obtaining design approvals, creating and approving checklists, and engaging competent vendors, PT Telkom Indonesia can minimize errors and achieve a flawlessly executed event. Emphasizing the significance of each step in the logistics management process will

lead to successful events and positively impact the company, event participants, and stakeholders involved.

2. Mechanism for Monitoring Procurement of Logistics During the MVP #3 Launch Event

We need to pay attention to the monitoring process in logistics procurement at the MVP #3 launch event to adjust the quality and quality of the proposed materials on the checklist that has been given to the vendor, and the process of controlling the goods is very crucial, including the selection of goods when they are to be carried out ordering whether the quality of the goods is in accordance with the standards requested, if it is in accordance with the standards requested, the ordering process of the goods can be carried out. To be able to see more clearly about the logistics procurement monitoring process during the MVP #3 launch event, we can look at the flowchart below:



Picture 2. Flowchart in the Logistics Procurement Monitoring Mechanism

a. Supervise

This supervision process includes checking the procurement of goods on the checklist, loading-in, set-up venue, implementation, disassembly, up to loading-out carried out by the vendors. At this stage, where we carry out control adjusting the procurement of goods according to the checklist and if there are items that are not suitable or damaged, the goods will be returned back to the seller and asked for goods that are appropriate.

b. Loading-in

Supervision needs to be carried out during the loading-in stage of goods and make sure that when carrying out the loading-in stage ensure that all goods are

ina safe condition and fit for use, at this time we are also monitoring the activities carried out by vendors so that mistakes do not occur in installing and also anticipating from unwanted things such as damage to benches owned by other vendors, and damage to facilities owned by venues.

c. Venue Set Up

The loading-in process of goods has been carried out at the venue, so the next step is to set up the venue where the vendor we have contacted performs their duties to install goods such as rigging, lighting, FOH, according to the layout arrangement that has been given to each vendor.

d. Implementation

Finished with the loading in stage, the implementation of the event is ready to be carried out, but before the count of hours will be carried out first to conduct dress rehearsals and carry out visual and audio due diligence in order to avoid problems that occur on the day of the implementation.

e. Demolition

The implementation of the event has been completed, so what we have to do is carry out the disassembly which means loading and unloading. Demolition was carried out such as rigging, lighting, FOH venues and decorations that adorn the venue.

f. Loading-Out

The final stage after the event has been successfully held, this process is the stage for lifting all the printouts from the

rentals that we have rented out, and here we need to do control to anticipate losses and also do cross-checks so that the things we want do not happen, such as loss and damage to goods, so that's why it is necessary to supervise the activities that we carry out when carrying out an event. Contains findings in the field during research. Images and tables can be included directly. The findings and discussion explain the details of the problem formulation points in CHAPTER 1 with a minimum of 5 pages of writing.

The logistics procurement monitoring process for the MVP #3 launch event involves supervising goods procurement, loading-in, venue set-up, implementation, demolition, and loading-out. Close supervision ensures material quality and suitability based on the checklist provided to vendors. During loading-in, we monitor vendors to avoid mistakes and venue damage. Venue set-up involves coordinating with vendors for proper installation. Before implementation, we conduct diligence checks. After successful implementation, we disassemble and cross-check rented materials during loading-out to prevent losses or damages. Overall, this process is crucial for a smooth and memorable event.

CONCLUSIONS

PT Telkom Indonesia's logistics management analysis for the MVP #3 Launching event yielded several important conclusions. Effective event preparation, including planning, budgeting, and vendor selection, plays a crucial role in ensuring a successful event. Additionally, careful supervision

throughout stages such as goods procurement and event implementation are essential for smooth operations. By adopting structured preparation and supervision, PT Telkom Indonesia can achieve success and benefit from improved logistics efficiency and planning control. Good logistics management is paramount for event success.

SUGGESTIONS

The author identifies deficiencies in the mechanism and monitoring process for the MVP #3 launch event. Due to the event being held at a Ministry-shaded educational venue, some crucial procedures, like making a letter of loading-in goods, were overlooked. It is essential to maintain entry and exit documentation and establish a letter of agreement between parties to prevent unwanted incidents, especially when using a venue overseen by a different department.

REFERENCES

- (Vol. 52).
- Any Noor. (2013). *Event Management*. Alfabeta.
- Council of Supply Chain Management Professional (CSCMP). (2013). *Supply Chain Management. Terms and Glossary*.
- Donald Getz, Page, & Stephen. (2016). *Progress and Prospects for Event Tourism Research*
<https://www.telkom.co.id/sites>, accessed January 8, 2023.
- Jaya, & I Made, L. M. (2020). *Quantitative and Qualitative Research Methods*. Quadrant.
- Ricky Martono. (2015). *Integrated logistics management. PPM Management*
- Sugiyono, 2020. *Qualitative Research Methods*. Bandung: Alfabet.
- Sugiyono. (2018). *Quantitative Research Methods*. Alfabeta.
- Wilem Sihaya. (2012). *Procurement Management. Procurement*. Alfabet.
<https://ben.mydigilearn.id>, accessed January 13, 2023.

Analysis of Convention Kit Vendor Negotiations on the Implementation of the 8th Indonesia International Geothermal Convention & Exhibition (IIGCE) 2022

Alif Indra Pradana ¹⁾, Imam Syafganti ²⁾

¹⁾ Politeknik Negeri Jakarta, alifindrapradana@gmail.com

²⁾ Politeknik Negeri Jakarta, imam.syafganti@bisnis.pnj.ac.id

ABSTRACT

This report discusses the series of preparations, implementations, and accountabilities in the Convention Kit Vendor Negotiation Analysis activities during the IIGCE 2022 Event. The purpose of this report is to gain an understanding of the convention kit vendor negotiation process and conflict management that occurred during the organization of IIGCE 2022. It is expected that this report will provide a better comprehension of the convention kit vendor negotiation process and conflict management in organizing IIGCE 2022, as well as offer input and recommendations for the organization of future events. This report specifically delves into the process of preparing, organizing, and being accountable for the Analysis of Vendor Convention Kit Negotiations during the IIGCE 2022 event. The study employs qualitative data collection methods, including interviews, observations, and documentation. Interviews were conducted to gather data and opinions from relevant sources regarding the negotiation process for the vendor convention kit. Observations were made by the author, who was a member of the marketing division, to note critical points related to the negotiation process between the organizer and the vendor. Additionally, documentation was collected from the pre-event phase through the event itself to provide evidence of the author's involvement in the organization of IIGCE 2022. The results of this report encompass the various stages of negotiation, the involved parties, and the significance of negotiations concerning financial aspects, as well as other factors like design, color, and production timelines. The main aim of the report is to enhance the understanding of the vendor convention kit negotiation process and conflict management during the IIGCE 2022 event, offering insights and recommendations for future event organizers.

Keyword: *Conflict, Convention, Convention kit, Exhibition, Vendor Negotiation.*

INTRODUCTION

The Meeting, Incentive, Convention, and Exhibition (MICE) industry is a highly prioritized aspect of the Ministry of Tourism and Creative Economy (Kemenparekraf) in spearheading the country's income through tourism. The MICE industry is experiencing rapid development and has become one of the major industries in the world. The Indonesian Geothermal Association (INAGA) organized the Indonesia International Geothermal Convention & Exhibition (IIGCE) with the theme "Geothermal: The Sustainable Energy for Green Recovery, Energy

Transition, and Security" at the Jakarta Convention Center, Indonesia. The event included a convention and other supporting programs, such as technical papers and field trips.

In the organization of IIGCE 2022, various parties played crucial roles, including vendors. Vendors, also known as suppliers, are an essential part of the supply chain, connecting products from producers to customers for resale or use. They play a significant role in events like IIGCE 2022.

At the IIGCE 2022 event, the convention kit vendors played a vital role

in showcasing the organizer's capability. The convention kit, consisting of tote bags, pens, and notebooks, holds importance as it reflects the event's image. If the convention kit is of good quality and proves to be useful even beyond the event, it can positively impact the organizer's image. Additionally, convention kits act as merchandise, helping increase brand awareness. When people use the merchandise frequently, it enhances their recollection of the event for an extended period.

Overall, the MICE industry and events like IIGCE 2022 rely on the collaboration of various stakeholders, with vendors playing a crucial role in ensuring the success and positive impression of the event.

RESEARCH METHOD

The author has primarily utilized a qualitative approach with a descriptive method for this study. This choice was made due to the nature of the data obtained, which is not in the form of numerical values or definite scores (quantitative) but rather comprises a series of direct experiences, recorded changes, and interpretations of the reality that occurred with accuracy.

The purpose of employing this qualitative descriptive method was to unveil the events, facts, conditions, phenomena, variables, and situations that took place during the preparation and execution of IIGCE 2022. It aimed to present an authentic account of what actually happened throughout the research process.

By combining interviews, observations, and documentation, the author successfully gained a

comprehensive and well-rounded understanding of the negotiation and organization process of the Indonesia International Geothermal Convention & Exhibition 2022. These methods enriched the study with valuable insights and allowed for a detailed depiction of the event's preparation and execution from various perspectives.

RESULTS AND DISCUSSION

1. The Negotiation Process

a. Contacting Vendors

In the process of contacting vendors, the organizer is tasked with gathering as much vendor data as possible. They utilize the IIGCE database from previous years and conduct web searches since they are managing new vendors and need to make efforts to find databases from the internet.

b. Follow Up

As a vendor management process, it is crucial to follow up with vendors who will be working together. Collaborating effectively is of utmost importance. Organizers must follow up on the design to ensure it has been approved or not by the committee for production. After that, they need to follow up with the vendor to ensure that a dummy that matches the organizer's request is made. Additionally, they should follow up on the price to confirm whether it aligns with the organizer's requirements or not. If not, they must follow up on when the goods will be produced.

c. Price Negotiation

After approaching several vendors, each of them will provide an offer letter before invoicing. The organizer will have a lot to consider. Vendor A meets the

quality standards that the organizer desires, but their price exceeds the budget. On the other hand, Vendor B's price is within the organizer's budget, but the quality does not meet their requirements. In the end, Vendor A becomes the chosen negotiator. The organizer aims to find a win-win solution by requesting Vendor A to lower their prices to match the budget. If the vendor agrees to this, the organizer will proceed with producing more products together. Additionally, as this event is an annual occurrence, the organizer expresses interest in continuing to collaborate with Vendor A for future events.

Regarding materials, such as canvas and satin, the organizer will push for vendors to provide the desired quality that has been negotiated. If the price for canvas materials is higher than expected, the organizer will negotiate further with the vendor to achieve the desired price. Once an agreement is reached, the organizer will proceed with producing many items using this vendor's services. The organizer also promises to return to this vendor for next year's production.

2. Negotiation Strategy

Table 1. Conflict Table

	I Win	I Lose
You win	Win-Win	Lose-Win
You lose	Win-Lose	Lose-Lose

Carrying out conflict management must also require a good strategy to avoid missteps to avoid missteps. There are various strategies in overcoming conflict

in negotiations. Here are the field strategies that are applied when negotiation:

a. Lanyard

The lanyards here use a **Collaborative (win-win) strategy**, similar to the tote bags, as they are considered essential items for identifying participants in convention activities. Although the negotiation strategy used for lanyards is the same as the one used for tote bags, there are differences in how it is applied, especially considering that the lanyard vendors are different from those used in the previous year's IIGCE event.

To obtain the lanyards at the budgeted price, the organizers take a specific approach. They maintain their request for a certain price, as it was a crucial factor. By adhering to the desired price and negotiating with the vendor, the organizers aim to ensure that the price remains within their budget. This enables them to produce lanyards for organizers, exhibitors, and other participants as planned.

b. Badge ID

A **competitive or win-lose negotiation strategy** prioritizes the outcome of the negotiation over maintaining a cooperative relationship. In this case, the budget is limited, but the item is crucial in supporting the event. Thus, the organizer negotiates by emphasizing the constrained budget and highlighting the long-term partnership with the vendor, who has previously provided various printed materials like banners and umbul umbul for the event. The organizer applies pressure to the vendor, urging them to lower the price due to their ongoing collaboration from the

previous year, where they have printed a substantial amount of materials. As a result of the negotiation, the vendor agrees to lower the price as initially requested.

c. Pen

The **accommodating or lose-to-win negotiation strategy** is used when the relationship between parties is more cooperative, prioritizing cooperation over the outcome of the negotiation. In this case, the pens required for the event are not vital but must be provided as requested by the committee.

Due to the already limited budget and the engagement of a new vendor, the vendor offered pens of standard quality. Despite lengthy negotiations, the vendor could not lower the price while meeting the organizer's quality requirements. However, since the pens were essential as per the committee's request, the organizer decided to proceed with this vendor, even though there were other pen vendors available at the same price with slightly lower quality.

As a result, the organizer continued to produce the pens with the quality provided by this vendor to fulfill the committee's request. The accommodating negotiation strategy was employed to prioritize cooperation and fulfill the committee's requirements, even if it meant compromising slightly on the pen's quality.

d. Pin

The **Avoiding or lose-lose strategy** was utilized when it came to producing the pins, which were actually the organizer's wish, but without the committee's approval. The goal was to create pins for the organizers so that participants would

recognize which organizers are involved.

Initially, the pins were not considered important, and there was some remaining budget that the organizer wanted to utilize for making the pins. The organizer contacted the vendor to produce the pins, but the negotiation process was quite lengthy. The organizer requested a large number of pins to be produced, but the vendor quoted a price that was much higher than the organizer's expectations.

As a result, both the organizer and the vendor failed to reach a compromise, and in the end, the pins were not produced. The Avoiding strategy, where both parties failed to find a middle ground, led to a lose-lose situation, and the pins were not made as intended.

CONCLUSIONS

Based on the observations made by the author during the field work practice fieldwork, the following conclusions can be drawn:

1. The stages of negotiation, namely: contacting vendors, follow-up, price negotiation.
2. The parties involved are the organizer, committee and vendor.
3. The negotiation process in the world of events is not only about money, but it can be negotiated from the shape, color, time to finish money, but it can be negotiated from the shape, color, finished time. Because that's an important thing too.
4. There is no instant negotiation process. The process starts from two months before the event.

SUGGESTIONS

Suggestions are given by the author in accordance with the observations made

during field work practice are as follows:

1. For event organizers who want to collaborate with vendors, it is very important to build good communication regularly so that they can produce good work, good results and can work together for future events. Often EOs who want to win without thinking about related vendors.
2. In negotiations, one must possess competence and confidence in their knowledge and skills. If one does not fully understand the subject matter, it is better to seek assistance.

REFERENCES

- Eisenhardt, dan De Dreu. (2017). "Strategi Manajemen Konflik dalam Upaya Meningkatkan Teamwork" (<https://www.kompasiana.com/> diakses 24 Januari 2023)
- Ekawarna. (2018). Manajemen Konflik dan Stres. Jakarta: Bumi Aksara
- Karsonno, Dwi. (2016). Bisnis Pameran ala Dwi Karsonno. Jakarta: Bee Media
- Lawalata, Caroline F.Ch. 2012. Panduan Lengkap Pekerjaan Sekretaris. Padang: Akademia Permata.
- Noor. Any. (2013). Manajemen Event, Bandung: Penerbit Alfabeta.
- Peraturan Menteri Pariwisata dan Ekonomi Kreatif RI Nomor 5 tahun 2017. (2017). "Pedoman Destinasi Penyelenggara Pertemuan, Perjalanan Insentif, Konvensi Dan Pameran, Konvensi." (<https://jdih.kemenparekraf.go.id/katalog-20-Peraturan%20Menteri> diakses 24 Januari 2023)
- Pujawan, I., N., dan Mahendrawathi. (2017). Supply Chain Management, Edisi Kedua, Surabaya: Guna Widya.
- Ross at al. (2018). Manajemen Konflik dan Stres. Jakarta: Bumi Aksara
- Wheelen, dan Hunger. (2018). Manajemen Konflik dan Stres. Jakarta: Bumi Aksara
- Zohar, Ilana. (2015). "The art of negotiation" Leadership skills required for negotiation in time of crisis. Romania: Akademia Ulinuha, Zulfä. 2013. Strategi Negosiasi Bisnis Jack Advertising Dengan Klien (Studi Pada Klien Jack Advertising: Sampoerna, LG, Dan Primarasa food). Jurnal Ilmu Sosial dan Politik. Malang - Universitas Brawijaya, 2023: 4-7

Hazard Identifications as a Risk Management Process in Music Festival

Vivian Yindy Hartanto ¹⁾, Joselyn Halim ²⁾, Cindy Thendean ³⁾

¹⁾Universitas Prasetiya Mulya, vivianhrtn@gmail.com

²⁾Universitas Prasetiya Mulya, joselynhalim08@gmail.com

³⁾Universitas Prasetiya Mulya, cindy.thendean@gmail.com

ABSTRACT

Music festivals have become a popular type of event that attracts public interest in the post-pandemic era. However, such events can also pose potential risks if not adequately prepared for. The primary step in risk management is identifying the potential hazards that may occur during an event. This research aims to assist festival organizers in their risk management efforts by providing the identified hazards. Ultimately, the goal is to enhance the safety, security, and overall experience of music festivals. Through data collection methods such as interviews, comprehensive literature review, and field observations, music festival hazard identification was conducted and classified into five categories with three sub-categories each (audiences, talents, and workers): Accreditation and Ticketing, Safety and Security, Transportation Safety, Health Safety, and Food Safety. There are several considerations such as understanding consumer segments, recognizing venue specifications, knowing accessibility, ensuring good flow coordination, and being aware of the types of activities in the music festival.

Keyword: *Event Operation, Hazard Identification, Music Festival, Risk Management.*

INTRODUCTION

In 2022, the Indonesian Ministry of Tourism and Creative Economy (Kemenparekraf) actively supported a wide range of events, reflecting the growing popularity of post-pandemic attractions among the public. Music festivals, carnivals, and other creative economy events were among the categories receiving significant attention (Rokom, 2022). One category of events that has resurfaced from the decline of the tourism industry during the pandemic is music festivals. Based on the data collected by Nuran Wibisono (2022) from May to November 2022, there were more than 40 music festivals held in Indonesia. The demand for music festivals is high, providing an opportunity for anyone, experienced or not, to organize music festivals.

The phenomenon of the popularity of music festivals is beneficial for boosting the country's economy and reviving the

local and international tourism industry (Riani, 2022). However, this phenomenon can also lead to disaster if the organizers are amateurs with minimal experience (Wibisono, 2022). In 2022, there were several music festivals that failed to prepare risk management documents. This lack of preparation led to issues that could have been avoided with structured risk mitigation measures. Examples of festivals that failed to implement risk mitigation measures include the festival with the initials TAF, which was canceled a few hours before the event, and the festival with the initials BB, which violated several safety regulations and resulted in a domino effect, causing harm to many parties involved (Wibisono, 2022). These music festivals are just a few examples among many others that were organized without adequate preparation and measured risk calculations.

To prevent the recurrence of such

disasters, it is necessary to implement risk management that is communicated and consulted with all stakeholders from the beginning (Badan Standardisasi Nasional, 2009). This action needs to be detailed and systematic, documented to facilitate future implementation. Additionally, certain values should be implemented in the established documents, including continuous development, implementation, and improvement to adapt to current conditions (Ross, 2012). Risk management is important as a means to measure the uncertainties in an event and develop mitigation plans. There are three key elements in conducting risk analysis and management: hazard identification, risk assessment, and the application of appropriate control measures (Popov et. al, 2016).

In this study, the focus is on hazard identification for music festivals, specifically through direct observation of the 'The Other Festival' also well-known as 'TOF' music festival in Jakarta. 'TOF' is a music festival designed by the Event Organizer (EO) Double Deer and held at JIEXPO Kemayoran, Jakarta, on the 13th and 14th of May 2023. This year, the organizers have chosen the theme "Giant Steps", promising visitors a distinctive experience compared to other music festivals. One of the implementations of this theme is the inclusion of approximately 40 diverse local and international musicians, offers a variety of food vendors, and provides entertainment activities such as podcasts and karaoke.

Beyond its diverse musical offerings, 'TOF' boasts a unique configuration that distinguishes it from traditional festivals. It features the unique arrangement of two large stages positioned side by side,

alongside a dedicated 21+ small stage intentionally created to encourage visitors to explore more freely.

The 'TOF' music festival was selected as the focal point of the observation due to its remarkable growth over the past three years since its inception. After conducting this event for three years, this year's event stands out as the most significant in scale and takes place in an open field venue with a capacity of 10,000 people and attracts a daily attendance of 4,000-5,000 visitors. This festival also uniquely intertwines a music festival with a captivating talk show.

As a result of this combination, the 'TOF' music festival has attracted a larger and more diverse audience. The prodigious scale of this year's 'TOF' event requires more extensive preparations in all aspects to make sure that the event is well-organized and that all stakeholders are safe and satisfied. One of the highlights from 'TOF' festival music is the presence of several international artists. While this adds prestige and excitement, it also brings in a range of specific requirements that must be carefully managed to ensure a smooth and secure event for everyone.

The festival also primarily attracts casual-listener visitors who are not fanatical, but there is a potential for them to engage in anarchic behavior. The majority of attendees are adults and there is also the possibility of alcohol consumption or the use of other substances during the festival. Hence, it would be prudent to carefully consider and identify hazards from 'TOF' festival music.

The aim of this study is to provide the identified hazards of music festivals to assist music festival organizers in their risk management efforts. The identified

hazards can serve as guidelines for organizers to assess their own events. This identification of hazards will undoubtedly facilitate the work of music festival organizers, making it easier for them to implement risk management measures. It is hoped that this ease of implementation will encourage event organizers to prioritize risk management for each event, ultimately enhancing the safety and security of their festivals.

RESEARCH METHOD

In this study, data was collected through three main methods: direct field observation, interviews with music festival organizers, and literature review from books and journals that have discussed the identification of hazards in similar event types. The direct observation method was employed to obtain an accurate picture of the actual situation in the field and aid in the process of identifying potential hazards that may pose risks during the music festival. Following the observation, direct interviews were conducted with the head of event organizers of the 'TOF' music festival, to learn about their thought processes, experiences in managing music festivals, and considerations that could not be obtained through field observation in identifying hazards. To broaden the scope of the research, a literature review was also conducted by gathering information from theoretical sources, research reports, scientific journals, and comprehensive risk assessment guidelines.

RESULTS AND DISCUSSION

After conducting observations and interviews, this qualitative analysis of the study revealed that there are two stages in hazard identification, namely identification

and classification. According to the book "Hazard Identification and Risk Assessment" by Geof Wells (1996), hazard identification is performed to understand and recognize areas that are particularly dangerous based on past incidents, as well as to explore potential difficulties that may arise from undesired reactions. Organizing events, especially music-related ones, demands thorough preplanning and careful consideration. It is highly recommended to have a dedicated team to oversee the entire planning process and it is crucial to assess potential risks and implement appropriate solutions to ensure a successful outcome (Duroe, L, 2021).

1. Consumer Segment

Citing from "Event Market Segmentation: A Review Update And Research Agenda" by Tkaczynski, A., & Rundle-Thiele, S (2020), according to Getz & Page (2016), utilizing a demand perspective in event management can facilitate audience profiling, cost-effective resource allocation, and risk minimization. Segmentation allows marketers to identify distinct groups of customers whose behaviors significantly differ from others. The four most popular segmentation approaches are geographic, demographic, psychographic, and behavioral (Kotler, Armstrong, Saunders, & Wong, 2002). By conducting consumer segmentation, organizers can effectively allocate resources to address the most significant risks. For example, if a specific segment is known to have a high risk of excessive alcohol consumption, organizers can allocate more resources to security measures such as increasing security personnel. Especially in rock and metal music festivals with fans displaying depressive and aggressive behaviors (Bogt,

Hale, Becht, 2021), extra risk management measures are necessary compared to regular music festivals.

The target audience for 'TOF' comprises visitors from Jakarta, Bandung, Surabaya, Yogyakarta, or other areas within the Java island, with an estimated attendance of around 8,000 visitors over the two days event. However, in reality, the number of attendees surpassed expectations and extended to markets beyond the Java island, including Kalimantan and Sulawesi. Therefore, 90 personnel to assist in security and crowd control, each assigned various tasks.

2. Venue Specification and Facilities

Venue selection is a crucial part of event risk management. By choosing a venue that is safe and meets the standards, event planners can minimize the risk of harm to participants and ensure a smooth running event. In large-scale crowd activities, various conditions such as congestion, unobstructed pathways, and blocked exits can be categorized as catastrophes. However, these catastrophes can be addressed and mitigated through proper safety design and emergency response (Hu, Zhao, Bai, & Wu, 2022). To achieve this, organizers need to understand the specifications and capabilities of the venue they choose. They also need to ensure that the venue's infrastructure can meet the needs of the audience, including functionality, accessibility for disabilities, size, and coverage. Estimating the audience size, capacity, safety, and access issues are also key considerations when selecting a venue. (Wagen, White, 2010).

'TOF' considered several factors before selecting JIEXPO Parkir Barat as the venue. Foremost among these

considerations were health and crowd management. Given the context of the post-pandemic period, the organizers prudently opted for an outdoor venue with excellent air circulation to mitigate the potential risks associated with viral transmission. This choice reflects a strong commitment to prioritize the health and safety of all attendees, fostering an environment where everyone can partake in the festival with confidence.

Furthermore, 'The Other Fest 2023' selected a venue with a capacity two to three times larger than the expected target audience. This decision was made to avoid overcrowding and ensure that there is ample space for attendees to move comfortably throughout the event. By providing sufficient space, the festival organizers aim to create a pleasant and safe environment, enhancing the overall experience for all festival-goers.

3. Accessibility - Flow Coordination

Organizers also need to consider and understand the access and flow within the venue as part of hazard identification. It is important to know external factors such as whether there are other events taking place simultaneously. This is necessary to avoid hindered flow. Some significant factors to consider include wayfinding, transportation, parking, entries and exits, ramps, stairways, doors, signage, emergency provisions, access for emergency services, and public transport (Wagen, 2010).

During the execution of 'TOF' there were several other events concurrently taking place at the same venue. Aware of this situation on the event day, the organizers of 'The Other Fest 2023' took proactive measures by coordinating with

various stakeholders, including the venue management, vendors, and other relevant event organizers. To address potential challenges arising from the simultaneous events, 'The Other Fest 2023' implemented a thoughtful alternative solution by providing shuttle bus services. This strategic measure sought to facilitate transportation and ease access for festival-goers, minimizing the impact of traffic congestion and simplifying logistics for attendees.

Furthermore, crowd flow should also be taken into consideration when designing safely using the DIM-ICE risk model. Understanding the design (D) limitations (capacity, throughput), the information (social media, signage, PA announcements, news) elements, and the management (M) systems (processes and procedures) are key to understanding how to influence crowd behavior in places of public assembly (Still, 2019).

4. Events Activities

The type of activities that take place at a music festival is also a crucial factor and consideration in the hazard identification process. It's not just the performances by musicians; music festivals often feature food vendors, shopping areas, workshops, and even kids' activities. A risk analysis of the Gladmat Festival showed that exposure to fire and explosions, food poisoning, and other hygiene issues were the central hazards (Mykletun, 2011). The increasing number of activities also triggers audience movement. This indicates that activations at music festivals can contribute to potential hazards such as inadequate food practices.

5. Hazard Classification

After obtaining the hazard list from the identification process, it is beneficial to perform classification. Classification involves an effort to group similar things, and this similarity provides a stronger meaning to the classified items (Bailey, 1994, 2005; Simpson, 1961). Since ancient times, naturalists have worked to bring order to the chaotic natural world (Huxley, 2007). Classification helps bring order to this chaos, and this applies not only to the natural world but also to the social sciences (Bailey, 1994). Classification makes research on a particular group much easier. Applying theory to a group of ideas with a similarity can be done more effectively (Rich, 1992). For example, if several hazards related to food at a music festival are grouped together, an observer can see solutions that address multiple problems at once. Additionally, classification is also used to eliminate duplicated hazards (Kranz & Fitzgibbons, 2022). During the observation process, there may be one or two hazards that have the same meaning but are recorded twice in different forms. This increases efficiency in future risk management processes.

After separating the identified hazards based on their types and sources, five hazard classifications were established: Accreditation and Ticketing Hazard, Safety and Security Hazard, Transportation Safety, Health Safety, and Food Safety. This classification is based on direct observations conducted in the field. Several types of hazards that share similarities will be grouped into one category. However, upon further examination, these classifications were not specific enough to represent certain groups because in a music festival, there are three

parties that have significant potential to directly interact with these hazards, and these three parties should have separate classifications due to the potential different impacts they may receive. The three parties are the audience, performers (talents), and workers. The findings of this analysis are reinforced by statements from The Insurance Bureau of Canada (Bureau), which state that risks associated with events can include risks to employees/workers, volunteers, and participants who may get injured, as well

as performers who have significant influence over the event's image (McLennan, 2013).

Grouping the hazards list based on certain groups is done to provide details for the next stage in risk management, which is risk assessment. In risk assessment, hazards will be evaluated based on the likelihood of their occurrence and the severity of their impact on an event. This stage requires further observation and a deep understanding of the event being assessed.

Table 1. Accreditation and Ticketing Hazard List

Category : Accreditation and Ticketing

HAZARD	
Ref.	Key hazards associated with the above task/activity
1	Non-functioning of accreditations system
2	Non-functioning of ticket access system

Table 2. Safety and Security Hazard List

Category : Safety and Security

	ASSESSMENT	AUDIENCE	TALENT	WORKER
Ref.	Key hazards associated with the above task/activity.			
1	Staff got electric shock	Crowdsurf	Talent got electric shock	Staff got electric shock
2	Act of terrorism	Audience run out of breath	Audience Throw stuff to the stage	Worker falling from rigging
3	Bomb explosion	Moshing by talent	Crowdsurf	Natural disaster occurred
4	Natural disaster occurred	Sexual harassment on audience	Talent run out of breath	Fire alarm in the area of the event
5	Fire alarm in the area of the event	Natural disaster occurred	Natural disaster occurred	Jostling by audience
6	Audience entering backstage	Fire alarm in the area of the event	Fire alarm in the area of the event	Worker run out of breath

7	Audience stumble on the walking area	Audience stumble on the walking area	Talent stumble on the walking area	Act of terrorism
8	Audience rioting in the crowd area	Audience rioting in the crowd area	Audience rioting in the crowd area	Bomb explosion
9	Staff's safety	Jostling by audience	Jostling by audience	Attacked by audience
10	Jostling by audience	Audience got electric shock	Sexual Harassment	Drunk audience making scenes
11	Non-functioning of video surveillance system	Act of terrorism	Act of terrorism	Stove explosion
12	Audience Throw stuff to the stage	Bomb explosion	Bomb explosion	Workers got trip on the stage
13	Crowdsurf	Drunk audience making scenes	Non-functioning of video surveillance system	Heavy crime in public places
14	Audience run out of breath	Stove explosion	Drunk audience making scenes	Kidnapping, hostage-taking
15	Toilet portable collapse	Heavy crime in public places	Stove explosion	Bomb threat
16	Audience got lost on the venue	Kidnapping, hostage-taking	Artist and crew got trip on the stage	Pickpocketed
17	Drunk audience making scenes	Non-functioning of video surveillance system	Heavy crime in venue area	Sound system fall down around crowd area
18	Stove explosion	Bomb threat	Kidnapping, hostage-taking	Non-functioning of video surveillance system
19	Artist and crew got trip on the stage	Pickpocketed	Bomb threat	Toilet portable collapse
20	Heavy crime in public places	Sound system fall down around crowd area	Pickpocketed	Staff's safety

21	Kidnapping, hostage-taking	Audience got lost on the venue	Sound system fall down around stage area	
22	Bomb threat	Toilet portable collapse	Audience entering backstage	
23	Pickpocketed	Struck by lighting	Toilet portable collapse	
24	Sound system fall down around crowd area			

Table 3. Transportation Safety Hazard List

Category : Transportation Safety				
	ASSESSMENT	AUDIENCE	TALENT	WORKER
Ref	Key hazards associated with the above task/activity			
1	Accident involving audience	Audience rioting in parking area	Heavy traffic during events	Accident involving Workers
2	Accident involving talents	Accident involving audience	Accident involving Talent	Limited parking slot
3	Transportation delay of talent	Unavailability of public transportation	Limited parking slot	Unavailability of public transportation
4	Exit delay	Limited parking slot	Exit delay	Exit delay
5	Limited parking slot	Exit delay	Unavailability of public transportation	
6	Unavailability of public transportation			

Table 4. Health Safety Hazard List

Category : Health Safety				
	ASSESSMENT	AUDIENCE	TALENT	WORKER
Ref.	Key hazards associated with the above task/activity			
1	Insufficient medical personnel	Audience substance abuse	Talent vocal strain	Workers exhaustion and fatigue

2	Talent dehydration	Insufficient medical personnel	Talent exhaustion and fatigue	Workers dehydration
3	Audience exhaustion and fatigue	Audience exhaustion and fatigue	Talent substance abuse	Insufficient medical personnel
4	Talent vocal strain	Audience dehydration	Insufficient medical personnel	Carry heavy goods
5	Workers exhaustion and fatigue	Audience allergic reactions	Talent dehydration	Infectious Diseases
6	Workers dehydration	Infectious Diseases	Audience exhaustion and fatigue	Toxic environment around workers
7	Audience substance abuse	Audience hearing loss	Talent hearing loss	Got heart attack
8	Workers allergic reactions		Talent dehydration	Worker hearing loss
9	Audience hearing loss		Talent allergic reactions	Workers allergic reactions
10	Worker hearing loss		Talent Insurance	
11	Mental Health Challenges		Infectious Diseases	
12	Talent hearing loss		Talent hearing loss	
13	Audience dehydration		Mental Health Challenges	
14	Audience allergic reactions			
15	Talent allergic reactions			
16	Workers and Volunteers Insurance			
17	Talent Insurance			
18	Infectious Diseases			

Table 5. Food Safety Hazard List

Category : Food Safety				
	ASSESSMENT	AUDIENCE	TALENT	WORKER
Ref.	Key hazards associated with the above task/activity			
1	Inadequate food safety practices	Inadequate food safety practices	Inadequate food safety practices	Inadequate food safety practices
2	Polluted water being consumed	Inadequate chemical cleaning in cooking area	Talent food poisoning	Worker's food poisoning
3	Talent food poisoning	Audience food poisoning	Inadequate chemical cleaning in cooking area	Inadequate chemical cleaning in cooking area
4	Audience food poisoning	Polluted water being consumed	Polluted water being consumed	Polluted water being consumed
5	Worker's food poisoning	Run out of food in tenant section		
6	Inadequate chemical cleaning in cooking area			

CONCLUSIONS

Hazard identification is the initial step that music festival organizers can take in the process of risk assessment. There are several considerations that need to be taken into account, such as understanding consumer segments, recognizing venue specifications, knowing accessibility and ensuring good flow coordination, as well as being aware of the types of activities that occur within the music festival. After understanding and identifying potential hazards in each area, organizers can then classify the hazards into five categories based on their similarity in characteristics and sources, namely accreditation and ticketing, safety and security, transportation safety, health safety, and food safety. Furthermore, each

classification is further grouped separately into the audience, talents, and workers. This separation is intentionally done to facilitate the next steps in risk management, which involve assigning risk assessment scores and prioritizing hazards based on their level of severity and likelihood.

SUGGESTIONS

There are limitations to this paper. The results of this paper only discuss the first stage of risk assessment, which is hazard identification. After the hazards have been identified, it would be better if further research also finds and investigates the risk mitigation and develops an action plan for an event, as a whole process. In

this paper, we can't see the whole risk management process that organizer have done. This study is also limited to only one music festival in Jakarta. For further research, it is necessary to conduct more studies on other music festivals as there may be differences in the potential risks depending on the scale and types of activities in those festivals. Additionally, further research is needed on the subsequent stages, such as risk assessment, to determine which risks are most likely to occur and pose a significant threat to music festivals.

REFERENCES

- Badan Standardisasi Nasional (BSN), & Alijoyo, A., Risk management: Principles and guidelines (2009). *Standar Nasional Indonesia*.
- Bailey, K. D. (1994). Typologies and Taxonomies: An Introduction to Classification Techniques. *Sage Publications Inc. Los Angeles*.
- Bailey, K. D., (2005), Typology Construction, Methods and issues. *Encyclopedia of Social Measurement, Vol. 3*, 889-898.
- Bogt, T.T., Hale, W.W. & Becht, A. (2011). "Wild Years": Rock Music, Problem Behaviors and Mental Well-being in Adolescence and Young Adulthood. *J Youth Adolescence* 50, 2487–2500.
- Duroe, L. (2021, May 27). Health and safety in the music events industry. *Eco online*. <https://www.ecoonline.com/blog/health-and-safety-in-the-music-events-industry>
- Getz, D., & Page, S. J. (2016). Progress and prospects for event tourism research. *Tourism Management*, 52, 593–631. DOI:10.1016/j.tourman.2015.03.007
- Hu, X., Zhao, H., Bai, Y., & Wu, J. (2022). Risk analysis of stampede in sporting venues based on catastrophe theory and Bayesian network. *International Journal of Disaster Risk Reduction*, 78, 103111.
- Huxley, R. (2007). *The Great Naturalists*. Thames & Hudson London.
- Insurance Bureau of Canada. (2023). *Risk and crisis management*. Available at: <https://www.ibc.ca/stay-protected/protect-your-business/risk-management> [Accessed June 27, 2023]
- Kotler P., Armstrong G., Saunders J. (2002). *Marketing. Podręcznik europejski PWE*, Warszawa.
- Kranz, G., & Fitzgibbons, L. (2022). *What is Data Classification and why is it important?*. Data Management. <https://www.techtarget.com/searchdatamanagement/definition/data-classification#:~:text=Data%20classification%20is%20used%20to,and%20maximizes%20data%20security%20measures> [Accessed July 14, 2023]
- McLennan, M. (2013). *Event Risk Management*. Marsh. Available at: <https://www.marsh.com/ca/en/services/risk-consulting/insights/event-risk-management.html> [Accessed June 27, 2023]
- Mykletun, R. J. (2011). Festival safety—lessons learned from the Stavanger food festival (the Gladmatfestival). *Scandinavian Journal of Hospitality and Tourism*, 11(3), 342-366.
- Popov, G., Lyon, B. K., & Hollcroft, B. (2016). Risk assessment: A practical guide to assessing operational risks. *Wiley*.
- Riani, A. (2022). *Cerita Akhir Pekan: Kebangkitan Sektor Event di Tahun Ke-3 Pandemi*. liputan6.com. Available at: <https://www.liputan6.com/lifestyle/read/4915726/cerita-akhir-pekan-kebangkitan-sektor-event-di-tahun-ke-3-pandemi> [Accessed June 28, 2023]
- Rich, P., (1992), The Organizational Taxonomy: Definition and Design. *Academy of Management Review, Vol. 17, No. 4*, 758-781.
- Rokom, R. (2022). *Potensi Besar, Kemenkes Dukung Kebangkitan Wisata Kebugaran di Indonesia*. Sehat Negeriku. Available at: <https://sehatnegeriku.kemkes.go.id/baca/umum/20220805/5140859/potensi-besar-kemenkes-dukung-kebangkitan-wisata-kebugaran-di-indonesia/> [Accessed June 28, 2023]
- Ross, R. (2012). Guide for Conducting Risk Assessments, Special Publication (NIST SP). *National Institute of Standards and Technology, Gaithersburg, MD*. DOI: 10.6028/NIST.SP.800-30r1
- Simpson, G. G. (1961). *Principles of Animal Taxonomy*. Columbia University Press New York.
- Still, G.K. (2019). *The Dimensional Ice Theory*. G.K. Still's Technical Blog. Retrieved from <https://www.gkstill.com/Support/WhyModel/di-mice.html> [Accessed July 13, 2023]
- Tkaczynski, A., & Rundle-Thiele, S. (2020). Event market segmentation: a review update and research agenda. *Event Management*, 24(2-3), 277-295.
- Wagen, Lynn van der & White, Lauren. (2010). *Event management for tourism, cultural, business and sporting events*. Pearson.
- Wells, Geof. (1996). Hazard identification and risk assessment. *Institution of chemical engineers*.

Wibisono, N. (2022). *Amatir*. Foi Fun! Available at:
<https://nuranwibisono.net/amatir/>[Accessed
June 28 2023]

The Process of Making Technical Proposes at the 5th World Conference on Constitutional Justices Auction by PT Royalindo Expoduta

Joana Zahra Kamilia Sunardi ¹⁾, Christina L. Rudatin ²⁾

¹⁾Politeknik Negeri Jakarta, joana.zahrakamiliasunardi.an19@mhs.w.pnj.ac.id

²⁾Politeknik Negeri Jakarta, christina.lr@bisnis.pnj.ac.id

ABSTRACT

MICE is one of the tourism industries that is being developed in the world of tourism today. MICE itself as the name implies is divided into four namely Meeting, Incentive, Convention, and Exhibition. The MICE industry has great opportunities because it can provide many employment opportunities. Trends in domestic MICE activities show encouraging developments not only carried out by business associations and the world of education but also from government and political parties. This can also be seen from the increasing number of requests for support from the Government, starting from bidding activities, promotions, delegate boosting, site visits and purification programs when MICE events are held. From the Government sector, a MICE activity requires procurement or auction and information regarding the tender will be announced on the official website, namely LPSE and MICE are included in the Other Services package type. The procedure for appointing a PCO or EO to the government is by means of a tender or auction. Each tender document has requirements, namely Technical Proposal Documents, Administrative Documents, and Price Documents. And in the process of making technical advice documents for the 5th WCCJ activities there are 4 stages, namely: Reading and understanding the document understanding the Work Reference, making chapter introductions, making chapter implementation methods, chapter schedules and implementation timeframes. The method used by the author is documentation, and direct observation. Using a qualitative descriptive data analysis method. In making the technical proposal document the authors found several strengths and weaknesses.

Keywords: *MICE, Tender, Procurement, Technical Proposal*

INTRODUCTION

MICE is one of the tourism industries that is being developed in the world of tourism today. MICE itself as the name implies is divided into four namely Meeting, Incentive, Convention, and Exhibition. The world of MICE has great opportunities for the industry because it can provide many job opportunities.

In developed countries such as Singapore, Japan and other developed countries, the MICE industry is one of the mainstay industrial sectors for these countries.

According to Murdopo (2011: 6) The trend of domestic MICE activities also shows encouraging developments, not only carried out by business people, associations and the world of education,

but also not only carried out by business people, associations and the world of education, but also from the government and political parties, both national and international. This can also be seen from the increasing number of requests for support from the Government, starting from bidding activities, promotions, delegate boosting, site visits and program enrichment when a MICE event is held.

MICE sectors in Indonesia are divided into several categories, namely Government, Corporate, Associations, and Government Institutions. Each of these sectors has its own way of obtaining an event or activity. An example is from the government sector where to carry out an MICE activity requires the name of a

procurement or auction and a tender. According to Presidential Regulation Number 12 of 2021 concerning Amendments to Presidential Regulation Number 16 of 2018 concerning Government Procurement of Goods/Services, tender is a selection method to obtain Providers of Goods/Construction Work/Other Services. Regarding an MICE activity will be displayed on the government's website, namely Layanan Pengadaan Secara Elektronik (LPSE) and MICE are included in the Other Service package type. Based on Presidential Regulation No.16 of 2018 concerning Government Procurement of Goods/Services that Electronic Procurement Services are services management of information technology to facilitate implementation of the procurement of goods/services electronically.

In government it is divided into several more categories, namely Ministries, Institutions both at the central level to the smallest level, namely the regions and all information about the auction will be placed on the Layanan Pengadaan Secara Elektronik (LPSE) website. The procedure for appointing a PCO and EO to the government is by way of a tender or auction.

Each tender document has requirements, namely Technical Proposal Documents, Administrative Documents, and Price Documents.

As the MICE industry continues to grow rapidly in Indonesia, many PCO companies have sprung up, one of which is PT Royalindo Expoduta, which is the pioneer of the first Professional Conference Organizer Company in Indonesia. By having a lot of experience

in the success of various events in Indonesia. And has many extensive networks such as Government, Associations, and others.

Behind the success of these events, auctions or tenders are an important key to these events. In conducting a tender, of course there are stages and documents that must be completed.

From these problems the author is interested in discussing a field work practice report with the title "The Process of Making Technical Proposals at the 5th World Conference on Constitutional Justice Event Auction by PT Royalindo Expoduta".

Based on this background, the author discusses the process of making technical proposals with:

1. Formulation of the problem is how is the process for making technical proposal documents at the 5th World Conference on Constitutional Justices auction event by PT Royalindo Expoduta.
2. The second is what factors are the supports and obstacles in the process making technical proposals.

RESEARCH METHOD

Some of the methods that the author uses in collecting data include collecting secondary data on the apprentice object the author plays an active role by using the following category:

1. Documentation

Data obtained by showing evidence or documents that existed while carrying out Field Work Practices at the Company.

2. Observation

In this observation activity, the writer will actively collect data because

the writer plays a role and participates directly or is involved in the process of making technical proposals at the 5th World Conference on Constitutional Justice auction event by PT Royalindo Expoduta.

The author also uses the Data Analysis Method, namely the Descriptive Analysis Method which is qualitative in nature. Analysis techniques which include a description in the form of sentences, pictures, and charts.

RESULTS AND DISCUSSION

Technical Proposal Documents are tender bid proposal documents that exist in every auction activity and are documents sent to the committee as one of the conditions in the auction. In writing the document, it must follow the guidelines from the Terms of Reference. The definition of a Terms of Reference (TOR) according to Janthy T Hidayat and M. Yogie Syahbandar (2021: 31) is a working reference used as a basis for implementing an activity. Based on LKPP Regulation N0.9 of 2018 concerning Guidelines for the Implementation of Procurement of Goods/Services Through Providers, other standard service procurement documents are Terms of Reference, Technical Specifications, and Bill of Quantity. Applicants must follow the standards of these documents.

The involvement of the author in the bidding process for the 5th World Conference on Constitutional Justices began after the issuance of the Minutes of Aanwizjing. The following is the flowchart for preparing the Technical Proposal document for the tender for the 5th World Conference on Constitutional Justices:

1. The Process of Making Technical Proposals in the 5th World Conference On Constitutional Justices Bidding Event

Technical Proposal Documents are tender bid proposal documents that exist in every auction activity and are documents sent to the committee as one of the conditions in the auction. The involvement of the author in the bidding process for the 5th World Conference on Constitutional Justices began after the issuance of the Minutes of Aanwizjing.

The following is the flowchart for preparing the Technical Proposal document for the tender for the 5th World Conference on Constitutional Justices

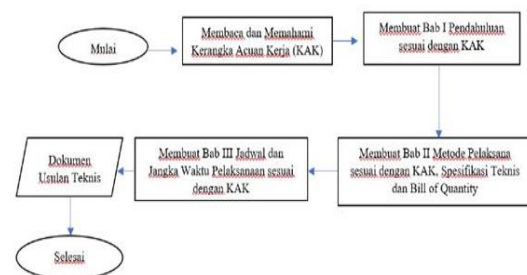


Chart 1. Process for making technical proposals 5th WCCJ

Source: PT Royalindo Expoduta 2023

Furthermore, the author will explain the stages of the process of making technical proposals, namely:

- a. To be able to make technical proposal documents correctly, the first step that must be taken is to understand the contents of the Terms of Reference (ToR) by reading the ROW carefully. The ToR document contains information regarding the activities of the 5th World Conference on Constitutional Justices such as:
Background of the activities, time of implementation, requirements for experts, and information related to the activities of the 5th World Conference

on Constitutional Justices. The author then studied the format for writing technical proposal documents by reading technical proposals from the previous work of PT Royalindo Expoduta. The format used by PT Royalindo Expoduta is Chapter I Introduction, Chapter II Method of Implementation, Chapter III Schedule and Period of Implementation.

- b. After reading and understanding the Terms of Reference, the writer then begins to make Chapter I, namely the introduction. In Chapter I, the author plays an active role and participates in the process of making technical proposals for this activity.

This introductory chapter is divided into 3 (three) parts and is an important element in each of the technical proposal documents. The following are parts of Chapter I in the technical proposal document:

- 1) Terms of Reference (TOR) Procurement of Professional Conference Organizer Services (PCO) Implementation of the Fifth Congress of World Constitutional Justices (WCCJ)

This section contains information contained in the Terms of Reference (TOR) such as background, aims and objectives, general scope, name of organization and activities, sources of funds and estimated costs, methods and timeframe, qualifications of candidates for implementation, scope of activities, and pandemic conditions (Force majeure).

- 2) Understanding of the Terms of Reference (TOR) for the Implementation of the Fifth Congress of World Constitutional Justices

(WCCJ)

This section contains the understanding of the service provider regarding the Terms of Reference (TOR) that has been provided by the committee such as a brief review of the activities of the 5th World Conference on Constitutional Justices, an understanding of the scope of work, an understanding of experts, and an understanding of the timing of activities. In this section the author collects data regarding the activities of the 5th World Conference on Constitutional Justices starting from history, membership owned, and an overview of the activities of the 5th World Conference on Constitutional Justices held in Indonesia.

- 3) Regional Profile and Location (Venue) of Organizing the Activities of the Fifth Congress of the World Conference on Constitutional Justices (WCCJ)

In this section the author briefly explains the profile of the area and venue where the 5th World Conference on Constitutional Justices will be held.

Information regarding the area and location where this activity will be held can be found in the Terms of Reference (TOR) document.

The author is also looking for additional data so that the information provided is more specific to the committee such as accommodation and transportation in the area, culture, and tourism spots. In this section it is the duty of the author to participate in the process of making technical proposals for the activities of the 5th World Conference on Constitutional Justices

- 4) Chapter II Implementation Method

The next stage is to make Chapter II

which is the Implementing Method. This chapter is made based on the Terms of Reference (TOR), Technical Specifications and Bill of Quantity which explain the method of carrying out the work, the need for experts and their duties and responsibilities, the qualification requirements needed in the WCCJ event as well as the stages of all implementation activities.

Based on the Terms of Reference (TOR) document, the stages of all implementation activities are divided into 3 namely the activity preparation stage, the activity implementation stage, and the activity reporting stage.

5) Chapter III Schedule and Period of Work Implementation

The final stage is the preparation of Chapter III, namely the Schedule and Timeframe for the Implementation of the Work. This chapter contains the timetable for implementation starting from pre-activity, implementation, and post-activity.

Based on the Field Work Practice report prepared by the author and referring to the Terms of Reference (ToR), the author can compare the Technical Proposals at the 5th World Conference on Constitutional Justices activities made by PT Royalindo Expoduta in accordance with the Terms of Reference.

2. Supporting and Inhibiting Factors in the Process of Making Technical Proposals for the Event of the 5th World Conference on Constitutional Justices

In every tender or auction an activity finds obstacles or supporters. Likewise with the tender for the activities of the 5th World Conference on Constitutional

Justices. The following are the obstacles and supports faced by the author.

That become obstacles in the process of preparing technical proposal documents include:

- The timeframe for working on technical proposal documents is short
- The timeframe for working on technical proposal documents is short
- Barriers from third parties or external parties

Supporting factors in the process of making technical proposal documents include:

- Complete Terms of Reference (TOR) document
- Work Atmosphere
- Employee work experience

CONCLUSIONS

Based on the problem formulation and discussion in the previous chapter, the authors conclude as follows:

1. In the process of preparing technical proposal documents for the activities of the 5th World Conference on Constitutional Justices, there are 4 stages, namely
 - a. Read and understand the Terms of Reference (TOR) document
 - b. Create an introductory chapter
 - c. Create an Implementation Method Chapter
 - d. Chapter Schedule and Implementation Period
2. The inhibiting factors in the process of making technical proposals for the activities of the 5th World Conference on Constitutional Justices include:
 - a. The timeframe for working on technical proposal documents is

- short
- b. Human error
- c. Barriers from third parties or external

While the supporting factors in the process of making technical proposals for the 5th World Conference on Constitutional Justice include:

1. Complete Terms of Reference (TOR) document
2. Supportive work atmosphere
3. Good employee work experience

SUGGESTIONS

Suggestions that can be given by the author for PT Royalindo Expoduta to make it better in the future are as follows:

1. There is a briefing or joint discussion before the start of the tender or bidding process in each activity. This is necessary in order to minimize the lack of communication between employees.
2. Preparation must be done carefully or earlier to avoid mistakes when preparing technical proposal documents and double-checking before uploading bidding documents. Early preparation also avoids overtime for employees.
3. Regularly remind external parties to provide the required documents.

REFERENCES

- Dr.Ir Janthy T Hidayat M.Si dan M.Yogie Syahbandar ST., M. (2020). *Buku Ajar Studio Perencanaan Wilayah*. Klaten: Penerbit Lakeisha.
- Indonesia (2016). *Peraturan Presiden Nomor 16 Tahun 2018 tentang Pengadaan Barang/Jasa*. Pemerintah. Jakarta
- Indonesia (2018). *Peraturan LKPP No.9 Tahun 2018 tentang Pedoman Pelaksanaan Pengadaan Barang/ Jasa melalui Penyedia*. Pemerintah. Indonesia.

- Indonesia. (2017). *Peraturan Menteri Pariwisata Nomor 5 Tahun 2017 tentang Pedoman Destinasi Penyelenggaraan Pertemuan Perjalanan Insentif, Konvensi, dan Pameran*. Jakarta.
- Indonesia. (2021). *Peraturan Presiden Nomor 12 Tahun 2021 tentang Pengadaan Barang/Jasa Pemerintah*. Jakarta.
- Indrajaya, T. (2015). "Potensi Industri MICE (Meeting, Incentive, Conference and Exhibition)". *Jurnal Ilmiah Widia*, Volume 3 Nomor.2. Hlm 81.
- Leon A Abdillah, d. (2021). *Proses Bisnis Pengadaan*. Yayasan Kita Menulis.
- Noor, A. (2013). *Manajemen Event*. Bandung: Alfabeta.
- Oktawirani, R. S. (2017). Spesifikasi Job Description Meeting Planner dalam Kegiatan MICE pada PT Haritono Tour and Travel Cabang Malang. *Journal of Tourism and Creativity*, Vol.1 No.1 Hlm. 33.
- Wisnu Jatmiko, d. (2016). *Prosedur Penyelenggaraan Konferensi Internasional*. Depok: Universitas Indonesia.

Tenant Division Activities on Pasar Rakyat at Digiland 2022 by PT Metra Digital Media

Muhammad Umar Ibrahim ¹⁾, Annisa Wardhani ²⁾

¹⁾Politeknik Negeri Jakarta, umar.muh12@gmail.com

²⁾Politeknik Negeri Jakarta, annisa.wardhani@bisnis.pnj.ac.id

ABSTRACT

Exhibition is a type of gathering service between producers and buyers that presents works of art to be communicated and appreciated by the wider community. Exhibitions in a large sense are promotional activities carried out by certain producers, groups, organizations or associations in the form of displaying product displays to potential buyers. The purpose of the exhibition is to provide information related to the product on display while promoting the product. In the implementation of the exhibition, there are several terms such as booth, exhibitor, tenant, stakeholder, and others. Effective exhibition preparation is the key to achieving success in presenting the brand, building relationships with customers, and increasing sales. Therefore, PT Metra Digital Media made an exhibition containing tenants with the concept of Pasar Rakyat in organizing the Digiland 2022 event. This research was conducted to find out the activities of the tenant division starting from the preparation process of the Pasar Rakyat tenants to the loading out activities and the obstacles experienced along with the solutions in organizing the Digiland 2022 event. The data collection method used in this research comes from observation, interviews, and documentation of activities. The data analysis method used is qualitative descriptive analysis. The results of the research obtained are a flowchart containing the stages of preparation and implementation of the Pasar Rakyat tenants, and also a database containing tenants participating in the Digiland 2022 event. In addition, it will also explain the constraint experienced and how to solved it. The conclusion of this research is the identification of the process of planning and implementing the activities of the Pasar Rakyat tenants in organizing the Digiland 2022 event. Moreover, this research has also identified the obstacles experienced and the solutions.

Keyword: *Constraint, Exhibition, Implementation, Preparation, Tenant.*

INTRODUCTION

After the Covid-19 pandemic subsided, events both in Indonesia and in the world were held again and there were many positive impacts, such as the emergence of regulations on health protocols so that participants or stakeholders involved get comfort and health. All types of events, especially MICE (meeting, incentive, convention, and exhibition) activities can be carried out again. During 2022, exhibition activities reappeared with various types, such as automotive exhibitions, wedding exhibitions, food and beverage exhibitions and many more.

According to Kesrul (2004:16), an exhibition is a meeting event that is

attended together held in a meeting room or hotel exhibition hall, where a group of producers or other buyers in an exhibition with different market segmentation. Meanwhile, according to Hery Budiyanto (2020), exhibitions are one of the communication channels for MSMEs (Micro, Small Medium Enterprise) to introduce products to meet customers directly, acquire new customers, establish new customers, establish communication and cooperation with business partners, improve image and obtain information about competitors. Exhibitions have several types including expo, bazaar, show, exhibition, fair. Based on the target audience, there are B2B or business to

business and B2C or business to customer exhibitions. B2B exhibitions contain business people who want to have business transactions for their respective companies and also look for relationships for the benefit of the company.

The execution of the exhibition must provide benefits for the stakeholders involved. Therefore, the following are the benefits of exhibitions for exhibitors as stated by Dwi Karsono (2016):

1. Getting new customers;
2. Serving customers with loyalty;
3. Renewing partner quality;
4. Build company and product image;
5. Launching new products or services.

PT Telkom Indonesia in celebration of its 57th anniversary created an event called Digiland 2022. This event presents music concerts and food tenants. For this reason, PT Telkom Indonesia appointed PT Metra Digital Media to design food tenants which eventually had the name Pasar Rakyat.

This Pasar Rakyat tenant is an opportunity for MSME business people, especially in the culinary field with the aim of business development. Through the Digiland 2022 event which will be attended by 20,000 Digiland 2022 participants, MSME players will be exposed to the general public to increase their sales. Therefore, good planning is needed so that the implementation of the Pasar Rakyat tenants runs smoothly and the tenants involved feel comfortable and want to participate again at the Digiland event the next year.

The author is interested in analyzing the activities that occur in the tenants of the Pasar Rakyat in organizing the Digiland 2022 event with the aim of studying and knowing the stages of

preparation, implementation, and post-event. **“TENANT DIVISION ACTIVITIES ON PASAR RAKYAT AT DIGILAND 2022 BY PT METRA DIGITAL MEDIA”**

RESEARCH METHOD

This research method uses qualitative descriptive analysis with data collection through:

1. Observation

The author uses the observation method for data collection by doing internship at the Digiland 2022 event by PT Metra Digital Media.

2. Interviews

The author conducted interviews with the project manager and project officer of the Digiland 2022 event with the aim of exploring more information about the Digiland 2022 event for data collection.

3. Documentation

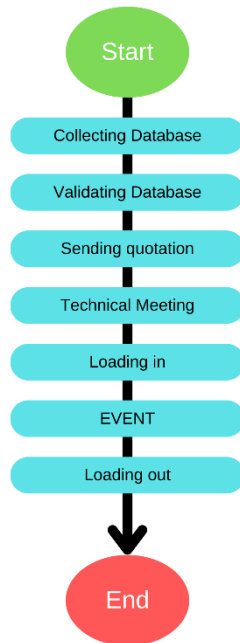
The author collects documents related to the Digiland 2022 event. The documents that the author will attach to the report include a list of tenants who participated in the Digiland 2022 event, layout of the Pasar Rakyat tenant area, designs of tenants involved in the Digiland 2022 event, and documentation of activities during the implementation of the Digiland 2022 event.

RESULTS AND DISCUSSION

The activities of the Pasar Rakyat tenant division in organizing the Digiland 2022 event are divided into 3 (three) stages, starting from preparation, during event, and post event.

1. Pre - Event

The preparation step of the Pasar Rakyat tenants will be explained in the following flowchart.



Flowchart 1. Stages of Preparation of Pasar Rakyat by Data Processed, 2023

Based on the flowchart above, readers can see the steps of preparation carried out by the Pasar Rakyat tenant division in the Digiland 2022 event. The first stage is the collection of databases related to what tenants will participate in the Pasar Rakyat tenants. Database collection is carried out in 2 (two) ways, which are from Instagram and from the organizer's partners. The next stage is after collecting several potential tenants who can join, the tenant database will be validated by the client, which is PT Telkom Indonesia. At this stage, 25 tenants of the Pasar Rakyat were obtained which will be displayed in the following table.

Table 1. List of Pasar Rakyat Tenant by Data Processed, 2023

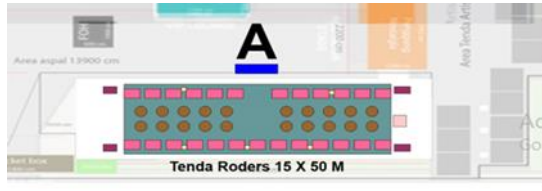
No	Tenant's Name

1	Sate Marangi Bang Pay
2	Siomay By Riva
3	Seblak Smaput
4	Donat Kampung
5	Jeruk Peras & Alpukat Kocok
6	Cheese King
7	Wafflice
8	Bakmi Jawa Cak Nem
9	MariMart
10	Ayam Hokian
11	Sate Taichan Walig
12	Gavji Ramen
13	1996 Pecel Madiun Asli
14	The Black Black Cumi
15	Ayam Bakar Megono
16	RM Lamno Aceh
17	Es Pisang Ijo Omo
18	Hainan Mertua
19	Nasi Bali/taliwang kumis
20	Bakwan Malang Cak Jie
21	Mie Ayam Papi Gendut
22	Nasi Goreng Kambing
23	Saluto Rice Box
24	Djeca Dimsum
25	Ketan Tempo/susu kenangan

After the database is validated, the next step is sending quotation. Quotation in this case invites tenants who have been validated by the client by contacting the phone number that can be contacted. Tenants will be contacted by the tenant PIC via whatsapp. The tenant PIC opens the chat by introducing himself and the company that wants to invite the tenant to join the Digiland 2022 event.

The next stage is the technical meeting. Registered exhibitors will be given information through the zoom meeting. The information provided by the

tenant PIC includes what activities are at the Digiland 2022 event, who are the participants who will be involved, as well as displaying the layout of their area to open tenants.



Picture 1. Layout of Pasar Rakyat Tenant by Pasar Rakyat Tenant Proposal

All Pasar Rakyat tenants will be located in area A of Istora Senayan. Information related to the transaction process was also informed in this technical meeting. All transaction activities in the Pasar Rakyat tenants use a cashless system with the SooltanPay application.

The final stage in the preparation of the Pasar Rakyat tenants at the Digiland 2022 event is the loading in tenant process. The process will be described in the following flowchart.



Flowchart 2. Flow of Loading in Tenant Pasar Rakyat by Data Processed, 2023

Loading in is the activity of entering the exhibitor's goods into the exhibition area. Loading in activities are carried out by exhibitors in preparation for selling their products during the event. Filling in the loading in form is to find out what items are brought by tenants to the Pasar

Rakyat tenant area.

2. During Event

The tenant division of the Pasar Rakyat conducts monitoring of 3 (three) important aspects, namely cleanliness, safety, and convenience.

- 1) The cleanliness aspect, the tenant division coordinates with the cleaning team when the tenant area looks dirty, and also helps to pick up trash at the visitors' dining area.
- 2) Safety aspect, the existence of Covid-19 during the implementation of the Digiland 2022 event, the tenant division also urges visitors to maintain health protocols such as wearing masks, maintaining distance and washing hands in available places.
- 3) The convenience aspect, the tenant division regulates the crowd by breaking the queue into 2 lines for each tenant. In addition, the organizers prepared fans at several points so that visitors remained comfortable and did not feel hot.

3. Post Event

The activity that occurs at the post event stage is the tenant loading out process. The activity is described in the following flowchart.



Flowchart 3. Flow of Loading Out Tenant Pasar Rakyat by Data Processed, 2023

The use of flowcharts in the tenant

loading out step is useful so that the loading out process runs neatly and reduces the risk of losing goods from the tenant. For this reason, tenants are given back the form when loading out and check their goods.

4. Constraint

The constraints found in the implementation of the Pasar Rakyat tenant activities at the Digiland 2022 event include 3 (three) aspects, namely cleanliness, security, and convenience, which will be described as follows.

a. Cleanliness Aspect

The constraints from the cleanliness aspect were that not all tenants brought plastic bins, and also the organizers did not prepare enough trash points. Organizers should consider the number of visitors who attend adjusted to the number of trash points.

b. Safety Aspect

The lack of a special guard who controls health protocols causes many visitors to pay less attention to health protocols, namely not wearing masks. The solution is that the tenant division reminds visitors to maintain health protocols.

c. Convenience Aspect

Long queues in some tenants caused other visitors' access to be small, and it became hot because the fans prepared by the organizers were not proportional to the number of visitors in the tenant area. For this reason, the tenant division divides the queue for each tenant into 2 lines so that it is not too long. Organizers should also increase the number of fans if the exhibition is held outdoors.

CONCLUSIONS

The conclusion of this research is the identification of the planning, implementation and post-event process of the Pasar Rakyat tenants in organizing the Digiland 2022 event. In addition, this research has also identified the obstacles experienced and the solutions.

SUGGESTIONS

Based on the research, the author would like to make several suggestions, including:

1. Add a giant map containing the division of tenant areas and include info on the list of tenants involved, in addition to promoting all tenants also to break up the crowd so that it does not gather in one area only.
2. The organizer makes loading timeline in schedule for all vendors involved so that there is no accumulation of vendors who want to load in.

REFERENCES

- Setiawan, A. B. (2020). Pameran Virtual untuk UMKM di Kota Malang dengan Atap Panggung Tiup Sebagai Solusi Pemasaran Online Dimasa Pandemi Covid-19.
- Kesrul, M. (2004). *Meeting, Incentive, Convention, Exhibition*. Tangerang: Graha Ilmu
- Anandy, M. N., & Mawi, M. (2020, November). Aktivitas Loading dalam Penyelenggaraan Pameran Plastics & Rubber Indonesia oleh PT Pamerindo Indonesia. In *Seminar Nasional Riset Terapan Administrasi Bisnis dan MICE* (Vol. 9, No. 1).
- Pudihang, E., & Setyawan, H. (2020, November). Proses Pelayanan Tim Operasional pada Exhibitor Indonesia Fintech Summit and Expo 2019. In *Seminar Nasional Riset Terapan Administrasi Bisnis dan MICE* (Vol. 9, No. 1).

Implementation of Gamification Program at Astra Financial's Booth in GIIAS Jakarta 2022

Jihan Nurfaidah ¹⁾, Fauzi Mubarak ²⁾

¹⁾Politeknik Negeri Jakarta, jihannurfaidah@gmail.com

²⁾Politeknik Negeri Jakarta, fauzi.mubarak@bisnis.pnj.ac.id

ABSTRACT

GIIAS (GAIKINDO Indonesia International Auto Show) 2022 is an exhibition event related to the automotive industry on an international scale. GIIAS Jakarta 2022 is organized by GAIKINDO with the official organizer, namely Seven Event at the Indonesia Convention Exhibition BSD on 11 - 21 August 2022. GIIAS Jakarta 2022 is an exhibition for automotive products from various brands in Indonesia. Astra Financial is a company engaged in the financial services sector under PT Astra International Tbk. with 9 business entities included. Astra Financial participating in the GIIAS Jakarta event as platinum sponsors with the advantage of being able to open 6 booths to showcase products from these business entities through the program being carried out. PT Ausome Kreatif Indonesia, the event organizer for Astra Financial at GIIAS Jakarta 2022 is implementing a gamification program to increase Astra Financial's brand engagement. This study aims to determine the implementation of the gamification program activities at the Astra Financial booth at GIIAS Jakarta 2022, Astra Financial's level of satisfaction with brand engagement resulting from the Gamification program at GIIAS Jakarta 2022 and the effectiveness of the Gamification program on Astra Financial's brand engagement at GIIAS Jakarta 2022. Research Methods carried out includes observation by involving oneself in the implementation as well as collecting qualitative data through interviews and quantitative data through surveys. The results of this study indicate that the Astra Financial Gamification Program is very effective in creating Brand Engagement.

Keyword: *Brand Engagement, Exhibitions, Events, GIIAS, Gamification Programs.*

INTRODUCTION

GIIAS (GAIKINDO Indonesia International Auto Show) 2022 is an international-scale automotive industry event that took place in four cities: Jakarta, Surabaya, Medan, and Semarang. GIIAS Jakarta 2022 was organized by GAIKINDO with Seven Event as the official organizer at the Indonesia Convention Exhibition BSD from August 11th to 21st, 2022. The event was supported by the International of Organization of Motor Vehicle Manufacturers. GIIAS Jakarta 2022 showcased automotive products from various brands in Indonesia. The event aimed was to exhibit the latest products from automotive brands and facilitate buying and selling transactions with

consumers. GIIAS Jakarta has been held since 1980, and GIIAS Jakarta 2022 marked the fourth year of collaboration with Astra Financial as the platinum sponsor.

Astra Financial, a financial services company under PT Astra International Tbk., participated as the platinum sponsor in the GIIAS Jakarta event. Astra Financial operates through nine business units, including FIFGROUP, ACC, TAF, Asuransi Astra, Astralife, Astra Pay, Maucash, and Moxa. The company offers a range of financial products such as e-money, vehicle and motorcycle credit applications, health and life insurance, car insurance, and more. As part of their sponsorship, Astra Financial had the

opportunity to open six booths at GIIAS Jakarta 2022, where they showcased their diverse product offerings.

The event organizer for Astra Financial at GIIAS Jakarta 2022, PT Ausome Kreatif Indonesia, implemented a gamification program at Astra Financial's booths. This program aimed to create brand engagement and enhance the overall experience for visitors. Both physical and digital gamification activities were included in the program. The physical gamification activities offered at the booths included Wealth Journey, Get the Cash, Mighty Smasher, Around the World, Racing Dreams, and Lucky Hole. These activities provided interactive experiences and entertainment to attract and engage visitors. In addition, digital gamification activities such as Menolak Lupa, Kasih Tau Ga Ya, Kamu Dimana, Berbisik Sampai Benar, and Serba Tahu were designed to further enhance brand engagement.

Astra Financial was keen to assess the effectiveness of their gamification program at GIIAS Jakarta 2022 and measure the level of brand engagement achieved. The first one is to understand how the implementation of the gamification program at Astra Financial's booths was conducted. This analysis will shed light on the strategies and techniques used to engage visitors and create an interactive experience.

Furthermore, Astra Financial sought to evaluate their satisfaction with the brand engagement generated from the gamification program at GIIAS Jakarta 2022. Understanding their level of satisfaction will provide insights into the effectiveness of the program in meeting their objectives and engaging the target

audience effectively.

The effectiveness of the gamification program in creating brand engagement for Astra Financial at GIIAS Jakarta 2022 needs to be assessed. By examining the impact of the program on brand engagement metrics such as visitor participation, feedback, and overall perception, Astra Financial can gauge the success of their efforts and identify areas for improvement.

By addressing these specified problems, we can gain a comprehensive understanding of the gamification program's execution, Astra Financial's satisfaction with brand engagement, and the overall effectiveness of the program at GIIAS Jakarta 2022.

RESEARCH METHOD

This section provides an overview of the research methods employed in collecting data for the implementation of Astra Financial's booth at GIIAS Jakarta 2022. Data for the implementation of Astra Financial's booth at GIIAS Jakarta 2022 was collected using several methods. Firstly, the observation method was employed, involving systematic observation and recording of the event's progress from the preparation stage to the implementation and evaluation phases. Throughout the 11-day event, which took place from August 11th to August 21st, 2022, organized by PT Ausome Kreatif Indonesia, the author observed and documented various aspects of Astra Financial's booth.

Interviews were conducted with Mr. Juan Dendy Kurniawan, the Marketing Communications FIFGROUP responsible for the Astra Financial program at GIIAS Jakarta 2022. The interviews were

conducted using a systematic question-and-answer approach, providing valuable insights into the program and its execution. The selection of interviewees followed the purposive sampling method, ensuring informed and relevant perspectives were gathered.

The documentation method was employed to collect data through the analysis of documents generated by both the subjects themselves and other relevant sources. In this case, the author took photographs during the gamification program, which served as valuable documentation of the program's implementation at Astra Financial's booth in GIIAS Jakarta 2022.

Surveys were conducted using questionnaires to gather data on the effectiveness of Astra Financial's gamification program in achieving brand engagement at GIIAS Jakarta 2022. This method allowed for data collection from a larger population using a relatively smaller sample, providing valuable insights into the participants' perceptions and experiences.

The collected data will undergo descriptive analysis, which involves analyzing, describing, and summarizing the various conditions and situations observed during the event. This analysis will be supported by in-depth interviews to provide detailed insights based on theoretical foundations. Furthermore, the survey results will enable the assessment of the gamification program's effectiveness in driving brand engagement.

Combination of observation, interviews, documentation, and surveys were employed as data collection methods for the implementation of Astra

Financial's booth at GIIAS Jakarta 2022. These methods provide comprehensive insights into the program's execution, brand engagement, and overall effectiveness. The subsequent data analysis will contribute to a deeper understanding of the event and its outcomes.

RESULTS AND DISCUSSION

1. Astra Financial's Booth

Astra Financial's booth at the Gaikindo Indonesia International Auto Show Jakarta 2022, or GIIAS Jakarta 2022, was managed by PT Ausome Kreatif Indonesia. The Astra Financial booth was divided into two types: the Main Booth shown in Picture 1 and the Satellite Booth.



Picture 1. Astra Financial's Main Booth

The Main Booth was located at Hall 3, Booth 3C, while the Satellite Booths, totaling five booths, were situated at Hall 1, Booth PF1B; Convention Booth PC3; Hall 7, Booth PF7A; Hall 9, Booth C13; and Hall 10, Booth PF10A of the Indonesia Convention Exhibition BSD (ICE BSD). The Main Booth and Satellite Booths at Astra Financial served different functions. The main difference between the booths was the implementation of the gamification program, which was carried out using a Progressive Web App system at the Satellite Booths, while the Main Booth did not utilize this system.

2. Gamification Program

At the Main Booth of Astra Financial, several gamification programs were implemented, divided into two types: digital LED games and conventional games such as Monopoly. The digital games, or LED Games, were conducted through various game types, including Kamu Dimana, Menolak Lupa, Kasih Tau Ga Ya, Berbinar, and Serba Tahu, integrated into the website <http://astraftgames.com/> with a main screen display.

The Satellite Booths, consisting of five booths, each had a different Gamification Program utilizing the Progressive Web App (PWA) system called Astra Financial Customer Journey, which could be downloaded by scanning a QR Code. This PWA system allowed participants to play continuously at each booth, accumulating points that could be exchanged for prizes through a lucky wheel. The gamification programs integrated into the Progressive Web App (PWA) system were divided into five programs, located at each Astra Financial Satellite Booth, including Get Rich, Racing Dream, Around the World, Lucky Hole, and Mighty Smasher. Participants who engaged in the gamification programs were rewarded with Astra Financial souvenirs, with a daily target of 100 units and an average realization of 290 units of souvenirs distributed each day.

3. Interview Result

Based on the interview results with Mr. Juan Dendy Kurniawan, the Marketing Communications FIFGROUP responsible for the Astra Financial program at GIIAS Jakarta 2022, Astra Financial expressed satisfaction with the

gamification program. The increase in visitor engagement with the gamification activities offered at Astra Financial's booth was seen as a significant improvement. Additionally, there was a notable increase in interest in Astra Financial's products after visitors participated in the gamification activities, and the positive feedback received further indicated satisfaction. Astra Financial's confidence in its brand was strengthened as a result. They were pleased with the outcomes generated from the Gamification program at GIIAS Jakarta 2022.

Furthermore, Astra Financial believed that the Gamification program effectively enhanced brand engagement by providing knowledge about the brand through game content. This approach allowed visitors not only to engage directly with the brand but also to gain a deeper understanding of it through the offered game content. Astra Financial's satisfaction with the brand engagement resulting from the Gamification program at GIIAS Jakarta 2022 was also attributed to the distribution of souvenirs to participating visitors. The distribution of Astra Financial souvenirs helped increase brand engagement, as visitors who received souvenirs were more likely to wear and showcase them, thus introducing the Astra Financial brand to a wider social circle. The success of this engagement-building strategy through souvenirs contributed to Astra Financial's satisfaction with the outcomes of the Gamification program at GIIAS Jakarta 2022.

Astra Financial expressed high satisfaction with the brand engagement resulting from the Gamification program

at GIIAS Jakarta 2022. The interviews revealed that their expectations were met or exceeded, as indicated by the significant increase in visitor engagement, the positive impact on product interest, and the successful distribution of souvenirs. Based on the concept of satisfaction proposed by Kotler and Keller (2009) and Locke's theory (1969), which suggests that satisfaction arises when perceived performance matches or exceeds expectations, it can be concluded that Astra Financial's satisfaction with the Gamification program was driven by the fulfillment of their expectations and the positive outcomes achieved.

4. Survey Result

A survey on the effectiveness of the brand gamification program at the exhibition event was conducted to determine the impact of the Gamification program on brand engagement for Astra Financial at GIIAS Jakarta 2022. The survey was conducted using a questionnaire filled out by 109 respondents through Google Form, with the following profile shown in Table 1:

Table 1. Respondents Profile

Criteria	Sub Criteria	Total
Age	<21	18
	21 – 35	83
	>35	8
Residence	Greater Jakarta Area	101
	Outside Greater Jakarta Area	8
Activity	Student	66
	Employee	43

The survey questions were divided into two parts: questions regarding the

respondents' experience with the gamification program and questions related to their interaction with the brand. The results are as follows:

The survey results provide valuable insights into the respondents' engagement and interactions with gamification programs at events. Firstly, a significant majority of respondents (74.3%) had prior experience with gamification activities. This indicates that they were familiar with the concept and had participated in similar programs before. The majority of respondents (59.6%) had participated in gamification activities at exhibition events. This suggests that gamification is a popular feature at such events and attracts active participation from attendees. In terms of event attendance, 58.3% of respondents had attended the GIIAS in the past. This indicates a level of familiarity with the event and the potential exposure to gamification programs offered there. Only a small percentage (29.6%) of respondents had participated in Astra Financial's gamification program at GIIAS Jakarta 2022. This suggests that while gamification programs may be present at events, not all attendees engage with them. When it comes to brand awareness, the majority of respondents (58.7%) were already aware of the brand organizing the gamification program before participating in the activity. This indicates that these programs can serve as effective promotional tools for brand recognition. Only a small percentage (45%) of respondents were aware of the brand's products prior to participating in the gamification activity. This suggests that gamification programs can help introduce and create awareness about a brand's offerings among participants.

The survey also revealed that a significant majority of respondents (78.9%) expressed interest in the brand organizing the gamification program. This indicates a positive level of engagement and potential receptiveness to the brand's messaging and offerings. The majority of respondents (98.1%) agreed that a brand's gamification program at an event motivated them to seek information about the brand's products. This demonstrates the effectiveness of gamification in capturing and retaining participants' attention, encouraging them to learn more about the brand. A large majority of respondents (97.2%) agreed that the gamification program helped them become aware of the brand's products. This highlights the program's impact on brand exposure and product awareness among participants. An overwhelming majority of respondents (99.1%) agreed that a brand's gamification program at an event could enhance the brand's closeness with visitors. This suggests that gamification programs can create a positive and engaging brand experience, fostering a closer connection between the brand and its target audience.

Regarding brand recall, the majority of respondents (38.9%) strongly felt that gamification programs at events made them remember the brand after playing. This supports the notion that gamification can leave a lasting impression and contribute to brand recall among participants. However, when it comes to purchasing decisions, the highest percentage of respondents (38.9%) rated their interest as neutral (3) in purchasing products offered by the brand after participating in the gamification program. This indicates a relatively neutral stance,

suggesting that further factors beyond the gamification experience may influence their purchasing decisions. The survey highlighted that the combination of products, games, and prizes was the most attractive aspect of gamification programs for respondents, with the highest percentage (45.4%) selecting "everything" as their response. This emphasizes the importance of a comprehensive and engaging gamification experience to attract participants and create brand affinity. Overall, these findings in first part of the survey shed light on the respondents' engagement, awareness, and perceptions related to gamification programs at events. The results indicate the potential effectiveness of gamification in capturing attention, enhancing brand recognition, and creating memorable experiences.

In the second part of the survey, respondents were asked about their brand interaction experiences related to gamification programs. The survey results revealed several key insights regarding the brand interaction of respondents. Firstly, it was found that a majority of respondents (73.4%) have encountered media promotions related to brands organizing gamification programs, such as banners, billboards, and TV commercials. Additionally, a significant portion of respondents (63.3%) have noticed individuals using souvenirs branded with logos of brands conducting gamification programs. Furthermore, the survey indicated that a majority of respondents (52.3%) have visited the websites of brands organizing gamification programs to obtain more information about their products. However, the engagement on social media platforms was relatively

lower, with only 36.7% of respondents following the social media accounts of these brands.

Regarding active interactions, a smaller percentage of respondents (43.8%) have provided questions or feedback related to the products of brands conducting gamification programs. On the other hand, a majority of respondents (54.1%) have made purchases or utilized services offered by these brands, indicating a higher level of interaction through transactions. However, brand advocacy was relatively lower, with only 44% of respondents having recommended products or services from these brands to others. In summary, the survey findings demonstrate the various forms of brand interaction among respondents, including exposure to promotional media, observation of branding on souvenirs, website visits, social media following, engagement through purchases, and brand advocacy. These insights provide valuable information for understanding the level of engagement and interaction between consumers and brands implementing gamification programs.

5. Consumer Perception of Gamification Programs

In general, it can be concluded that the majority of respondents had prior experience with gamification activities and had participated in gamification activities at exhibition events. However, only a small percentage had participated in Astra Financial's gamification program at GIIAS Jakarta 2022. Respondents perceived gamification programs as an effective way to attract participants and acquire information about the brand and its products. Prior to participating in the

gamification program, only a small percentage of respondents (45%) were aware of the brand's products, but this increased significantly to 97.2% after participating in the program. Additionally, 99.1% of respondents believed that gamification programs can enhance brand closeness with consumers and create brand engagement.

6. The Role of Gamification Programs in Brand Interaction

In general, it can be concluded that gamification programs create consumer interactions with the brand. For instance, a significant percentage of respondents (73.4%) were exposed to brand promotions through various media, while 63.3% noticed branding through souvenirs used by others. Gamification programs also facilitated interactions such as visiting brand websites and making purchases or using brand services. Respondents perceived gamification programs as effective in creating engagement with consumers.

7. Effectiveness of Astra Financial's Gamification Program in Brand Engagement at GIIAS 2022

32 respondents or 29.6% of respondents participated in Astra Financial's gamification program at GIIAS 2022. The highest percentage of respondents (59.3%) rated the program's effectiveness as 5. This indicates that respondents who participated in Astra Financial's gamification program at GIIAS Jakarta 2022 felt that the program was highly effective in creating brand engagement with consumers. This aligns with the theory that gamification can enhance brand engagement at exhibitions

by providing enjoyable challenges and motivating visitors to participate in the activities provided (Ryan & Deci, 2000).

CONCLUSIONS

The implementation of the gamification program at Astra Financial's booth during GIIAS Jakarta 2022 by PT Ausome Kreatif Indonesia took place at Indonesia Convention Exhibition BSD (ICE BSD) for 11 days from August 11th to August 21st, 2022. The observations made during the internship concluded the following:

The gamification program at Astra Financial's booth involved 11 programs, including LED Games such as "Kamu Dimana," "Menolak Lupa," "Kasih Tau Ga Ya," "Berbinar," and "Serba Tahu," as well as conventional games like Monopoly and Get Rich, Racing Dream, Around the World, Lucky Hole, and Mighty Smasher, utilizing the Progressive Web App (PWA) system. The number of participants exceeded the target set by Astra Financial, with an average realization of 290 participants per day, surpassing the set target of 100 participants.

Astra Financial expressed satisfaction with the results obtained from the gamification program at GIIAS Jakarta 2022. Expectations regarding indicators such as the number of visitors, interest in products and services, and the distribution of souvenirs to participants through the gamification program were met or exceeded expectations. The target of 100 souvenir units per day was exceeded with an average of 290 souvenir units distributed daily.

The gamification program generated interest among participants and increased

their awareness and knowledge about the brand and its products. It also contributed to brand recall and enhanced brand-consumer closeness. This created interactions where participants visited the website and made purchases or used the brand's services. Based on the responses of participants in Astra Financial's gamification program at GIIAS Jakarta 2022, 59.3% of participants felt that the program was highly effective in creating consumer engagement.

Overall, the gamification program at GIIAS Jakarta 2022 was successful in attracting participants, generating interest in Astra Financial's products and services, and fostering brand-consumer interactions. The program's effectiveness in engaging consumers was well-received by the participants.

SUGGESTIONS

Some suggestions for the implementation of the gamification program at Astra Financial's booth during GIIAS Jakarta 2022 by PT Ausome Kreatif Indonesia:

Set specific targets for participant engagement in the gamification program, including the distribution of Astra Financial souvenirs. Implement a detailed participant tracking system to accurately measure the success of the gamification program.

Establish measurable indicators or parameters to assess Astra Financial's satisfaction with the brand engagement created through the gamification program. These indicators could include consumer interactions with the brand, such as exposure to promotional media or branding logos, social media followers, website visits, and product or service

purchases. By tracking the increase in social media followers, website visitors, and transaction volumes during the program, the level of brand engagement can be measured.

Conduct surveys among participants before and after the gamification program to gather detailed feedback and assess their perceptions of the program. This data will serve as a valuable database for evaluating the success of the gamification program and its impact on brand engagement.

It is recommended to set clear targets, establish measurable indicators, and gather participant feedback through surveys to enhance the effectiveness of the gamification program and create stronger brand engagement.

REFERENCES

- Any Noor. (2013). *Manajemen Event*. Bandung: Alfabeta
- Bandura, A. (1997). *Self-efficacy: The exercise of control*. W H Freeman/Times Books/ Henry Holt & Co.
- Csikszentmihalyi, Mihaly. (1990). *Flow: The Psychology of Optimal Experience*. New York, Harper & Row.
- Dall'Omo Riley, F. and De Chernatony, L. (2000) *The Service Brand as Relationships Builder*. *British Journal of Management*, 11, 137-150.
- Indrajaya Titus, (2015). *Jurnal Potensi Industri MICE (Meeting, Incentive, Convention, and Exhibition)*, Banten.
- International Congress and Convention Association. (n.d.). Definition of "Mice". Retrieved from International Congress and Convention Association (ICCA)

- Karsonno, Dwi. (2016). *Bisnis Pameran ala Dwi Karsonno*. Jakarta: Bee Media Indonesia, Buku Teks. Gaya Turabian.
- Locke, E.A, (1969), "The Natural and Causes of Job Satisfaction, *Handbook of. Industrial and Arganizational Psychology*", Rand Mc Nally, Chicago.
- M. Kesrul. (2004). *Meeting, Incentive Trive, Conference, Exhibition*. Jakarta: Graha Ilmu
- Porter, L.W. (1961). *A Study of perceived need statisfaction in bottom and middle management job*. New York: International Text Book Company.
- Ryan, R. M., & Deci, E. L. (2000). Self-determination theory and the facilitation of intrinsic motivation, social development, and well-being. *American Psychologist*, 55, 68-78.
- Utama, I Gusti Bagus Rai. (2017). *Pemasaran Pariwisata*. Yogyakarta: CV. Andi

Mechanism of Direct Payment Method (LS) on Kriyanusa 2022 by PT Royalindo Expoduta

Aviliani Septiana ¹⁾, Tuty Herawati ²⁾

¹⁾Politeknik Negeri Jakarta, aviliani.septiana.an19@mhs.w.pnj.ac.id

²⁾Politeknik Negeri Jakarta, tuty.herawati@bisnis.pnj.ac.id

ABSTRACT

This research aims to analyze and explain the mechanism of the direct payment method (LS) at Kriyanusa 2022, Kriyanusa is a national-scale Craft Exhibition held annually by Dekranas with a commitment to preserve and develop Indonesian craft products, Kriyanusa is also designed to encourage economic growth and expansion of the Indonesian craft market. Dekranas is committed to preserving and developing Indonesian handicraft products and maintaining the existence and continuity of handicraft product production through improving skills in the younger generation. Kriyanusa 2022 chose PT Royalindo Expoduta as the event organizer of the event, PT Royalindo Expoduta is a professional conference organizer who has handled many national and international events. This research uses a qualitative approach with a case study method. Data was collected through interviews with relevant parties, documentation, and direct observation during the event. Data analysis was carried out by identifying the steps taken in direct payment (LS). The results showed that PT Royalindo Expoduta handles a structured and planned direct payment (LS) method, starting from the agreement process to payment. With this mechanism, PT Royalindo Expoduta can ensure timely and accurate payments from the parties involved in the event. The disadvantage that exists when handling direct payments (LS) is that the payment received will take longer than the standard time, but it is not too risky for the future if it is not paid because there is a guarantee from the contract letter of each agency that uses the direct payment method (LS), and the suggestion for each company who handling of the direct payment method is that the parties must make a payment timeline so that the payment can run as well.

Keyword: *Direct Payment Method (LS), Government Event, Kriyanusa, Mechanism.*

INTRODUCTION

PT Royalindo Expoduta is one of the leading professional conference organizing companies in Indonesia by providing services and solutions in conducting national as well as international conferences and event management, PT Royalindo Expoduta has represented outstanding performance in various experiences in the MICE industry. During its years of operation, Royalindo has successfully organized more than a hundred conventions, congresses, meetings, incentive events, exhibitions, trainings, workshops and other corporate events, business, social and specialized activities, both on a national and international scale.

In organizing each event, PT Royalindo Expoduta has collaborated with various parties, both government and some companies, therefore in each implementation, there are various different mechanisms from both the companies and government parties. At this time understanding all the different mechanisms from various parties is something that must be done to adjust understanding so that performance and cooperation can continue to be well established. In general, the mechanism of payment methods, both companies and government, has a different flow, especially when discussing the payment process that uses various methods. As we

know, all government programs and activities that will be carried out in order to meet the interests of the people require large funds. So the government always makes plans and includes them in the State Budget (APBN). The mechanism for paying bills at the expense of the APBN can be done in two ways, namely through the direct mechanism (LS) and the Supply Money mechanism (UP).

According to the Regulation of the Minister of Finance of the Republic of Indonesia number 190/PMK.05/2012 Direct Payments (LS Payments) are payments made directly to the Expenditure Treasurer/other entitlement recipient based on a work agreement, decree, letter of assignment, or other work order through the issuance of a Direct Payment Order.

In simple terms, the point of using the direct payment mechanism (LS) mechanism is to ensure that payment of the right to be invoiced to the state is directly received by the recipient who has completed the work, received by the recipient who has completed the work. In mechanism, the payment to the counterparty is paid directly from the State cash account to the counterparty's account without going through the account of the counterparty, directly from the State cash account to the account of the counterparty without going through the treasurer's account. Some examples of payments that use the direct mechanism (LS) are payment of building construction contracts and payment of procurement of equipment and machinery. In principle, the treasurer is not involved in the direct payment mechanism (LS), but in practice, there is an implementation of the direct payment method (LS). Still, in practice,

there is an implementation of the direct payment method through the treasurer's account. In general, this method is called LS, in this method, the treasurer must take responsibility because the actual payment is LS but through the treasurer's account, because the actual payment is LS but through the Treasurer's account. The LS treasurer method is generally used for payments to PNS or non-civil servant individuals related to certain activities.

Kriyanusa is a Dekranas event, and part of Derkranas there is Dekranasda, then PT Royalindo Expoduta is the organizer hired by Dekranas, then because Dekranasda as an exhibitor and as a government organization, then they use the state budget (APBN) to pay for the event.

In this case, the author sees that the direct payment method or it can also be called LS is not too familiar to be discussed in the world of events, especially in some companies that have not or have just started collaborating with the government, therefore to develop and expand knowledge about the types of payment methods that exist in government, the author feels interested in discussing further about these payment methods in this research entitled "Mechanism of LS Payment Method at Kriyanusa 2022 by PT Royalindo Expoduta".

Then, the benefit of this research for the event industry in Indonesia is to provide knowledge, references, and understanding of the direct payment mechanism (LS) in the government when making payments for each activity. This research will discuss how the direct payment (LS) mechanism works and what are the advantages and disadvantages of

direct payment (LS).

RESEARCH METHOD

This research will use a qualitative approach with a case study method to examine the mechanism of the Direct Payment (LS) method at Kriyanusa 2022 by PT Royalindo Expoduta. The qualitative approach will allow the author to understand in depth and detail about the process of direct payment. Payment, shortcomings, and advantages encountered in the implementation of the direct payment mechanism (LS) at the Kriyanusa 2022. Data will be collected through several data collection techniques, namely:

1. Observation: The author will conduct direct observation and review of the payment process handled by PT Royalindo Expoduta at Kriyanusa 2022. Observation will help the author in understanding visually and in real-time how the direct payment mechanism (LS) takes place.
2. Documentation: The author will collect relevant documents, such as cooperation contracts, payment documents, and records related to the payment process at PT Royalindo Expoduta. This documentation will serve as evidence and relevant secondary data in the research.
3. Interview: The author will conduct interviews with staff or parties responsible for handling payments at Kriyanusa 2022. The interviews will help the author in getting insights and perspectives from the direct actors in the payment process.
4. Literature Study: The author will conduct a review study of books, notes, reports, and other relevant sources

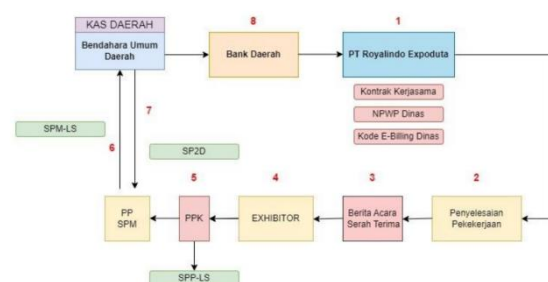
regarding LS payment mechanisms at similar events and their use in the government context. After the data is collected, the data obtained will be described in the form of sentences, flowcharts, and images to provide a clearer and more comprehensive understanding of the direct payment mechanism (LS) at Kriyanusa 2022 by PT Royalindo Expoduta.

RESULTS AND DISCUSSION

Mechanism is important in the payment process because the mechanism is a series of works to solve a problem related to the work process to reduce failure so as to produce maximum results. Therefore, all work processes require a mechanism to control the workflow. The direct payment mechanism (LS) in Kriyanusa 2022 generally uses the same mechanism as the direct payment mechanism from the government, but there are only a few requirements needed regarding billing/finance, namely:

- a. Cooperation contract that has been signed by the agency as exhibitors at Kriyanusa 2022
- b. Agency's NPWP
- c. E-billing code, if tax payment is made by PT Royalindo Expoduta

To find out more clearly about the mechanism of the direct payment method (LS) at Kriyanusa 2022, the author will describe it in the following flowchart:



Picture 1. Flowchart Mechanism of Direct

Payment Method (LS) at Kriyanusa 2022

The following is a description of the flowchart above:

1. The direct payment method (LS) at Kriyanusa 2022 can be implemented if at the beginning there is an agreement between the exhibitor and PT Royalindo Expoduta about the payment method to be chosen, the agreement is written in a cooperation contract that has been made by PT Royalindo Expoduta. PT Royalindo Expoduta submits several requirements for exhibitors who choose to make payments using the direct payment method (LS), namely by filling out a cooperation contract, providing an official NPWP and official e-billing code if tax payments are made by PT Royalindo Expoduta and also providing a payment commitment letter issued by the exhibitor.
2. At the next step is the work completion process, which means that this step is a step where the work of PT Royalindo Expoduta has been completed and this step it is the step of collecting evidence of work that has been carried out such as documentary evidence when setting up stands, decorations, and also other additional things carried out by PT Royalindo Expoduta as a report for submitting invoices to exhibitors, and also as a complementary document for exhibitors to submit and process their participation payments at Kriyanusa 2022.
3. In the third point, there is a handover report, the handover report or can also be abbreviated as BAST is a document that has an important position in the submission for payment shown by the goods and services provider, PT Royalindo Expoduta, after completing the work. BAST is also one proof of receipt of goods or services.
4. At Kriyanusa 2022, the BAST that has been signed and also reviewed for suitability of its contents by the director of PT Royalindo Expoduta is then submitted to the exhibitor for processing and also signed by the commitment-making official/Pejabat Pembuat Komitmen (PPK) from the relevant agency after the BAST has passed the process of checking the suitability of the specifications of the goods/services submitted with the agreed documents.
5. Furthermore, after the handover minutes have been signed, the commitment-making official or commonly called PPK submits SPP-LS to PPSPM to issue SPM-LS. SPP-LS is a direct payment request letter, the document is a payment request document made by the PPK which then after approval, SPM-LS will be issued.
6. Then, the SPM-LS will be forwarded and submitted to the Regional General Treasurer to be processed and issued a Fund Disbursement Order that burdens the regional cash account.
7. Furthermore, after the Fund Disbursement Order that has been issued by the Regional General Treasurer is issued, the SP2D is then given to PPSPM to confirm the payment that has been made to PT Royalindo Expoduta to PPK, PPK to the exhibitor, and the exhibitor to PT Royalindo Expoduta.
8. Then after that, the funds will be sent directly by the Regional General Treasurer on the request for payment

from the exhibitor, from the regional treasury to the account of PT Royalindo Expoduta as goods/services provider through the bank on the basis of the use of the regional budget for the payment of regional participation costs or related agencies in Kriyanusa 2022.

So in this case, direct payment (LS) at Kriyanusa 2022 is a direct payment where payment is made by and from the regional general treasurer to be directed to PT Royalindo Expoduta as a provider of goods and services for Kriyanusa 2022. The exhibitors, namely the Dekranasda who participated in Kriyanusa 2022, are exhibitors who represent their regions. In general, the exhibitors (Dekranasda) in making payments use money from their respective regional budgets and use the direct payment method (LS) because they represent their regions, but in this case, not all regions in their APBD lists have budgets for their regions to participate in activities such as Kriyanusa 2022. So exhibitors whose activities are not on the APBD list choose to use their own money in their institutions and choose to use the cash/transfer payment method first, only after that the exhibitor will apply for payment in the next APBD list.

The system carried out by the exhibitor is the same as the reimbursement system, which is a reimbursement made by the agency/company for employee expenses when carrying out activities based on the interests of the agency/company. And for exhibitors who choose to use the direct payment method (LS), of course, in the APBD list, the budget for participating in activities has been registered, so that the exhibitors only need to complete the file requirements requested by the goods and services

provider, PT Royalindo Expoduta and also submit a payment request to the regional general treasurer to pay for these activities.

1. Disadvantages and Advantages of the Direct Payment Method (LS) at Kriyanusa 2022

According to Mrs. Luthfi Silviana as finance at Kriyanusa 2022, she explained the disadvantages that exist when handling direct payments (LS) are that the payments received will take longer than the standard time, where the exhibitors should have paid off all their payment obligations before the Kriyanusa event began and or when the event was completed, but this is not too risky for the future if it is not paid because there is a guarantee from the contract letter of each agency that uses the direct payment method (LS). The advantages of the direct payment method (LS) are that because it uses a budget mechanism from the APBD / APBN, the payment will definitely be carried out / paid by the exhibitors / related agencies. However, if the budget is not yet on the APBD / APBN list, it will add to the list of shortcomings in the explanation of the shortcomings above.

CONCLUSIONS

Based on the discussion of the direct payment mechanism (LS) at Kriyanusa 2022 by PT Royalindo Expoduta, it can be concluded that the system and procedure for submitting direct payment (LS) for goods and services is a system and procedure in order to make payments to related parties for the delivery of goods and services, by making direct payments from the Regional General Treasury Account to the account of the party providing the goods and services.

goods/services. So in this case, direct payment (LS) at Kriyanusa 2022 is a direct payment where payment is made by and from the regional general treasurer to be directed to PT Royalindo Expoduta as a provider of goods and services for Kriyanusa 2022.

The exhibitors, namely Dekranasda who participated in Kriyanusa 2022, are exhibitors who represent their regions. In general, the exhibitors (Dekranasda) in making payments use money from their respective regional budgets and use the direct payment method (LS) because they represent their regions, but in this case, not all regions in their APBD lists have budgets for their regions to participate in activities such as Kriyanusa 2022. So exhibitors whose activities are not on the APBD list choose to use their own money in their institutions and choose to use the cash/transfer payment method first, only after that the exhibitor will apply for payment in the next APBD list. The system carried out by the exhibitor is the same as the reimbursement system, which is a reimbursement made by the agency/company for employee expenses when carrying out activities based on the interests of the agency/company. And for exhibitors who choose to use the direct payment method (LS), of course, in the APBD list, the budget for participating in activities has been registered, so that the exhibitors only need to complete the file requirements requested by the goods and services provider, PT Royalindo Expoduta and also submit a payment request to the regional general treasurer pay for these activities. From the direct payment method (LS) there are several disadvantages and also advantages in its implementation. The disadvantage is the

length of time for payment from the standard time set in general for other exhibitors who use the cash and transfer payment method, and the advantage is that the payment to be made is guaranteed to be paid because the funds are sourced from the APBD / APBN.

SUGGESTIONS

From the results of the discussion of the direct payment method mechanism (LS) at Kriyanusa 2022 by PT Royalindo Expoduta, the authors have suggestions for PT Royalindo Expoduta, namely that when handling the direct payment method (LS) the finance division should make a structured payment timeline because the payment timeline from each region has a different time when disbursing funds and also has a long time and tends to take a long time to disburse from after the event ends, therefore a structured timeline can greatly assist the finance division in controlling the money entering the PT Royalindo Expoduta account so that when bookkeeping can be tracked easily. And it can also make it easier to check payments from exhibitors.

REFERENCES

- Bakari, R. I., Karamoy, H., & Lambey. R. (2022). Analisis Prosedur Pencairan Dana Langsung (LS) Pada Kantor Pelayanan Perbendaharaan Negara (KPPN) Manado. *Jurnal LPPM Bidang EkoSosBudKum (Ekonomi, Sosial, Budaya, dan Hukum)*.
- Dewi, I. C. (2011). *Pengantar Ilmu Administrasi*. Jakarta: PT Pustakaraya.
- Dr. Any Ariani Noor, M. (2018). *Modul 1: Pengertian MICE (Meeting Incentive Conference Exhibition)*.
- Fauziah, Ayun, Hendrik Manossoh & Wulan D. Kindangen (2023). *Evaluasi Sistem Prosedur Uang Persediaan, Ganti Uang dan Mekanisme Pembayaran Langsung Pada Kantor Pelayanan Perbendaharaan Negara Bitung*. Jurusan Akuntansi Fakultas Ekonomi dan Bisnis. Manado: Universitas Sam Ratulangi Manado.

- Fitri, Juniati (2013) MEKANISME PEMBAYARAN (LS) DALAM PELAKSANAAN ANGGARAN BELANJA PEGAWAI (GAJI DAN TUNJANGAN) PADA DINAS TENAGA KERJA DAN TRANSMIGRASI PROPINSI SUMATERA BARAT. Diploma thesis, UNIVERSITAS ANDALAS.
- Merryana, S. (2018). STRATEGI PEMASARAN JASA DALAM MENINGKATKAN PEMAKAIAN CONVENTION CENTER (Studi Kasus Pada Palembang Sport and Convention Center). Palembang: Politeknik Negeri Sriwijaya.
- Mufid, A. (2022, Januari 26). Memahami Mekanisme Pembayaran Dalam Pelaksanaan APBN. From Suara.com:
<https://www.suara.com/partner/content/suarakalbar/2022/01/26/145321/mahami-mekanisme-pembayaran-dalam-pelaksanaan-apbn.com>
- Peraturan Pemerintah Republik Indonesia. (2018). Peraturan Menteri Keuangan: Tentang Tata Cara Pembayaran Dalam Rangka Pelaksanaan Anggaran dan Belanja Negara. Jakarta: Menteri Keuangan No.178/PMK.05
- Peraturan Pemerintah Republik Indonesia. (2022). Peraturan Menteri Keuangan: Tentang Tata Cara Pembayaran Dalam Rangka Pelaksanaan Anggaran dan Belanja Negara. Jakarta: Menteri Keuangan No.210/PMK.05
- Prawiro, M. (2020). Maxmanroe.com. From Pengertian Metode: Apa itu metode, bagaimana karakteristiknya:
<https://www.maxmanroe.com/vid/umum/pengertian-metode.html>
- PT Royalindo Expoduta. (2022). Laporan Pameran Kriyanusa 2022. Jakarta: PT Royalindo Expoduta.

The Role of Sales Marketing in Metconnex 2022 Exhibition Booths by PT Nuswantara Adhidaya Perkasa (KUPU GSC)

Auliya Ega Rahmawati ¹⁾, Sudarno ²⁾

¹⁾Politeknik Negeri Jakarta, auliya.egarahmawati.an19@mhsw.pnj.ac.id

²⁾Politeknik Negeri Jakarta, sudarno@bisnis.pnj.ac.id

ABSTRACT

Sales marketing plays a crucial role in the preparation and success of this event, particularly in the exhibition booth sales. MetConnex 2022 is an international event focused on metallurgy, mining, and minerals. This paper analyzes the booth sales strategy at MetConnex 2022 by PT Nuswantara Adhidaya Perkasa (KUPU GSC) using interview, observation, and documentation methods. The booth sales process at MetConnex 2022 involves a lengthy process, and sales marketing faces several challenges. To overcome these challenges, sales marketing employs strategies aimed at achieving successful sales and meeting the set targets. This paper provides valuable insights for related companies and industries in developing effective marketing strategies for booth sales. Additionally, it enriches the understanding of the crucial role of sales marketing in achieving promotional and sales objectives in the context of industrial exhibitions.

Keyword: *Booth Sales, MetConnex Exhibition, Sales Marketing.*

INTRODUCTION

MetConnex 2022 is an international event focusing on metallurgy, mining, and minerals. The event is organized by the Alumni Association of Metallurgical Engineering, Bandung Institute of Technology (IA-MET ITB), and will take place at the Jakarta Convention Center (JCC) in August 2022. With the theme "Sustainability in Mineral & Metal Processing," MetConnex 2022 receives support from the Ministry of Energy and Mineral Resources of the Republic of Indonesia, the Coordinating Ministry for Maritime Affairs and Investment, and the Ministry of Industry of the Republic of Indonesia.

The event serves as a platform for stakeholders to engage in discussions, seek solutions, and develop the mining industry in Indonesia. The responsibility for organizing MetConnex 2022 lies with PT Nuswantara Adhidaya Perkasa (KUPU GSC), an event organizer based in Jakarta with experience since 2017.

In the preparation of MetConnex 2022, sales marketing plays a crucial role as the main source of revenue for the company. Therefore, the company needs to implement an effective promotion mix strategy. Sales marketing specifically takes on the sales promotion aspect, aiming to sell products and promote goods to companies in the metallurgy, mining, and mineral sectors, enticing them to become exhibitors at the MetConnex 2022 event.

In this context, it is crucial to understand the role of sales marketing in booth sales for the MetConnex 2022 exhibition. By comprehending the role of sales marketing in the promotion and sales process, the company can optimize efforts to attract relevant industry companies to participate as exhibitors. This paper aims to analyze the role of sales marketing in booth sales for the MetConnex 2022 exhibition by PT Nuswantara Adhidaya Perkasa (KUPU GSC).

The sales of booths for the MetConnex 2022 event involve the roles and responsibilities of sales marketing, including understanding the company's products, identifying target exhibitors, compiling exhibitor data, and implementing promotion mix strategies. The booth sales process includes database collection, data validation, marketing document distribution, follow-up, confirmation, registration, booth payment, floor plan mapping, and event execution. During the booth sales process, sales marketing may encounter challenges, requiring them to find solutions to overcome these issues.

MICE stands for Meeting, Incentive, Convention, and Exhibition. According to the Regulation of the Minister of Tourism of the Republic of Indonesia No. 5 of 2017, MICE refers to providing services for a group meeting, organizing travel for employees and business partners as a reward for their achievements, as well as conducting exhibitions to disseminate information and promote goods and services on a national, regional, and international scale.

MICE involves various sectors and parties that provide beneficial double economic impacts, including Event Organizers (EO), Professional Conference Organizers (PCO), printing companies, souvenir companies, hospitality, travel agencies, transportation, and Small and Medium Enterprises (SMEs). The tourism industry has developed MICE destinations as a leading destination because they offer multiple economic impacts for the region.

According to Kesrul (2004:16), an exhibition is a gathering attended together, held in a meeting room or hotel exhibition space, where a group of producers or other

buyers participate in an exhibition with different market segmentation. Examples of exhibition activities include seminars, workshops, and competitions. Indoor exhibitions require spacious rooms to accommodate the layout of exhibitor stands, often using non-permanent partitioning. In addition, outdoor exhibitions are also possible by utilizing more flexible outdoor spaces, such as parking areas and outdoor layouts.

According to Kotler (2008:5), marketing is an organizational function and a series of processes to create, communicate, and deliver value to customers and manage customer relationships in a way that benefits the organization and stakeholders.

Based on the above definition of marketing, it can be said that marketing is an activity to promote and distribute goods to consumers. Marketing and sales of exhibition booths are crucial aspects of the events and exhibition industry. The goods offered in this context are booths. Marketing booths involves various strategies to promote and market exhibition spaces to potential exhibitors, with the aim of attracting interest and increasing companies' participation in the event. On the other hand, booth sales encompass the entire process from initial contact with potential exhibitors, price and service negotiations, to payment and technical coordination for the event's success.

In the world of booth marketing and sales, identifying the target market is crucial. Companies need to understand the profiles of potential exhibitors, including the industries and sectors targeted by the event, company sizes, and desired exhibition needs. With a deep

understanding of potential customers, companies can direct their marketing and sales efforts more accurately.

Based on the above definition of marketing, it can be said that marketing is an activity to promote and distribute goods to consumers. The goods offered in this context are booths. To attract consumers' interest in the products offered by the company, a promotion mix is needed. According to Nurcholifah (2014:82), the promotion mix is an activity in the field of marketing that aims to increase sales by influencing consumers both directly and indirectly. Sales promotion aims to attract consumers' purchasing power towards a product and can be done in several ways, such as advertising on social media, inviting influencers, and collaborating with stakeholders to encourage the interest of potential exhibitors and exhibition visitors.

According to Vellayeti, Nurul, and Maswir (2016:37), the process of executing booth sales in the World Renewable Energy Congress 2016 event at PT Pactoconvex Niagatama includes: database collection, validation, sending marketing documents, follow-up, confirmation, registration, booth payment, registration, booth payment, floor plan mapping, and implementation.

A booth is a small stage along with its accessories used as a place for promoting products, services, or branding. It is usually used by companies or institutions to showcase a product or information to consumers or potential customers. Executing booth sales becomes a crucial part of organizing an exhibition event.

In this paper, we will discuss in more detail the factors that influence the

success of sales marketing in selling exhibition booths for the MetConnex 2022 event. This analysis is expected to provide new insights for the company and related industries in developing more effective marketing strategies. Additionally, this writing aims to contribute to the understanding of the importance of sales marketing in achieving promotional and sales objectives within the context of the industrial exhibition.

RESEARCH METHOD

Research methodology used are interviews and observations. The interview method is conducted by gathering data by directly asking questions to informants or competent parties in a particular issue. In this case, it is done by posing direct questions to the Project Manager, PIC Sales Marketing of MetConnex 2022, and the organizing team of MetConnex 2022.

The observation method involves the author observing the MetConnex 2022 event at the Jakarta Convention Center, starting from the preparation, execution, and up to the evaluation stage of the event organized by PT Nuswatara Adhidaya Perkasa.

RESULTS AND DISCUSSION

MetConnex 2022 is a conference and exhibition event organized by the Alumni Association of Metallurgical Engineering, Bandung Institute of Technology (IA-MET ITB). The event took place on August 10-11, 2022, at the Assembly Hall, Jakarta Convention Center. MetConnex 2022 is supported by the Coordinating Ministry for Maritime Affairs and Investment, the Directorate General of Minerals and Coal, and the

Ministry of Industry of the Republic of Indonesia. The main theme of the event is "Sustainability In Mineral and Metal Processing."

The exhibition at MetConnex 2022 showcases stakeholders in the mineral and metal processing industry, both from local and international levels. Participants have the opportunity to promote solutions related to the metallurgical industry. Conferences will also be held near the exhibition area, aiming to bring together regulators, leading academic researchers, industries, and technology providers to exchange experiences and research findings on various aspects of extractive metallurgy. The event also provides an opportunity for policymakers, top managers, researchers, practitioners, and educators to present and discuss innovations, trends, challenges, and current concerns in the field of extractive metallurgy.

Sales marketing plays a crucial role in achieving sales targets; hence, it requires excellent communication skills. The communication conducted by sales marketing involves delivering messages from the communicator to the recipients through media that can elicit specific effects. In this context, sales marketing acts as the communicator, while exhibitors act as the recipients, and the communication medium used is the Zoom meeting platform when explaining the products to be sold (booths). This communication process results in an effect where the recipients can provide positive (interested) or negative (rejecting) responses. Based on the information from the interview with the PIC of sales marketing for the MetConnex 2022 event, sales marketing has significant roles and

responsibilities towards exhibitors and sponsors, starting from before the event begins until its conclusion.

In the implementation of the MetConnex 2022 exhibition, sales marketing plays the following roles:

- a. **Product Understanding:** A sales marketing representative must have a good understanding of the products to be sold. This is essential as the sales marketing representative needs to explain the products clearly to potential exhibitors. For the MetConnex 2022 event, sales marketing will study the event details to offer booths to exhibitors and sponsors. Sales marketing will explain the value, advantages, disadvantages, and reasons why potential exhibitors need a booth at the event.
- b. **Exhibitor Search:** Sales marketing searches for exhibitors suitable for the MetConnex 2022 event. This is done to group potential exhibitors based on consumer interests and needs. The target exhibitors for MetConnex 2022 include companies in the metallurgical field, such as mineral and coal mining, smelting, and mineral processing technology providers.
- c. **Exhibitor Data Collection:** Sales marketing compiles exhibitor data, including company names, addresses, phone numbers, emails, contact persons, letter numbers, letter delivery dates, and other relevant information. Sales marketing also provides exhibitor forms to be filled out by exhibitors, including information about contacts, exhibitor details, payments, products, booth reservations, and exhibition policies. The received form data will be scanned and entered into an Excel sheet

prepared by the sales marketing team to facilitate management and follow-up by the marketing team.

- d. Promotion Mix: The main objective of sales marketing is to generate interest from potential exhibitors to purchase booths. Effective promotion is essential to attract the attention of potential exhibitors. For MetConnex 2022, sales marketing employs sales promotion strategies, such as advertising on social media, inviting engaging speakers, and collaborating with relevant ministries. Promotion plays a crucial role in the success of the marketing program, as it allows the company to inform and introduce products to potential exhibitors and increase interest and participation.

The process of selling exhibitor booths at the MetConnex 2022 event follows these steps:

- a. Database: Sales marketing for MetConnex 2022 utilizes a database as a data repository containing information about potential exhibitors, such as company names, persons in charge, phone numbers, emails, and company addresses. This data is collected from the previous year's database and continuously updated. The database serves as a reference for sales marketing to contact potential exhibitors.
- b. Validation: After the database of potential exhibitors is formed, data validation is conducted to improve accuracy. The validation process involves reidentifying companies that align with the event's target and ensuring the validity of company information. Data that does not match

is marked in red, while valid data is marked in green. Sales marketing contacts the companies using email or phone numbers to verify the data.

- c. Marketing Document Delivery: The sales marketing team and project officer prepare marketing documents such as General Information MetConnex 2022, Exhibitor General Information, Invitation Letters, and Exhibitor Registration Forms. These documents are sent to the companies based on the existing database. Delivery can be done in hardcopy or softcopy format through email.
- d. Follow-Up: Sales marketing for MetConnex 2022 conducts follow-ups with potential exhibitor companies through the contact persons listed in the database. The purpose is to receive responses regarding booth offers and ensure that potential exhibitors receive the latest information about the MetConnex 2022 event. Additionally, follow-ups aim to remind potential exhibitors of previous exhibitions and encourage them to purchase booths. Sales marketing provides detailed information to potential exhibitors to alleviate any doubts and build a good relationship with them. The main focus of sales marketing is to achieve the booth sales target and obtain positive responses from the companies contacted.
- e. Confirmation: In the confirmation stage, the target market contacted by sales marketing shows interest before proceeding with the booking contract and payment process. A meeting is conducted between sales marketing and the project manager to explain the details to the exhibitors. In the

MetConnex 2022 event, this meeting is conducted online through platforms like Google Meet or Zoom Meeting. Potential exhibitors will receive the exhibitor registration booking contract form via email sent by MetConnex 2022 sales marketing. This form contains information that must be filled out by the prospective exhibiting company and the policies of the MetConnex 2022 exhibition that must be adhered to.

- f. Registration: Sales marketing sends the exhibitor registration form via email to potential exhibitors, which is then returned after the registration process is completed. After that, the company receives the booth purchase invoice. Sales marketing collaborates with the operational team to check the forms, which include exhibitor requests and mandatory forms such as the exhibitor agreement, fascia name, exhibitor badges, and company background. Additionally, there are also optional forms for additional needs, such as electricity, booth accessories, and lighting. Sales marketing creates a list of companies that have completed the forms to facilitate data collection and access by the project manager and operational team.
- g. Booth Payment: After potential exhibitors submit the filled mandatory and additional forms, the data will be checked by the operational team related to operational capability. Sales marketing will also check and keep the forms related to financial aspects. The finance team will conduct periodic checks and invoice the orders listed in the forms. After the potential exhibitors fill out the exhibitor form and receive

the purchase invoice, they will proceed with the booth payment process. After this process is completed, the company officially becomes an exhibitor in the MetConnex 2022 exhibition.

- h. Floor Plan Mapping: MetConnex 2022 has prepared the exhibition floor plan, which has been approved by the organizers and clients. Booth mapping on the floor plan will be done according to the exhibitor's preferences after completing the Exhibitor Registration Booking Contract in the registration stage.
- i. Execution: During the exhibition, sales marketing will not be too involved as they will only be on standby at the exhibition area, waiting for the needs and complaints of the exhibitors during the event.

In the process of selling booths at the MetConnex 2022 event, sales marketing faces several challenges. Firstly, there is competition from other metallurgy-related events in 2022, such as the Innovation and Technology In Exploration and Mining and Mining Indonesia. All of these events target the same market, which is business-to-business, to attract investors, suppliers, and new customers. Additionally, the booth prices at the MetConnex 2022 event are relatively high compared to other metallurgy events, but they may not always align with the benefits offered. Furthermore, after the pandemic, many companies are uncertain about participating in the MetConnex 2022 exhibition and are more interested in providing sponsorship support rather than becoming exhibitors in this event.

To address the challenges in selling booths at MetConnex 2022, sales

marketing employs several strategies. Firstly, they utilize a direct approach by interacting directly with potential exhibitors through phone calls, emails, and zoom meetings to explain the brochures. This direct approach speeds up the booth sales process and facilitates communication between sales marketing and potential exhibitors. Additionally, sales marketing collaborates with relevant ministries and invites influential speakers, such as Dr. Ir. Ridwan Djamalluddin from the Ministry of Energy and Mineral Resources, to attract visitors to the exhibition. They also leverage social media platforms, especially LinkedIn and YouTube, as promotional tools for booth sales. With these strategies, the sales marketing team of MetConnex 2022 aims to achieve the booth sales target and increase company participation and visitor interest in the MetConnex 2022 exhibition. Below is a table showing the sales marketing achievements at the MetConnex 2022 exhibition.

Table 1. Achievement of Sponsor and Booth Sales for MetConnex 2022 by MetConnex, processed data, 2022

No	Category	Target	Achievement
1	Main Sponsor	-	12
2	Supporting Sponsor	12	9
3	Exhibitor	28	18

CONCLUSIONS

The study focused on exploring the pivotal role of sales marketing in the successful sales of exhibition booths for the MetConnex 2022 event by PT Nuswantara Adhidaya Perkasa (KUPU GSC). The analysis revealed that sales marketing plays a vital role in the preparation and execution of booth sales,

encompassing product understanding, exhibitor search, data collection, promotion mix, follow-up, confirmation, registration, and floor plan mapping. Despite facing challenges such as competition from similar events and post-pandemic uncertainties, the company effectively addressed these issues through direct engagement with potential exhibitors, leveraging digital marketing platforms, and collaborating with key stakeholders.

The research emphasized the importance of identifying the target market accurately to achieve success in the sales marketing process. By understanding the preferences and profiles of potential exhibitors, the company could tailor its marketing strategies effectively, attracting the right exhibitors and boosting overall participation in the MetConnex 2022 exhibition. The findings highlight the significance of well-defined marketing practices, efficient data collection, and strategic promotional efforts to attract exhibitors and visitors. The insights obtained from this study can serve as a valuable reference to optimize future industrial exhibition events and enhance marketing practices for greater success.

SUGGESTIONS

1. It is crucial to constantly update the database with the latest information about the companies to be contacted. This will optimize time and effectiveness in the sales process and ensure that company data is well-preserved.
2. When determining the selling price of booths, it is important to prepare attractive benefits for exhibitors. This will serve as a comparative factor

against competing events and enhance MetConnex's appeal as a more advantageous choice for exhibitors.

3. Customer Segmentation: Conduct further research on customer segmentation in the exhibition industry, specifically focusing on potential exhibitors in the metallurgy, mining, and minerals sectors. Understanding the different needs and preferences of exhibitors from various industries can help optimize marketing and sales strategies for future events like MetConnex.
4. Comparative Analysis: Conduct a comparative analysis of sales and marketing strategies used in different exhibitions to identify best practices and areas for improvement. This analysis can provide valuable insights into enhancing the effectiveness of sales marketing efforts in the context of MetConnex 2022.

REFERENCES

- Belch, G., & Belch, M. (2020). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. McGraw-Hill Education.
- Kesrul, M. (2004). *meeting, incentive trip, conference, exhibition* (1 ed.). Graha Ilmu.
- Kotler, & Armstrong. (2004). *Manajemen Pemasaran* (13 ed., Vol. 1). Graha Ilmu.
- Kusuma, C. (2019). MICE-Masa Depan Bisnis Pariwisata Indonesia. *XVI*(2).
- Manning, K., & Reece, B. (2016). *Selling Today: Partnering to Create Value*. Pearson.
- Nadzir, M. (2016). Analisis Usaha Event Organizer MICE (Meeting, Incentive, Conference, Exhibition) Melalui Kanvas Model Bisnis dan Peta Empati: Studi Kasus Event Organizer di Yogyakarta dan Surakarta. 7.
- Nugroho, S. P. (2018). Strategi Pengembangan MICE Sebagai Upaya Peningkatan Sektor Pariwisata Kota Surakarta. 178.
- Nurcholifah, I. (2014). Strategi Marketing Mix Dalam Perspektif Syariah.
- Peraturan Menteri Pariwisata Nomor 5 Tahun 2017
Tentang Pedoman Destinasi Penyelenggaraan

Pertemuan, Perjalanan Insentif, Konvensi, dan Pameran. (www.kemenparekraf.go.id).
Vellayeti, N., & Maswir. (2018). Pelaksanaan Penjualan Booth Dalam Event World Renewable Energy Congress 2016 Pada PT Pactoconvex Niagatama. *15*(1), 37.

Examining the Operational Activities of Exhibitors in IFEX 2022

Putri Chairunnisa Dewi ¹⁾, Heri Setyawan ²⁾

¹⁾Politeknik Negeri Jakarta, putrichairunnisad@gmail.com

²⁾Politeknik Negeri Jakarta, heri.setyawan@bisnis.pnj.ac.id

ABSTRACT

The exhibition industry is one of the significant sectors in the world of business and trade, where business people can introduce, exhibit or sell company products or services to their respective market segments. This study aims to examine various operational management activities and processes that occurred during the planning and implementation of IFEX 2022. The research methodology is qualitative descriptive, involving the process of observation, interviews with 1 Project Manager and 1 Head of Sales, and also gathering documentation in pre, during and post exhibition. Strategically, exhibitions are divided into two categories, there are business to business (B2B) exhibitions and business to customer (B2C) exhibitions. Exhibitions with this category focus on targets, goals and scale of implementation. A crucial role in organizing an exhibition is to involve exhibitors or exhibitors. In this context, exhibitor operations are one of the factors in the success of holding exhibitions. Based on research results, exhibitor operations involve various practical activities in exhibitions such as the marketing process, fulfilling needs in terms of logistics, booth installation, electricity, exhibition implementation and demolition. Exhibitions are a dynamic industry, so event organizers certainly have the relevant specifications in implementing an effective strategy for the continuity of the exhibitor's operational process.

Keyword: *Business to Business, Exhibition, Exhibitor, Operational.*

INTRODUCTION

Currently, the scale of exhibition organization in Indonesia was increased. The growth is not only limited to the scale of execution but also extends to the rising number of visitors and revenue, surpassing other tourism and MICE (Meetings, Incentives, Conferences, and Exhibitions) sectors. This is because exhibitions are events with extensive execution and involve a significant number of human resources.

Strategically in business, exhibitions are divided into two categories, consists of Business to Business (B2B) and Business to Customer (B2C). These categories serve as the focus in organizing exhibition activities. B2B exhibitions are business meetings at a national or international scale, providing a platform for business actors in specific fields to showcase their existence. On the other hand, B2C

exhibitions are events that can be attended by the general public at both national and international levels.

Indonesia International Furniture Expo (IFEX) is an B2B international exhibition that focused on export-oriented business in the categories of furniture and handicrafts. The participating business come from various regions in Indonesia, representing diverse cultural backgrounds. This industry has experienced rapid growth due to the authenticity and uniqueness of the products, which offer promising opportunities for buyers with competitive prices.

This research paper aims to investigate the mechanism of operational activity towards exhibitors pre, during and post the exhibition takes place. By critically analyzing existing studies and the latest data, the author seeks to provide

an integrated perspective on the existence of the exhibition industry which is increasing drastically. This condition can be used as a good start for the regeneration of the next event industry.

In this paper, the author will examine the entire series of operational processes that occur at exhibitors, both theoretically and practically, with the aim of optimizing the completeness of the process. The author will compile the process chronologically to provide a real picture as a benchmark for event industry players in Indonesia.

The author hopes that this research contributes to the growth of knowledge regarding the chronology of operational activities at exhibitions, encouraging a deeper understanding of the urgency of mechanisms for exhibition implementation. Only through these efforts can the continuity and sustainability of the exhibition be able to reap the expected results prior to the crisis in Indonesia. Even competent to become an industrial sector with a better future in order to support the growth of the country's economic stability.

RESEARCH METHOD

The research methodology used in writing this research is qualitative descriptive. The qualitative analysis still utilizes expanded texts. This analysis approach involves three stages of activities, consists of data reduction, data presentation, and drawing conclusions. The qualitative approach involves the process of observation, interviews with important person in charge there, also used documentation results of IFEX 2022 by Dyandra Promosindo. The observation stage involved in review throughout the

exhibition's execution as part of the sales and exhibitor management team, conducting detailed observations of the operational processes.

The next stage is the interview phase conducted interviews with 2 person, consists of project manager and head sales of IFEX 2022. The author propose for several objective questions that serve as the basis for compiling the report and journal. Not only that, documentation is also used as one of the supporting requirements. This involves capturing photos/videos during the exhibition's operational activities. Documentation can be used as visual aids that will assist the general public in understanding the purpose and objectives of the journal preparation.

RESULTS AND DISCUSSION

Based in the interview results, the author already taken more information especially about the IFEX growth. Since 2014 until 2022, IFEX been held annually. The event takes place in March each year. However, due to the Covid-19 pandemic in 2021, the exhibition was canceled and replaced with an online event is that the "virtual showroom." Once the situation in Indonesia started to improve, the exhibition could resume in offline format on the scheduled dates, which were from 18-21 Augusts 2022 at Jakarta International Expo, Kemayoran. In the process of organizing IFEX, there are several operational activities that support the smooth execution of the exhibition, as follows:

1. Exhibitor Operational Form

The operational form for exhibitors consists of various information and data that exhibitors must complete for the

purpose of participating in the exhibition. The operational form comprises 11 forms, each serving a specific purpose, and can be filled out gradually through the IFEX 2022 website. For more detailed information regarding the distribution of the operational forms, please see the following:

Table 1. Category and Functional of Operational Form by IFEX, 2022

Category	Function	Adjective
Form 0	Exhibitor Details	Mandatory
Form 1	Electricity	Optional (Standard) Mandatory (Special Booth)
Form 2	Standard Booth	Optional
Form 3	Special Design Booth	Optional
Form 4	Double Decker	Optional
Form 5	Furniture Rental	Optional
Form 6	Exhibitor Badges	Mandatory
Form 7	Exhibitor Badges (additional)	Optional
Form 8	Parking Pass (additional)	Optional
Form 9	Meal Box	Optional
Form 10	Service Location Plan	Optional

2. Technical Meeting

Before the implementation of an exhibition, there is a meeting organized by the event organizer to discuss technical matters, which took place on June 30, 2022. This meeting was conducted online through a Zoom Meeting and served as the final meeting before the exhibition. The topics discussed during the meeting revolved around technical aspects, such as the loading-in process, showdays, dismantling, and other essential

information for the exhibitors.

This meeting was held to support the smooth running of the exhibition from the first day until the last day and also served as an evaluation platform for the organizers. Although the meeting was conducted online, there was a possibility of encountering challenges, such as not being able to accommodate all participants due to capacity limitations. Therefore, the organizers promptly found a solution by increasing the participant quota for the Zoom Meeting.

3. Marking Area



Picture 1. Map Facilities IFEX 2022

One of the operational activities in an exhibition is the marking of areas carried out by the Project Officer in each hall with the assistance of several supporting teams, including the Field Officer Boy (FOB), who measures the areas using a measuring tape. The purpose of marking is to designate the locations of each exhibitor's booth based on the estimated drawings and dimensions provided in the layout or floor plan.

The marking process involves drawing straight lines from one end to another and then dividing the area according to the exhibitor's booth size, the size of the F&B area (lounge), and the gangway.

The next step is labeling, which involves naming the booth or lounge areas

using A4-sized HVS paper containing information such as the company name, area size (length x width), and booth number. This stage will facilitate exhibitors and prevent any area mix-ups. Below is information about the venue, total area size, and the number of exhibitors involved.

Table 2. Event Profile of IFEX, 2022

Category	Detail
Venue	Jakarta International Expo (Ji-Expo), Kemayoran - Hall A1, A2, A3 - Hall B1, B2 - Hall D1, D2 - Open Space
Gross Area	30.000 sqm
Net Area	12.000 sqm
Exhibitor	The total number of exhibitors is 219 companies, divided into: Hall A: 67 exhibitors Hall B: 64 exhibitors Hall D: 84 exhibitors Open Space: 4 exhibitors

However, during the implementation of IFEX, the organizers encountered an issue of areas being mixed up. This happened because two exhibitors had the same area size and were positioned next to each other. Nevertheless, this was quickly detected and promptly rectified. Another case that occurred was the missing printing of one exhibitor's label. In response, the organizers took immediate action by writing the information on a new paper manually.

4. Build-Up Booth and Loading In

The build-up booth and loading in is a series of exhibition operational processes that take place for three consecutive days. The mechanism used involves dividing the process into two sessions at different times. On August

15th, exhibitors can enter the exhibition area from 08:00 AM to 09:00 PM. Then, on August 16th and 17th, exhibitors have access to enter from 09:00 AM to 09:00 PM, which is about one hour later than the first day.

Table 3. Schedule for Preparation and Construction Period of IFEX, 2022

Date	Time	Remarks
15 August 2022	08.00	Build up standard booth
		Build up special design booth
	21.00	Closing halls
16 August 2022	09.00	Build up standard booth
		Build up special design booth
	21.00	Closing halls
17 August 2022	09.00	Build up standard booth
		Build up special design booth
		Moving in exhibits
	16.00	Electricity test
	21.00	Closing halls

Based on the schedule provided above, the booth construction procedures set by the organizers are as follows:

- Exhibitors are required to be present during the build-up phase to supervise.
- If the booth construction takes longer than expected, exhibitors are encouraged to contact the respective Hall PIC (Person in Charge) because there will be overtime charges, and the maximum allowed overtime is 4 hours. Beyond that, the venue cannot provide any flexibility.
- During booth construction, it is mandatory to wear safety shoes, safety vests, and safety helmets.
- Activities such as sawing and others should not be conducted in the hall

area but rather in the loading area to prevent any potential hazards.

- e. Booth construction should follow a knock-down system for faster assembly and dismantling.
- f. A working pass must be used for workers involved in booth construction.

5. Test

The organizers conducted a trial of the electrical operations during the exhibition in each exhibitor's booth to anticipate any potential damages or power loss during the event. The trial was conducted on August 17th at 4:00 PM, alongside electrical technicians. Based in the interview results, the electricity trial have several issues were identified, including instances where the electrical flow did not turn on, power was not connected, and some exhibition booths experienced insufficient power supply.

6. Badges and Parking Pass

Every exhibitor who stays or remains in the IFEX 2022 booth must wear an exhibitor ID card (badges). The information displayed on the badges includes a 3x4-sized photo, name, company, and the position as an "exhibitor" in the exhibition. Additionally, there is a sticker conveying the organizers' request that visitors (buyers/visitors) refrain from taking photos of products or booth designs due to the copyright ownership of each work and to preserve the value of the exhibition.

Furthermore, there is a parking pass provided free of charge for exhibitors to replace parking fees, allowing them to park freely according to the applicable regulations. Once all three components are

complete, the next step is to place them inside a white envelope with the Dyandra logo and the exhibitor's company name written on it.

7. Show Days

The IFEX event takes place for 4 days, starting from August 18th to August 21st, 2022. The regulations set by the organizers regarding the exhibitor's arrival time are as follows:

- a. Exhibitors are allowed to enter the exhibition area during show days from 08:00 AM to 07:00 PM.
- b. On August 21st, there is an exception where exhibitors only have operational hours from 08:00 AM to 05:00 PM (after 05:00 PM, exhibitors are allowed to start loading out, and booth dismantling can begin from 06:00 PM to 01:00 AM. For more details, please refer to the table below.

Table 4. General Schedule During IFEX, 2022

Date	Time	Remarks
18 – 21 August 2022	08.00 – 19.00	Opening hours for exhibitors
	09.00 – 18.00	Opening hours for trade visitors
19 August 2022	08.00 – 18.00	Opening hours for exhibitors
	09.00 – 17.00	Opening hours for trade visitors & public

8. Additional Onsite

Next, it still relates to how exhibitors should operate during the exhibition. Since additional facilities are optional, adding them during the setup and display days will help anticipate any shortages.

Some exhibitors opt to add onsite facilities, with the most requested ones being additional electrical supply and exhibitor badges. As these can only be

reserved through the website, all operational needs, except for lunch, can be pre-ordered.

Furthermore, a common issue that arises is related to the cashless payment system. Some exhibitors forget to bring their debit cards or don't have mobile banking, making cash transactions challenging when there are excess refunds.

9. Meal Box

It is the availability of consumption that exhibitors have ordered through the internet. Lunch can be collected between 12:00 PM and 01:00 PM. There is no box lunch system; the meals must be taken directly at their respective office halls. Some exhibitors find difficulties with this system. When sellers are busy serving buyers, they forget to pick up their own meals. This becomes a problem as it may cause the food to spoil on its own.

So, the solution is to visit the relevant seller booths and remind them that their consumption has not been collected. Then, they hurry to pick up their meals. However, an additional issue arises: some exhibitors are dissatisfied and complain about the food menu.

10. Home Coming Party

For all exhibitors, IFEX 2022 holds a homecoming party, which takes place on the second day of the exhibition, on August 19, 2022. The party includes various events that give awards to sellers with the best booth categories. This is followed by other activities, such as a dinner, where Indonesian specialties like satay, fried rice, kerak telur, and several other dishes are served. The event concludes with live music and a DJ (Disc

Jockey).

CONCLUSIONS

Based on the results of the author's observations of the implementation of the IFEX 2022 event before and during the exhibition taking place from 18-21 August 2022, it can be concluded that this exhibition has not gone completely smoothly. With the main focus being the exhibitor's operational activities, there are still several points that need to be addressed by the organizers for further implementation. Even so, several solutions and alternatives have been found responsively and can overcome problems that occur in a prolonged manner.

SUGGESTIONS

The exhibition has ended, but there are several things that need to be followed up by the organizers to minimize the recurrence of this. Based on observations that can be made, problems originate from external partners, therefore it is necessary to have a joint evaluation to be able to decide on the best solution to the problems that have occurred.

REFERENCES

- Destiani, U. & Suwandi. (2019). MICE (Meeting, Incentive, Convention Exhibition); Cetakan pe). Tangerang Selatan: Unpam Press.
- Indrajaya, T. (2015). Potensi Industri Mice (Meeting, Incentive, Conference and Exhibition) Di Kota Tangerang Selatan, Provinsi Banten. *Jurnal Ilmiah WIDYA*, 3(2), 80–87. <https://ejournal.jurwidyakop3.com/index.php/jurnal-ilmiah/article/download/232/202>
- Karsono, D. (2016). Bisnis pameran ala Dwi karsonno (Arie Wijaya (ed.); Cetakan pe). Jakarta: CV. Bee Media Pustaka.
- Kusuma, C. S. D. (2019). Masa Depan Bisnis Pariwisata Indonesia. *Efisiensi Kajian Ilmu Administrasi*, 16(2), 52–62. <https://doi.org/10.21831/efisiensi.v16i2.27420>.
- Maheswari, Hesti dkk. (2022). Pengantar Ilmu Administrasi Bisnis. Bandung: Media Sains

Indonesia.

Modul NEW MICE & HOSPITALITY 2020. *Journal of Convention and Event Tourism*, 2(4), 1–163.

<https://shorturl.at/BGOV5>

Rahman, M. (2017). Ilmu Administrasi. Makassar: CV Sah Media.

Rahmitasari, N., Tinggi, S., Trisakti, P., Kunci, K., & Pameran, P. (2017). Analisis Kualitas Pelayanan Pengunjung Pada Penyelenggaraan Pameran Indobuildtech 2017 Di Indonesia Convention Exhibition (Ice). 22(3), 113–121.

Wibowo, B. UMA, B. (2021). *How Important Is Administration For Your Business?* (<https://bamai.uma.ac.id/2021/05/21/seberapa-penting-administrasi-bagi-usaha-aanda>)

Yunianto, B. (2020). New MICE & Hospitality. Semarang

Implementation of Exhibitor Operational Data Form in IFEX 2022

Miftahul Haftuni Sakinamri ¹⁾, Heri Setyawan ²⁾

¹⁾ Politeknik Negeri Jakarta, miftahulhaftuni.bisnis@gmail.com

²⁾ Politeknik Negeri Jakarta, heri.setyawan@bisnis.pnj.ac.id

ABSTRACT

The MICE industry is a sector that directly benefits the country. The global spread of the COVID-19 pandemic has greatly affected the MICE industry. Many planned events have been postponed or canceled, leading to the closure of MICE-related businesses. After more than a year of struggling, the MICE industry is slowly recovering. Throughout 2020 and 2021, many organizers have eventually held events both online and offline. Event management involves various processes, one of which is operational form management. The operational form completed by exhibitors of IFEX 2022 will be managed and implemented as activities and services by the organizer throughout the exhibition, starting from the setup period, show days, until dismantling, which will take place from August 14th to August 22nd, 2022. The data collection methods employed by the author in this journal article include observation and documentation. Meanwhile, the data analysis method used is descriptive qualitative method. Challenges encountered during the implementation process of the operational form include exhibitor-related issues, miscommunication with vendors, and technical errors on the field.

Keyword: *Exhibitor, MICE, Operational Form.*

INTRODUCTION

According to Titrus Indrajaya (Widya Scientific Journal, 2015: 81), the definition of MICE is a tourism service business that revolves around Meetings, Incentives, Conventions, and Exhibitions (Meeting, Incentive, Convention, and Exhibition), a type of tourism in which a large group, usually carefully planned, for a specific purpose. The MICE industry is a sector that directly contributes to the country's economy, including public infrastructure, human resource capabilities, local product exports, and building a positive image for Indonesia as a destination. The COVID-19 pandemic has severely impacted the MICE industry, leading to the postponement and cancellation of many planned events and causing MICE professionals to face significant challenges.

After more than a year of struggle, the MICE industry is gradually recovering. During 2020 and 2021,

several organizers eventually held events both online and offline, including PT Dyandara Promosindo. Among the offline events organized by PT Dyandara Promosindo were the Surabaya Property Exhibition 2022, IFBC (Info Franchise & Business Concept) 2022 Roadshow, Indonesia International Motorshow 2022, and others.

Exhibitions are an integral part of the MICE industry and serve as highly effective marketing platforms to boost sales by showcasing products and capturing market attention. Key elements of an exhibition include the target market, exhibitors, and the showcased products. Providing excellent services entails effective marketing techniques and meeting operational needs for exhibitors. According to Eddy Herjanto (2007:2), operational management is a process related to the production of goods, services, or their combination through the

transformation of production resources into desired outputs.

Efficient operational management is crucial to maintaining profitability, ensuring the event's continuity, and fostering good relationships with exhibitors. According to Desi Apriyant, organizing the event will certainly involve a lot of people involved in it, both organizers, participants and visitors (Sriwijaya State Polytechnic Thesis, 2017: 12) The operational process involves various internal and external parties. Exhibitors are closely connected to operations, including booth requirements, booth areas, furniture rentals, and more. Thus, the implementation of operational management for exhibitor needs becomes crucial as a measure of an event's success.

According to Dwi Karsonno (2016: 167) in the implementation of phase II of the exhibitor service exhibition, namely the realization of exhibitor services is a place to prove PEO's promises and commitments in meeting the needs, expectations and interests of exhibitors. Needs include certainty and completeness of information, standard equipment for each booth, additional facilities including additional electric power, table-chairs, telephone connection, and area allocation for booth staff to eat, etc. The implementation of exhibitor operational needs in IFEX (Indonesia International Furniture Expo) 2022 encompasses several phases, including the pre-event phase (marking areas and setup), during the event (show days), and post-event phase (dismantling). IFEX 2022 hosted over 150 exhibitors. Recognizing the importance and criticality of operational needs for the smooth and successful

execution of the exhibition, the author chose the title **"Implementation of Exhibitor Operational Data Form in IFEX 2022."**

RESEARCH METHOD

Data collection was conducted using the following methods: 1) Observation method, which involved direct observation and active participation in the implementation process of the operational data form for IFEX (Indonesia International Furniture Expo) 2022 by PT Dyandra Promosindo, from the pre-event phase, during the event, to the post-event phase. 2) Documentation method, which involved gathering relevant documents related to the event, such as letters, meeting minutes, exhibition schedules, and operational forms. Additionally, there was documentation in the form of photographs capturing the pre-event, during event, and post-event stages.

The data analysis method utilized by the author in this journal is descriptive qualitative methodology. In this approach, the documents collected during the event will be described and analyzed using existing theories.

RESULTS AND DISCUSSION

IFEX (Indonesia International Furniture Expo) is a furniture exhibition aimed at promoting export activities in Indonesia. IFEX 2022 was held at Jiexpo Kemayoran from August 18 to August 21, 2022. The number of exhibitors at IFEX 2022 was approximately 250 companies. One of the facilities provided by the organizer to exhibitors is the operational form. The operational form is a facility provided to fulfill the operational form is a facility provided to fulfill the

operational needs of exhibitors during the exhibition. In order to meet the operational requirements, exhibitors are required to fill out the provided operational forms. Here is a list of operational forms provided to exhibitors.

FORM	TITLE	DEADLINE OF SUBMISSION
MUST BE SUBMITTED BY ALL EXHIBITORS		
0	Exhibitor Profile	29 July 2022
6	Admission Badges & Personnel Photo	29 July 2022
MUST BE SUBMITTED BY SPECIAL DESIGN BOOTH EXHIBITORS		
3	Bare Space Regulation, Booth Contractor & Design Approval	29 July 2022
1	Electricity Requirements	29 July 2022
MUST BE SUBMITTED BY STANDARD BOOTH EXHIBITORS		
2	Standard Booth Order	29 July 2022
OPTIONAL FORM FOR ALL EXHIBITORS		
10	Location Plan Form	29 July 2022
9	Meal Box Form	29 July 2022
8	Parking Pass	29 July 2022
7	Additional Badges	29 July 2022
5	Furniture Rental	29 July 2022
4	Double Decker	29 July 2022

Picture 1. List of Operational Forms IFEX 2022

During the process of filling out the operational form, exhibitors encountered several technical challenges, specifically, frequent errors on the operational form filling website. In the implementation process, there are several forms that are directly handled by the organizer, while others are managed through coordination with third parties.

The organizer directly handles the implementation of form 3 (Bare Space Regulation, Booth Contractor & Design Approval), form 4 (Double Decker), form 6 (Admission badges & Personal photos), form 7 (Additional Badges), and form 10 (Location Plan Form). The implementation carried out through third-party vendors includes form 1 (Electricity Requirements), form 2 (Standard Booth Order), form 5 (Furniture Rental), form 8 (Parking Pass), and form 9 (Meal Box Form). Here is a flowchart depicting the process of implementing the exhibitor

operational form during the organization of IFEX 2022.

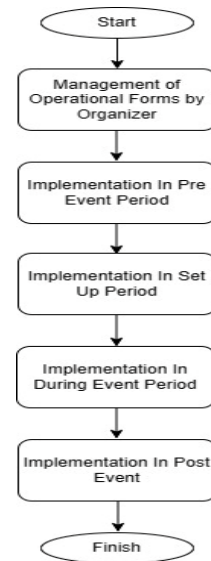


Chart 1. Implementation Process of Operational Data Form for IFEX 2022

The operational forms filled out by IFEX 2022 participants will be managed and implemented in the form of activities and services by the organizer throughout the exhibition, from the setup period, show days, until dismantling.

1. Pre Event

a. Marking Area

The implementation carried out by the organizer during the pre-event period involves managing and overseeing all completed operational forms by the participants. This implementation is divided into several parts. Firstly, the implementation of form 0, 1, 2, and 10 (reserved area size and participant's MCB booth) is conducted through vendor supervision during the marking area process, which takes place one day before the setup period, with assistance from the Field Operations Team (FOB).

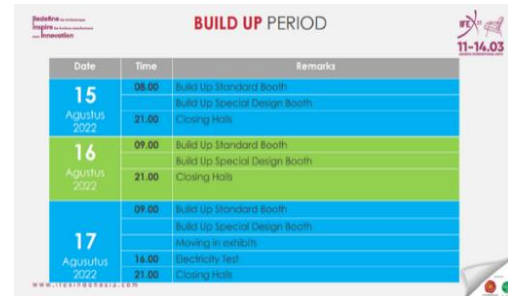
The marking area process includes labeling the designated areas according to the forms and floor plans using black tape and string. After marking the area, the

next step is to indicate the MCB location and attach electrical specifications as requested. Standard booths are constructed by the vendor under the organizer's monitoring. Additionally, electrical installations for the booths are also set up on that day so that during the setup day, the vendor contractors only need to turn on the venue's electricity, and participants can proceed with setting up their respective booths. The entire marking area process in is also monitored by venue personnel.

b. Set Up Period

The setup period is a three-day construction period for participants' booth setups, taking place from August 15 to August 17, 2022. On the first day, in the morning before the operational hours, the Field Operations Team (FOB) activates the electricity and rechecks the installed MCB. Before the show day, the PO area provides truck passes and loading documents.

The purpose of providing these documents is to facilitate participants' smooth entry and exit from the venue. Once the truck passes and loading documents are delivered, participants are required to print them for each truck they intend to bring to the exhibition area. Each hall has a distinct logo on the truck passes and loading documents. During this period, the implementation includes forms 4, 5, 6, 7, and 8, which involve overseeing booth construction, arranging ordered items, and issuing ID cards and parking passes.



Date	Time	Remarks
15 Agustus 2022	08.00	Build Up Standard Booth
		Build Up Special Design Booth
	21.00	Closing Hall
16 Agustus 2022	09.00	Build Up Standard Booth
		Build Up Special Design Booth
	21.00	Closing Hall
17 Agustus 2022	09.00	Build Up Standard Booth
		Build Up Special Design Booth
		Moving to exhibits
	14.00	Electricity Test
	21.00	Closing Hall

Picture 2. Schedule of Build Up Period IFEX 2022

The first setup day took place from 08:00 to 21:00. On this day, double marking was conducted in due to its previous use for another event on August 14th, 2022. The implementation of form 4 (Double Decker) was not carried out as no participants planned to use a double-decker setup. The implementation of form 1 involved ensuring that the electricity for the setup was turned on in accordance with each booth's specifications. The implementation of forms 6, 7, and 8 included distributing ID cards and parking passes to participants.

The participant's ID card was placed together with the parking pass, lanyard, and no photo/video sticker in an envelope, which was labeled with the participant's company name. If a participant wished to collect the envelope, a receipt had to be filled out as acknowledgment.

Several challenges arose during the first setup day. Firstly, there was an error in measuring the booth layout for labeling, which resulted in a delay in installing the electrical setup for the booths. Secondly, one participant claimed not to have ordered a standard booth, even though the participant's record indicated that they filled out form 2 for a standard booth. Thirdly, one participant complained about the booth's electricity consistently shutting off when turned on. To address these challenges, the PO Hall

took the following steps:

- For the first case, the PO Hall informed all participants to wait until the preparations were completed.
- For the second issue, the PO Hall provided clarification and explained that the form was indeed filled out by the participant, leading to a misunderstanding within the participant's internal communication. However, the already installed standard booth was dismantled.
- For the third case, the sales and exhibitor management division requested the field team to check the booth's electricity that kept shutting off. It was discovered that the participant had turned on equipment with a power demand exceeding the purchased electrical capacity. As a solution, the participant purchased additional electricity to increase the power supply for the booth.

The second setup day took place from 09:00 to 21:00 PM. On this day, the implementation involved ensuring, with the assistance of the Field Operations Team (FOB), that participants received the items they had ordered through form 5 from the vendor contractors. Additionally, the sales and exhibitor management division oversaw booth construction to ensure that the implementation initiated on the first day was carried out as planned.

One of the challenges that occurred on the second setup day was that several participants complained about delays in receiving the products they had ordered for additional onsite services from the vendor contractors. As participants also needed to make the most of their setup time, it was crucial to address this issue

promptly. To tackle this challenge, the PO Hall sought assistance from the FOB team to closely monitor the work carried out by the vendor contractors. Additionally, the PO Hall itself provided support in calming the exhibitors. Ultimately, the vendor contractors were criticized for their complicated and time-consuming bureaucracy, as well as their lack of friendliness. The third day took place from 09:00 to 22:00. On this day, the sales and exhibitor management division continued to oversee the booth construction to ensure the proper and successful implementation of the forms initiated on the first day. Additionally, the participants were allowed to start showcasing their products on this day, and at 17:00, a trial of the electricity for the show days was conducted. This trial aimed to minimize risks during the show days and provide participants with an understanding of the electrical setup they had requested for the show days.

One of the challenges on the third day was that a participant who had rented furniture through the operational form had not yet received the ordered items by the setup day. Additionally, another participant complained that the lighting provided on the show day did not match what was shown in the furniture rental catalog. The solution to these issues involved the PO Hall providing explanations, offering apologies for the inconvenience caused, and implementing stricter oversight of the vendor team with the assistance of the FOB team.

2. During Event (Show Days)

Show Days is an exhibition's main event, which took place from August 18th to 21st, 2022. The exhibition operates

from 09:00 to 18:00 WIB for the first three days, and on the last day, the operating hours are from 09:00 to 17:00 WIB. The first three days of the exhibition cater to visitors and buyers from both domestic and international markets, with a large-scale purchasing system in place. The final day of the exhibition is dedicated to student visitors, and some companies offer retail purchasing options. The organization of the show days exhibition went smoothly, with an overwhelming turnout of visitors that exceeded the set target.

Date	Time	Remarks
18 - 20 Agustus 2022	08.00-19.00	Opening Hours for Exhibitors
	09.00-18.00	Opening Hours for Trade Visitors
21 Agustus	08.00-18.00	Opening Hours for Exhibitors
	09.00-17.00	Opening Hours for Trade Visitors & Public

Exhibitor diizinkan untuk masuk 1 jam sebelumnya untuk melakukan persiapan, dan 1 jam Setelah jam tutup pameran untuk menutup booth.

www.ifexindonesia.com

Picture 3. Schedule of Show Days IFEX 2022

During this period, the organizers conduct monitoring rounds in the halls as part of the implementation of the operational form filled out by the participants. The facilities requested on the operational form cannot be changed once the set-up period has begun. Therefore, the organizers prepare a facility called "handling complain." Handling complain is a facility where the organizers address complaints from participants regarding technical and operational issues related to the provided facilities. Additionally, participants can also make additional orders for available facilities. The handling complain facility is located in a room near the hall to facilitate participants in finding the office Hall.

The implementation during the

show days period is reflected in Form 9 (Meal Box Form). The Hall PIC provides participants with meals according to the orders placed on the operational Form 9 (Meal Box Form). The ordered meals are delivered to the Hall office by the General Affairs division at 11:30 AM WIB. When the meals arrive, the Hall PIC contacts the participants and directs them to collect their meals at the Hall office, in accordance with their specific orders. Once the participants sign the receipt for the meals, they can take their meals.

One of the challenges during the show days was that one exhibition participant filled out Form 9 but failed to confirm it with the sales and exhibitor management division, resulting in their order not being recorded in the operational form summary. Immediately, the Hall PIC coordinated with the General Affairs division to address the issue. The General Affairs division had prepared reserve meals as a precaution, and eventually, the issue regarding the participant's meals was resolved. Additionally, during the show days, there were some participants and visitors from abroad who did not wear masks inside the hall, causing discomfort to other participants. One of the participants who felt uneasy with the behavior of other exhibition participants and such visitors reported the matter. Consequently, the Hall PIC attempted to communicate with the relevant parties regarding the proper health protocols, aiming to foster cooperation in ensuring mutual comfort.

3. Post Event (Dismantling)

Dismantling refers to the period of dismantling participants' exhibition booths. This period takes place from 5:00

WIB (August 21, 2022) to 6:00 WIB (August 22, 2022). During this process, the Hall PIC, the FOB team, and the operational division work together to ensure smooth supervision. The implementation of the operational form during this period is related to Form 1 (Electricity Requirements). The implementation involves providing assistance alongside the field team to ensure that the dismantling electricity for each participant's booth is switched on, enabling a smooth dismantling process considering the limited time available.

During this period, the organizer provides an exit goods form for exhibition participants. This form serves as a document for the departure of goods and is required by each company that intends to leave Jiexpo with a truck carrying their goods. To obtain the exit goods form, participants need to visit the Hall office and complete the required data and list of items they wish to take back. Once the necessary data and item list are fulfilled, Hall PIC will sign the form and provide the company with an official stamp to authenticate the document. Two exhibitor have requested an extension of the dismantling duration due to their booths being exceptionally large, exceeding 100 sqm. The Hall PIC coordinated this matter with the operational division. Subsequently, the operational division negotiated the extension of time with the venue management (Jiexpo Kemayoran). Finally, the extension of the dismantling duration was approved until August 22, 2022, at 10:00 AM WIB. The dismantling period IFEX 2022 proceeded smoothly.

CONCLUSIONS

The implementation of the managed

operational form includes facilities such as services and supervision provided by the organizer throughout the exhibition. The implementation of the operational form proceeded smoothly despite encountering a few challenges. These challenges included miscommunication between participants and organizers, as well as poor performance from contracted vendors, resulting in several complaints received by the organizers.

SUGGESTIONS

1. It is advisable to allocate more time for the preparation of the operational form website to ensure optimal results and minimize server error occurrences.
2. It is recommended for the organizers to conduct stricter vendor selection to avoid any negative impact on the effectiveness of the exhibition activities.

REFERENCES

- Apriyanti, D. (2017). Strategi Promosi PT Garindo Media Tama untuk Meningkatkan Jumlah Peserta pada Event Sumatera Selatan Expo. *Thesis*, 12
- Indrajaya, Titus. (2015). Potensi Industri MICE (Meeting, Incentive, Convention and Exhibition) di Kota Tangerang Selatan, Provinsi Banten. *Scientific Journals WIDYA, Volume 3 No. 2*, 81.
- Karsonno, D. (2016). *Bisnis Pameran Ala Dwi Karsonno*. Jakarta: Bee Media

VIP Buyers Program Effectiveness of Increasing Transactions in IFEX 2022 Exhibition

Sheila Odelia Kasmanto ¹⁾, Firman Syah ²⁾

¹⁾Politeknik Negeri Jakarta, sheilaodelia.business@gmail.com

²⁾Politeknik Negeri Jakarta, firman.syah@bisnis.pnj.ac.id

ABSTRACT

Indonesia International Furniture Exhibition, usually abbreviated as IFEX is a business to business exhibition that showcases Indonesia's craftsmanship in the furniture industry. The main objective of the event is to accommodate as many transactions as possible between Indonesia's local furniture suppliers and international buyers. One of the main strategies by the organizer to increase IFEX's transactions is holding a VIP Buyers program. This journal is a research summary to a problem: the effectiveness of the VIP Buyers program which focuses on IFEX 2022. The research uses an observatory and documentation method. We analyze the program's success by looking at the initial purpose and its real life application in the process of selection, administration, and result. In conclusion, the VIP Buyer program is proven to be increasing IFEX general transactions.

Keyword: *Buyer, Exhibition, Furniture, Transaction, VIP.*

INTRODUCTION

IFEX (Indonesia International Furniture Expo) is an exhibition of local furniture and crafts from Indonesian craftsmen and furniture companies with international standards. IFEX has been present to become one of PT Dyandra Promosindo's leading exhibitions not long since PT Dyandra Promosindo was founded and operates in Indonesia as a PEO (Professional Exhibition Organizer). IFEX is a Business to Business (B2B) type of exhibition so that transactions in it occur between business people. Not only that, IFEX is also well-known as a medium and place for Indonesian and International Furniture and Craft Industry stakeholders to meet and build relations.

In its journey, IFEX has greatly contributed in increasing the value of furniture and handicraft exports in Indonesia due to the transactions that occur at each event. IFEX always reaches fantastic large numbers of transactions and with that PT Dyandra Promosindo as the

co-organizer with HIMKI always targets IFEX to bring in international buyers who have the potential to buy exhibitor products in bulk.

Finding buyers with such criteria is certainly a challenge, therefore IFEX organizers (in the Marketing Communications division) created the VIP Buyer Program strategy to attract international buyers who have high transaction values to come to IFEX by providing them with complementary services and facilities and only specifically for VIP Buyers. In implementing the VIP Buyers program, many things must be carried out by the organizers starting from planning, collecting data, and implementing it during the event.

Therefore it is necessary to examine whether the VIP Buyer Program is effective in increasing transactions, specifically in this research is the purchases at the IFEX 2022.

RESEARCH METHOD

The method used in researching the effectiveness of the VIP Buyer program to increase transactions is the method of observation and documentation. According to Sugiyono (2018: 229) observation is a data collection technique that has specific characteristics when compared to other techniques. Observation is also not limited to people, but also other natural objects. From this understanding, there is an illustration of making direct observations at PT Dyandra Promosindo. This is also supported by Patton's theory which says that observation is an accurate method of collecting data. The aim is to find information about ongoing activities to then become the object of research study. While the documentation method is a method used to obtain data and information in the form of books, archives, documents, written numbers and pictures in the form of reports and information that can support research.

RESULTS AND DISCUSSION

Indonesia International Furniture Expo or commonly called IFEX is a Business to Business (B2B) furniture exhibition that has been held by PT Dyandra Promosindo since the late 1990s. This exhibition was originally named IFINA which was later changed to IFEX when IFEX started its collaboration with HIMKI (Indonesian Furniture and Handicraft Industry Association). As IFEX progresses, this exhibition has become famous for the large number of participants from both national and more foreign exhibitors and visitors.

IFEX succeeded in promoting Indonesian furniture and handicrafts to

buyers and enthusiasts from foreign countries through the authenticity of the products and hospitality which impressed each visitor. IFEX has achieved being one of the biggest exhibitions at PT Dyandra Promosindo with approximately 12 thousand visitors each year who come to IFEX within four days of the exhibition. Even though the pandemic hit, IFEX continued to consistently provide PT Dyandra Promosindo with big profits, the figure achieved in 2022 reached IDR 9,000,000,000.

IFEX organizers consist of three major divisions, including the Sales Division, the Operations Division, and the Marketing Communications Division. To take care of matters outside the division, all work will be assisted by general divisions. The implementation of the VIP Buyer program is carried out entirely by the Buyers Handling division, which is a subdivision of the Marketing Communications division.

Prior to the opening of registration for the VIP Buyers program, the organizing committee collected all data from IFEX participants and buyers in previous years. From there the organizer can see buyers who are a great match to the VIP Buyers candidate criteria. These criteria include: Buyers who have been coming to IFEX for more than 5 years and always make transactions, Buyers who have been VIPs at IFEX in previous years, Buyers who plan to make large transactions at IFEX 2023, and Buyers who have been a VIP at similar furniture exhibitions in other countries.

Once it is known that there are buyers who fit these criteria, the committee team will categorize the buyers

in the order of Priority 1 (to be selected as the main candidate), Priority 2 (to be selected as a reserve candidate), and Priority 3 (Reserve if Priority 1 and 2 failed). After that, categorized buyers will be invited to register as VIP buyers through the Email Blast system.

This system was chosen because almost all buyers are business people who actively communicate via email.

There are 2 paths for the VIP Buyer registration, the first is the Exhibitor Nomination line and the Personal Registration line. For Exhibitor Nominations, all IFEX 2022 Exhibitors are encouraged to nominate one buyer from their brand who has made many transactions at their booth at IFEX in previous years. After nominating, the committee will collect data on the names of the nominees and select buyers who make the most transactions, have multi-regional and international scale companies as VIP Buyers.

For nominations from exhibitors, it will take precedence over candidates who register personally because exhibitor nominees already have endorsements from direct exhibitors, which means that their previous transaction data and arrivals at IFEX are concrete.

Meanwhile, for candidates who register personally, they are required to fill out a form that is on the IFEX 2022 website. Then the committee will conduct a selection in the same way as the Exhibitor Nomination pathway, namely from the scale of the company and transactions they have made while at IFEX before. Or if they are newcomers to IFEX, they will be searched for their personal data to see if their position and

portfolio in the industry are sufficient for them to become VIP Buyers.

The first thing the committee will do after this is choose a vendor for the hotel and transportation that will be used by the VIP Buyer during the event. This is very important to do at the start because as a committee, we have promised the selected VIP Buyers that there will be several compliments to be received. Among them are compliments in the form of hotel rooms and transportation (delivery and pick-up). This cannot be done later because at IFEX, apart from VIP buyers there are also other buyers who come from various countries around the world, they also need hotels that they will use during the event.

Meanwhile, IFEX usually only works with 4 hotel partners from year to year. So to avoid running out of hotel rooms, the committee from the VIP Buyer program must first secure the rooms that will be used by VIPs. Likewise with transportation, because of the large number of fleets that will be used by VIP Buyers, the required fleet of cars must be rented from the start. For IFEX 2022, after conducting various surveys related to prices, vendors were selected who had also worked with IFEX in previous years.

During the event, VIP Buyers will be given the best hospitality from IFEX 2022 and receive more exclusive treatment compared to other buyers and visitors. By providing exclusive facilities and compliments to VIP Buyers, it is certainly the hope of the IFEX 2022 organizing committee that VIP Buyers can make a lot of transactions during the event.

Because IFEX 2022 is prohibited to

ask directly to the exhibitor because of confidentiality, to find out whether VIP Buyers really do a lot of transactions at IFEX 2022, the committee uses 2 different methods. It is expected that in these ways the committee can estimate the number of transactions from the selected VIP Buyers. These methods are by conducting voluntary transaction surveys and conducting testimonial interviews with VIP Buyers at the IFEX 2022 event. From the surveys and interviews conducted with IFEX 2022 VIP Buyers, it can be seen that VIP Buyers make very large transactions compared to ordinary buyers. After the data is collected, the committee will conduct an analysis as the main standard to plan the next VIP Buyer program.

VP BUYER FEX 2022 MATRIX

File Edit View Format Data Tools Extensions Help Last visit: [www.makro.co.id](#) on December 2, 2022 10:49:00 AM

100% 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

MS

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF	CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD	DE	DF	DG	DH	DI	DJ	DK	DL	DM	DN	DO	DP	DQ	DR	DS	DT	DU	DV	DW	DX	DY	DZ	EA	EB	EC	ED	EE	EF	EG	EH	EI	EJ	EK	EL	EM	EN	EO	EP	EQ	ER	ES	ET	EU	EV	EW	EX	EY	EZ	FA	FB	FC	FD	FE	FF	FG	FH	FI	FJ	FK	FL	FM	FN	FO	FP	FQ	FR	FS	FT	FU	FV	FW	FX	FY	FZ	GA	GB	GC	GD	GE	GF	GG	GH	GI	GJ	GK	GL	GM	GN	GO	GP	GQ	GR	GS	GT	GU	GV	GW	GX	GY	GZ	HA	HB	HC	HD	HE	HF	HG	HH	HI	HJ	HK	HL	HM	HN	HO	HP	HQ	HR	HS	HT	HU	HV	HW	HX	HY	HZ	IA	IB	IC	ID	IE	IF	IG	IH	II	IJ	IK	IL	IM	IN	IO	IP	IQ	IR	IS	IT	IU	IV	IW	IX	IY	IZ	JA	JB	JC	JD	JE	JF	JG	JH	JI	IJ	JK	JL	JM	JN	JO	JP	JQ	JR	JS	JT	JU	JV	JW	JX	JY	JZ	KA	KB	KC	KD	KE	KF	KG	KH	KI	KJ	KK	KL	KM	KN	KO	KP	KQ	KR	KS	KT	KU	KV	KW	KX	KY	KZ	LA	LB	LC	LD	LE	LF	LG	LH	LI	LJ	LK	LL	LM	LN	LO	LP	LQ	LR	LS	LT	LU	LV	LW	LX	LY	LZ	MA	MB	MC	MD	ME	MF	MG	MH	MI	MJ	MK	ML	MM	MN	MO	MP	MQ	MR	MS	MT	MU	MV	MW	MX	MY	MZ	NA	NB	NC	ND	NE	NF	NG	NH	NI	NJ	NK	NL	NM	NN	NO	NP	NQ	NR	NS	NT	NU	NV	NW	NX	NY	NZ	OA	OB	OC	OD	OE	OF	OG	OH	OI	OJ	OK	OL	OM	ON	OO	OP	OQ	OR	OS	OT	OU	OV	OW	OX	OY	OZ	PA	PB	PC	PD	PE	PF	PG	PH	PI	PJ	PK	PL	PM	PN	PO	PP	PQ	PR	PS	PT	PU	PV	PW	PX	PY	PZ	QA	QB	QC	QD	QE	QF	QG	QH	QI	QJ	QK	QL	QM	QN	QO	QP	QR	QS	QT	QU	QV	QW	QX	QY	QZ	RA	RB	RC	RD	RE	RF	RG	RH	RI	RJ	RK	RL	RM	RN	RO	RP	RQ	RR	RS	RT	RU	RV	RW	RX	RY	RZ	SA	SB	SC	SD	SE	SF	SG	SH	SI	SJ	SK	SL	SM	SN	SO	SP	SQ	SR	SS	ST	SU	SV	SW	SX	SY	SZ	TA	TB	TC	TD	TE	TF	TG	TH	TI	TJ	TK	TL	TM	TN	TO	TP	TQ	TR	TS	TU	TV	TW	TX	TY	TZ	UA	UB	UC	UD	UE	UF	UG	UH	UI	UJ	UK	UL	UM	UN	UO	UP	UQ	UR	US	UT	UU	UV	UW	UX	UY	UZ	VA	VB	VC	VD	VE	VF	VG	VH	VI	VJ	VK	VL	VM	VN	VO	VP	VQ	VR	VS	VT	VU	VV	VW	VX	VY	VZ	WA	WB	WC	WD	WE	WF	WG	WH	WI	WJ	WK	WL	WM	WN	WO	WP	WQ	WR	WS	WT	WU	WV	WW	WX	WY	WZ	XA	XB	XC	XD	XE	XF	YG	YH	YI	YJ	YK	YL	YM	YN	YO	YP	YQ	YR	YS	YT	YU	YV	YW	YX	YY	YZ	ZA	ZB	ZC	ZD	ZE	ZF	ZG	ZH	ZI	ZJ	ZK	ZL	ZM	ZN	ZO	ZP	ZQ	ZR	ZS	ZT	ZU	ZV	ZW	ZX	ZY	ZZ

Picture 1. VIP Buyers Database for IFEX 2022

HOME	ABOUT	DISSEMINATION	VISITOR	OUR SERVICES	MEDIA	SEARCH	LOG OUT

VIP Buyer Application Form

Business Information

Company Name *	Volunteer *
Shahid Hussain	Omar Farooq
Company Category *	Company Social Media
Fashion	Company Social Media Links // Instagram.com/haecol

Documents (Format must be in JPG, JPEG, PNG)

Signature	Marketing Certificate
	

Picture 2. Matrix for VIP Buyer Candidate Priority Choosing

Priority	Current Status	Remarks	Contact Date	Status	Buyer Type	Name
P1	Waiting for feedback	PRX-2022 VIP Buyers	16-Jan-2023	Waiting for feedback	PRX-2022 VIP Buyers	Alcino Lopez Raposo
P1	Waiting for feedback	PRX-2022 VIP Buyers	16-Jan-2023	Waiting for feedback	PRX-2022 VIP Buyers	Maria Vitoria Vilela
P1	Waiting for feedback	PRX-2022 VIP Buyers	16-Jan-2023	Waiting for feedback	PRX-2022 VIP Buyers	Jeffery Tan
P1	Waiting for feedback	PRX-2022 VIP Buyers	16-Jan-2023	Waiting for feedback	PRX-2022 VIP Buyers	Joan Paul Lombard
P1	Waiting for feedback	PRX-2022 VIP Buyers	16-Jan-2023	Waiting for feedback	PRX-2022 VIP Buyers	Yusuf Marican
P1	Waiting for feedback	PRX-2022 VIP Buyers	16-Jan-2023	Waiting for feedback	PRX-2022 VIP Buyers	Cathy Houtland
P1	Waiting for feedback	PRX-2022 VIP Buyers	16-Jan-2023	Waiting for feedback	PRX-2022 VIP Buyers	Ennes Dreyer
P1	Waiting for feedback	PRX-2022 VIP Buyers	16-Jan-2023	Waiting for feedback	PRX-2022 VIP Buyers	John Marmorek
P1	Waiting for feedback	PRX-2022 VIP Buyers	16-Jan-2023	Waiting for feedback	PRX-2022 VIP Buyers	Quiter Fischer
P1	Waiting for feedback	PRX-2022 VIP Buyers	16-Jan-2023	Waiting for feedback	PRX-2022 VIP Buyers	David Baumgartner
P1	Waiting for feedback	PRX-2022 VIP Buyers	16-Jan-2023	Waiting for feedback	PRX-2022 VIP Buyers	Lim Joo Heng
P1	Waiting for feedback	PRX-2022 VIP Buyers	16-Jan-2023	Waiting for feedback	PRX-2022 VIP Buyers	Indira Chikara
P1	Waiting for feedback	PRX-2022 VIP Buyers	16-Jan-2023	Waiting for feedback	PRX-2022 VIP Buyers	Patricia Chikara
P1	Waiting for feedback	PRX-2022 VIP Buyers	16-Jan-2023	Waiting for feedback	PRX-2022 VIP Buyers	Sham Odeh
P1	Waiting for feedback	PRX-2022 VIP Buyers	16-Jan-2023	Waiting for feedback	PRX-2022 VIP Buyers	Ennes Dreyer
P1	Waiting for feedback	PRX-2022 VIP Buyers	16-Jan-2023	Waiting for feedback	PRX-2022 VIP Buyers	Jeffery Tan
P1	Waiting for feedback	PRX-2022 VIP Buyers	16-Jan-2023	Waiting for feedback	PRX-2022 VIP Buyers	Xian Tan
P1	Waiting for feedback	PRX-2022 VIP Buyers	16-Jan-2023	Waiting for feedback	PRX-2022 VIP Buyers	Alan Bunka

Picture 3. VIP Buyer Application Form













FORM VIP BUYER NOMINATION

FORM 12

Deadline of submission 10 February 2023
 Pengantar Menteri 10 Februari 2023



9-12

Indonesian Foreign Exchange

Print Your Form

PDF 12

Form Status

Form Saved

Company	TEST COMPANY	Booth Number	001
PIC Name	Durnity B	Phone	
Mobile	123	Email	alamyda@gmail.com
Signature		Date	10 January 2023

VIP BUYER NOMINATION PROGRAM

- FEFX 2023 is designed to invite BUYERS to be nominated as VIP Buyers through this program for FREE of CHARGED.
- Selected VIP Buyers will get complimentary 2 nights: accommodation and airport transfer assisted by official travel agent. Hotel location will be selected by FEFX team, hotel location is guaranteed to not overflow.
- FEFX 2023 will not cover all 2 nights will be covered by buyers themselves.
- FEFX 2023 will not cover any personal expenses such as mini bar, phone call, and any other related cost.

All information of buyer details must be fully completed to qualify this program. The information will be kept confidential.

Picture 4. VIP Buyer Exhibitor Nomination Form

IFEX 2022 VIP BUYERS TESTIMONY FORM

Questions

Responses

Settings

Section 1 of 4

IFEX 2022 VIP BUYERS TESTIMONY FORM

Dear all our honored VIP Buyers,

We made this testimony form to get an honest evaluation and opinion from you as we want to provide an improved service and hospitality on the next IFEX. We will appreciate your feedbacks.

The deadline for this form is 30 September 2022.

Thank you.

See you on IFEX 2023!

Emah?

Valid email

How happy are you with our service? [Click here to rate](#)

Print

Share

Tr

Form

Form

Form

Picture 5. VIP Buyer Exhibitor Testimony Form

Table 1. Table of Transactions by VIP Buyers at IFEX 2022

Name	Company	Transaction
Gopinath Arunachalam	The PaGo Group	\$101.00
Julia Hennemann	Ludwig Gutmann	\$10,001.00
Dirk Baumgarten	Ludwig Gutmann	\$10,001.00
Ricardo Lopez Barcelo	PILMA DISSENY	\$10,000.00
Aimee Concepcion	HD Buttercup	\$1,001.00
Tim Hill	Le Forge	\$701.00
Sandy	Castlery	\$301.00
Roothaart Eddy	Bazar Bizar	\$1,000.00

CONCLUSIONS

The conclusion that can be drawn from these testimonials is that the VIP Buyer program has helped many buyers to take their business trips to Indonesia and has become one of the factors they enjoy shopping at IFEX 2022. Most of them also answered that they would come again at IFEX 2023, which meaning they will also make transactions at the next IFEX. So

you can be sure that the VIP Buyers program has succeeded in increasing transactions at IFEX 2022, and not only that, also at the next IFEX.

SUGGESTIONS

PT Dyandra Promosindo should make a booklet that contains all the information about the VIP Buyers program in IFEX in the following years which contains things such as the registration process, the facilities and complementaries, etc. The booklet will make it easier for buyers to know what the intent and purpose of the VIP program are, thus making them interested in applying.

REFERENCES

- Heriyanto. (2018). "Pameran, Personal Selling, dan Iklan Media Online Dalam Penjualan Property".
- Indrajaya, Titus. (2015). "Potensi Industri MICE (Meeting, Incentive, Conference and Exhibition) di Kota Tangerang Selatan, Provinsi Banten". *Jurnal Ilmiah Widya* 4.
- Larassatti, Dharma. (2021). "Dua Jenis Buyer yang Bermanfaat Untuk Pengembangan Bisnis Anda".
- Matthew B. Miles, A. Michael Huberman, (2014). *Analisis Data Kualitatif: Buku Sumber Tentang Metode-Metode Baru*.
- Nur, Rosalina. (2020). Analisis Kontribusi Mice Terhadap Penyerapan Tenaga Kerja Dan Kunjungan Wisatawan Di Daerah Istimewa Yogyakarta. *Jurnal Ilmiah. Volume 14 Nomor 1*.
- Prayudi, Maximianus Agus. (2022). Bisnis MICE Sebagai Potensi Unggulan Pariwisata di Yogyakarta.
- Prof. Dr. Sugiyono. (2018). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R & D*. Alfabeta, Jakarta.

Analyzing Customer Behavior: Jakarta X Beauty 2022 Visitor Interest

Maria Angelica Setiawan ¹⁾, Fauzi Mubarak ²⁾

¹⁾ Politeknik Negeri Jakarta, maria.angelicasetiawan@gmail.com

²⁾ Politeknik Negeri Jakarta, fauzimubarak@gmail.com

ABSTRACT

This study investigates the customer behavior of Jakarta X Beauty 2022, analyzing their visiting interests and examining the extent to which program offerings, discounts, promotions, and brands influence their inclination to visit the event. By evaluating the impact of these factors on visitor interests with questionnaire and documentation, this research aims to provide valuable insights into the effectiveness of different strategies in attracting attendees to Jakarta X Beauty 2022. The findings will contribute to a comprehensive understanding of visitor preferences, enabling event organizers to optimize their program, discount, promotion, and branding initiatives to enhance visitor engagement and maximize participation at the event. Ultimately, this study seeks to inform effective decision-making and improve the overall visitor experience at Jakarta X Beauty 2022.

Keyword: *Behavior, Customer, Event, Interests, Visitors.*

INTRODUCTION

MICE is an English acronym derived from "Meeting, Incentive, Convention, and Exhibition." It refers to a type of tourism industry that involves large groups with well-planned arrangements for specific purposes. The global development of MICE demands event organizers to continuously innovate with creative ideas to thrive in this industry. Another important aspect is that the success of a MICE event can be measured by customer behavior or consumer behavior within the event.

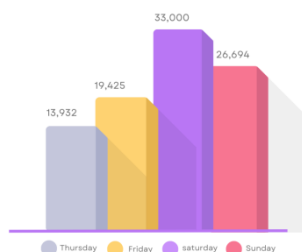
Kotler and Keller (2012) define customer behavior as the actions and activities carried out by individuals, groups, and organizations in relation to selecting, purchasing, and using goods or services to satisfy their needs and desires. Customer behavior is crucial in measuring and assessing customer satisfaction with an event. Based on this, we can gauge the strength of an event by its attendance, influence, and potential for future event repetitions.

Jakarta X Beauty is the signature

event of Female Daily Network held annually. First organized in 2017, Jakarta X Beauty has successfully attracted approximately 10,000 visitors. Over the years, the number of visitors to Jakarta X Beauty has consistently increased. Despite the challenges posed by Covid-19 in 2020, Jakarta X Beauty returned with a fresh new approach on July 28-31, 2022, at Hall A and Hall B of Jakarta Convention Center. Female Daily always presents a content-rich exhibition, hosted by its own employees, without the need for an event organizer. With the theme "Your Beauty Mission," the event aims to inspire all beauty enthusiasts to embrace self-confidence and resilience. During its 4-day run, Jakarta X Beauty 2022 successfully collaborated with 160 beauty brands, featured 54 talk shows, hosted 30 beauty influencers and makeup artists, invited 100 Key Opinion Leaders (KOLs) and 100 KOL giveaway winners, accommodating 2,500 exhibitors, and brought together 93,051 beauty enthusiasts in one place.

This study investigates how people

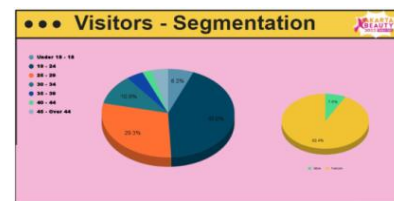
behave at Jakarta X Beauty 2022 and what makes them interested in attending the event. Many people want to understand how the event's program, discounts, promotions, and brands influence visitors decision to come. By learning about these factors, this study want to help improve the event and make it more enjoyable for everyone who attends. Jakarta X Beauty goes beyond being a beauty exhibition; it creates a memorable ecosystem and provides comfort for its visitors. Based on the data report from Jakarta X Beauty 2022 event received from Female Daily Network, the total number of attendees at Jakarta X Beauty 2022 was 93,051 people. On Thursday, 13,932 people attended the event, while on Friday, 19,425 people were present. Saturday saw the highest number of attendees with 33,000 people, and on Sunday, 26,694 people attended. The peak hours for visitors were recorded from 11 am to 6 pm, with 83% of visitors purchasing 1-day pass tickets and 17% opting for the 4-day pass. All the attendees were already aware of the Jakarta X Beauty 2022 event organized by Female Daily Network. The majority of visitors from Female Daily Network came through social media platforms (Instagram, TikTok, and the website), as well as through the FD Members group.



Picture 1. Graph of Visitors at Jakarta X Beauty 2022

Based on data compiled by Female

Daily Network, the demographics of the attendees can be observed in terms of gender and age. Out of the total 93,051 visitors, 43.0% fall within the age range of 30-34 years, making it the dominant age group among the attendees of Jakarta X Beauty 2022. Furthermore, the majority of attendees were female, accounting for 92.4% of the total visitors.



Picture 2. Demographic Segmentation of Visitors at Jakarta X Beauty 2022

RESEARCH METHOD

Research method refers to the systematic approach and techniques employed to collect, analyze, and interpret data in a research study. It encompasses the strategies, procedures, and tools used to investigate a research question or hypothesis and achieve the research objectives.

The data collection for the field work report was conducted using the following methods:

1. Questionnaire

According to Suroyo Anwar (2009), a questionnaire consists of a set of written questions or statements about factual data or opinions related to the respondents' selves. These questions are considered facts or known truths that need to be answered by the respondents. In this study, the author used the Slovin formula to calculate the sample size. The Slovin formula is used to determine the minimum sample size for a study that estimates proportions. After calculating using the

Slovin formula, the author obtained a total of 100 respondents. The questionnaire was created using Google Forms and distributed to Jakarta X Beauty visitors through the Female Daily (FD) Members WhatsApp group, Instagram, and Telegram.

2. Documentation

According to Sugiyono (2007), documents are records of past events in the form of writing, images, or monumental works by someone. The author collected documentation in the form of relevant photos related to the Jakarta X Beauty 2022 event.

In the process of writing this report, the author employed qualitative analysis as the research method. According to Moleong (2017:6), qualitative research aims to understand phenomena such as behavior, perceptions, motivations, actions, and others experienced by the research subjects holistically and through descriptive means, utilizing words and language, within a specific natural context, using various natural methods.

The author utilized qualitative analysis with in-depth questionnaires and documentation to gather detailed information regarding Jakarta X Beauty 2022 event. The data collected for this report is considered primary data as it was obtained and processed by the author.

RESULTS AND DISCUSSION

1. Customer Behavior of Jakarta X Beauty 2022

Jakarta X Beauty 2022 was attended by 93,051 visitors, each of whom had different targets or desires when attending the event. This aspect is intriguing for the author to examine the behavior of visitors

at the event. In this report, the author collected data from 100 respondents through a questionnaire distributed randomly via the FD Members WhatsApp group. The results of the questionnaire revealed interesting information to be analyzed.

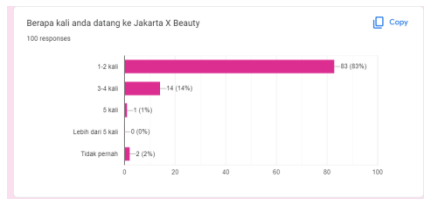
The questionnaire data shows that 52.8% of the respondents who attended Jakarta X Beauty 2022 obtained information about the event through social media platforms such as Instagram, TikTok, and the website, while the rest became aware of the event through being a member of the Female Daily (FD) group. This data can be seen in picture 3 below. Based on this data, it is also evident that visitors attending the Jakarta X Beauty 2022 event came not only from the FD members group but also from outside that group.

It is highly likely that a significant portion of the total 93,051 visitors who attended the event were from outside the FD members group.



Picture 3. Questionnaire Jakarta X Beauty 2022

Furthermore, another behavior observed from visitors at Jakarta X Beauty 2022 can be seen in Picture 4 below, which illustrates the frequency of their visits to the event. The data reveals that the highest percentage, 83% according to respondents' answers, corresponds to visitors who attended the event 1-2 times, indicating a moderate frequency of attendance.



Picture 4. Questionnaire Visitors Intensity Jakarta X Beauty 2022

Picture 5 below demonstrates that the high number of visits to Jakarta X Beauty 2022 event is influenced by discounts and promotions, accounting for 57%. Additionally, 51% of visitors are influenced by freebies products, 45% by attractive programs, and 38% by beauty brands. From these results, it is evident that discounts and promotions have the most significant influence on visitors' interest in attending Jakarta X Beauty 2022.

The findings also indicate that beauty brands have a relatively lesser impact on visitors' interest in attending the event, as they are positioned below freebies products.

Visitors are more attracted to attend due to discounts and promotions, freebies products, and the programs offered by the event. Visitor interest can be observed in the subcategories that will be discussed.



Picture 5. Questionnaire Data: Reasons for Attending Jakarta X Beauty

2. Programs, Discounts, Promotions, and Brands

a. Programs

Programs offered by Female Daily Network at Jakarta X Beauty 2022 focus on beauty inclusivity and diversity, mental health and wellness, as well as

sustainability. This focus is driven by Female Daily Network's belief that beauty is not solely about external appearance but also encompasses diversity, emotional well-being, and environmental issues. The various programs offered at Jakarta X Beauty 2022 are highly intriguing as they serve as platforms to materialize Female Daily Network's core values. These programs offer immense benefits to the attending visitors.

1) Talkshow

One of the main programs presented by Female Daily Network is the talkshow. According to Morissan (2008:28), a talkshow is a program that features one or more individuals discussing a specific topic, guided by a host. The talkshows at Jakarta X Beauty are considered appealing to visitors due to the insightful speakers who provide valuable industry insights. In this program, brands that are exhibitors have the opportunity to participate in the talk show, which is creatively curated by Female Daily Network. A captivating aspect of the talk shows at Jakarta X Beauty 2022 is the inclusion of product launching, beauty demos, and free product giveaways. Female Daily Network offers a platform for brands with new products to introduce them to the public on the stage of Jakarta X Beauty. This unique feature sets Jakarta X Beauty apart from other beauty exhibitions. Moreover, the documentation of these talk shows is shared on Female Daily Network's Instagram as a promotional medium and to enhance engagement with the showcased products.



Picture 6. Talkshow at Jakarta X Beauty 2022

2) Your Beauty Mission

The FDN Life, which embraces challenges, will surely involve its event attendees to also dare to take on challenges.

"Your Beauty Mission" is a unique activity that presents visitors with missions to complete in order to receive free rewards. This program is highly appealing to visitors because the missions assigned are relatively easy and involve the booths present at Jakarta X Beauty. The rewards offered are also highly beneficial to them. "Your Beauty Mission" serves as a distinctive feature of Jakarta X Beauty, attracting the interest of the public to visit the event.



Picture 7. Your Beauty Mission Jakarta X Beauty 2022

3) Bagi-Bagi Hadiah Se-Trolley

Among all the programs offered by Female Daily Network, the "Bagi-Bagi Hadiah Se-Trolley" program is highly anticipated by visitors with tremendous enthusiasm. "Bagi-Bagi Hadiah Se-Trolley" serves as a vibrant and memorable grand finale in every X Beauty event organized by Female Daily Network. In this program,

Female Daily Network generously distributes a large quantity of beauty products for free. Visitors have the opportunity to personally collect their gifts on the stage of Jakarta X Beauty 2022. This program adds to the list of unique features at Jakarta X Beauty 2022. Undoubtedly, this program enhances the interest of the public to attend the event, as they eagerly anticipate this program at the end of the day and the Jakarta X Beauty 2022 event as a whole.



Picture 8. Bagi-Bagi Hadiah Se-Trolley

b. Discounts & Promotions

Discounts are price reductions offered to deplete available stock. The magnitude of the discount or its attractiveness to visitors also influences the visitor interest at Jakarta X Beauty 2022. In addition to discounts, promotions also affect the interest of visitors attending Jakarta X Beauty 2022. Promotions involve price reductions through informing potential buyers about specific products to attract interest in new or lesser-known items. The discounts and promotions offered at the event target not only visitors but also "jastipers" or individuals who come to the event and make purchases on behalf of others or for resale purposes. The discounts and promotions at Jakarta X Beauty 2022 include flash sales, bundling, special discounts, surprise deals, and buy one get one free offers.

1) Flash Sale

Flash sale is an offer of lower prices

for goods compared to their original prices within a specific time limit. In a flash sale, there is also a limit on the quantity of products being marketed. Interestingly, flash sales are commonly used in e-commerce to boost sales or purchases, but they are also incorporated into the concept of an exhibition.

The flash sale at Jakarta X Beauty becomes a highly sought-after feature by visitors because the products offered are undeniably advantageous in terms of pricing and value.



Picture 9. Flash Sale Jakarta X Beauty 2022

2) Bundle Products

Bundle products are a marketing strategy where multiple products are grouped together in one sales package with a single price. The bundled products offered at Jakarta X Beauty 2022 are appealing to visitors because they provide great value. Visitors can obtain affordable prices and a large quantity of items by purchasing these bundled products.



Picture 10. Bundling Product

3) Special Discount

Special discounts are exclusive

discounts that are applicable only at the point of purchase during a specific period of time. Typically, the special discounts offered at each event vary and are valid only throughout the duration of the event.

Therefore, special discounts become a compelling attraction for visitors at Jakarta X Beauty 2022, as the discounts provided can only be utilized during the event itself.



Picture 11. Special Discounts Jakarta X Beauty 2022

4) Surprise Deals

Surprise deals are impromptu discounts and promotions offered by exhibitor booths at Jakarta X Beauty 2022. These surprise deals can include opening booth discounts, flash discounts, and clearance sales. According to an internal source from Female Daily Network, exhibitor booths provide numerous surprising discounts and promotions on the last day of the exhibition, with discounts exceeding 50%.



Picture 12. Surprise Deals Jakarta X Beauty 2022

5) Buy 1 Get 1

According to Jayaraman, buy one get

one (BOGO) is a common form of volume discount promotion used universally in the marketing industry by retailers to attract consumers to purchase products through the offer of free gifts (Jayaraman et al., 2013). The buy one get one promotion at Jakarta X Beauty 2022 is indeed widely observed in exhibitor booths. Just as competitive as other discounts and promotions, this promotion remains a favorite among exhibitors as it continues to capture the attention of visitors, enticing them to not only visit the booth but also make purchases. The author personally witnessed that the buy one get one promotion is not constrained by time limits, and in fact, this promotion was available throughout the entire four-day duration of the event.



Picture 13. Buy 1 Get 1 Jakarta X Beauty 2022

c. Brands

Not only were visitors enthusiastic about Jakarta X Beauty 2022, but it was also highly anticipated by beauty brands in Indonesia. In fact, the booths at Jakarta X Beauty 2022 were filled with 160 top beauty brands. During the preparation process, the booth slots offered by Jakarta X Beauty 2022 were in high demand. In some cases, when all the slots were fully booked, several beauty brands even requested additional slots. There are 160 brands that successfully secured a booth at Jakarta X Beauty 2022.

3. The Impact of Programs, Discounts, Promotions, and Brands on Visitor Interest at Jakarta X Beauty 2022

The data presented in picture 5 has demonstrated that appealing programs influence 45% of the visitor interest at Jakarta X Beauty 2022. This finding is further supported by the data in picture 13, which reveals a high level of visitor interest in programs. The programs offered by Female Daily Network at Jakarta X Beauty 2022 have successfully captured the attention of visitors. Throughout the four-day event, the author observed that the talkshow programs consistently attracted a large audience.

Other factors that contribute to visitor interest in terms of programs include the presenters, content, and the fact that all programs are accessible free of charge. The following percentages illustrate the impact of these factors: presenters: 30%, content: 25%, and free access: 20%. These findings highlight the significance of well-curated and engaging programs in driving visitors' interest in attending Jakarta X Beauty 2022.



Picture 13. The impact of Jakarta X Beauty 2022 Programs to Visitors Interest.

If any of the aforementioned factors related to programs are eliminated or undergo slight variations, it can indeed have an influence on the visitor interest in the event.

The following data reveals that if the content is unappealing, the presenters are unattractive, or if the programs require

payment, 41.2% of the respondents express a lack of agreement in attending Jakarta X Beauty. Therefore, the quality of programs, their format, and other supporting elements all contribute to shaping the visitor interest in the event.

It is not only the programs themselves, but the discounts and promotions also have a significant impact, affecting 57% of the visitor interest at Jakarta X Beauty 2022, as illustrated in picture 5. The respondent data below indicates that 70% of the respondents agree that the discounts offered at the event are exclusive and cannot be found elsewhere, while 45.5% of the respondents assert that the promotions provided at Jakarta X Beauty 2022 are unparalleled in comparison to other events.



Picture 14. The percentage of discounts and promotions Jakarta X Beauty 2022

The impact of discounts and promotions on the visitors interest at Jakarta X Beauty 2022 is also attributed to the respondents' perception that these discounts and promotions are exclusively offered by brands during the event. With numerous discounts and promotions available throughout the four-day event, many people are curious and interested in attending. The data below indicates that 50% of the respondents slightly agree with this statement.



Picture 15. Discounts and promotions during

Jakarta X Beauty 2022

The impact of discounts and promotions on the visitor interest at Jakarta X Beauty 2022 is also influenced by the specific types of discounts and promotions offered. Among these, the flash sale stands out as a key promotional strategy. According to respondents, 76% of them consider the discounts and promotions offered at the event, particularly the flash sale, to have the greatest influence on their interest in attending.



Picture 16. The percentage of discounts and promotions Jakarta X Beauty 2022

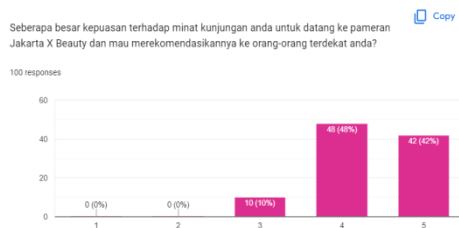
The brands that participated as exhibitors at Jakarta X Beauty 2022 also influenced the visitor interest, accounting for 38% according to the data. Although positioned below freebies products, brands still attracted visitors. Respondents felt that the participating brands offered privileges or the best services, with 51% of them slightly agreeing with this statement.



Picture 17. Brand Service

Therefore, programs, discounts, promotions, and brands each have their own impact and position in Jakarta X Beauty 2022. However, brands do not have a significant impact compared to other factors. These impact should be maintained to continue attracting visitors and ensuring customer satisfaction, as

shown in the picture below.



Picture 18. Satisfaction with Visit Intention

CONCLUSIONS

In the Jakarta X Beauty 2022 exhibition, held from July 28th to 31st, 2022, the observations regarding Analyzing Customer Behavior: Jakarta X Beauty 2022 Visitor Interest can be described as follows:

1. Based on the study findings, it was discovered that the visitors attending Jakarta X Beauty 2022 were mostly influenced by social media, accounting for 52.8%, while the remaining 42.6% were FD Members or already part of the Female Daily Network community, with an attendance frequency of 1-2 times at the event. Visitor interest that influenced the visit intention towards the event included discounts and promotions, freebies products, programs, and brands.
2. The largest influence on visit intention at the event was attributed to discounts and promotions, with a percentage of 57%. Additionally, freebies had an influence of 51%, programs 45%, and beauty brands only 38%. Based on the data, it can be observed that beauty brands did not have a significant impact on visit intention, while freebies products had a stronger influence on visitor interest.

SUGGESTIONS

Here are some suggestions that the

author can provide for future editions of Jakarta X Beauty event:

1. Based on the study findings, it is evident that the majority of visitors at Jakarta X Beauty 2022 were individuals who were not members of Female Daily. Therefore, Female Daily Network should focus on retaining these visitors by actively promoting the event on social media platforms, addressing the feedback provided by Jakarta X Beauty 2022 visitors for evaluation purposes, and encouraging non-members to join Female Daily based on the data collected through the feedback forms. This will help ensure that visitors are well-informed about upcoming events.
2. It is important to maintain the factors that influence visit intention, such as discounts and promotions, programs, and freebies. Female Daily Network should offer a greater variety of discounts and promotions, introduce up-to-date programs, and provide more freebies to visitors.

For factors that have a lesser impact, such as brands, Female Daily Network can provide creative ideas to booth exhibitors to enhance their influence on visit intention and increase visitor numbers in future events. The next researcher that interested in studying a related event can dive deeper into visitor preferences, study long term impact, and more evaluating the partnerships.

REFERENCES

- Cahyono, Agus. (2002). Pameran dan Pagelaran. Materi dan Pembelajaran Kertakes SD. Jakarta: Universitas Terbuka.
- Csikszentmihalyi, Mihaly. (2000). The Costs and Benefits of Consuming. *Journal of Consumer Research*, 27 (2), 267-72.
- Dwyer, L. & Forsyth, P. (1997). Impacts and Benefits

- of MICE Tourism: A Framework for Analysis.
Tourism Economics Vol. 3, No. 1 pp. 21-38.
- Hawkins Delbert and David Mothersbaugh. (2016).
Consumer Behaviour, (13th Edition). McGraw-Hill.
- I Gusti Ayu Oka Suryawardani., Anak Agung
Suryawan Wiranatha., Ida Bagus Gde
Pujaastawa., Made Sandhi Yuliarsa., & Made
Sandhi Yuliarsa. (2019). Analisa Pasar
Wisatawan MICE di Kota Denpasar. Denpasar:
Dinas Pariwisata Kota Denpasar.
- Journal of Convention & Exhibition Management.
(1997). The Professional Convention
Management Association.
- Kamolshotiros, P. (2012), A study of consumer
behaviour: An exploration of determinants
toward decision making for oishi green tea
consumption in Thailand leading to consumer
loyalty. MSc. *Dissertation Submitted to the
School of Management, University of Bath,
United Kingdom.*
- Kotler, Philip dan Gary Armstrong (2015). Prinsip-
prinsip Pemasaran. Jilid 2. Edisi 12. Erlangga,
Jakarta.
- Kotler, Philip. (2005). *Marketing Management. 11th
Edition.* Pearson Education Inc, New Jersey.
- Tsai, M., Liang, W., Liu, M. (2007), The effects of
subliminal advertising on consumer attitudes
and buying intentions. *International Journal of
Management, 24(1), 3-14.*

Production Stages and Supervision of Exhibition Stands INACRAFT on October 2022 by PT Mediatama Binakreasi

Glenn Felix Christian Pasaribu ¹⁾, Muhammad Iqbal Katik Rajoendah ²⁾

¹⁾ Politeknik Negeri Jakarta, glennfelixcp@gmail.com

²⁾ Politeknik Negeri Jakarta, muhammad.iqbalkatikrajoendah@bisnis.pnj.ac.id

ABSTRACT

INACRAFT on October 2022 was an exhibition of INACRAFT 2022 Vol. 2, and an exhibition stand is needed which is a spaces or areas for participants or exhibitors to showcase their products to visitors. In the process of producing and supervising the exhibition stand, production division of PT Mediatama Binakreasi is responsible for all aspects of the production and supervision of the stand and this requires good process stages. The production stage is required in performing the steps required to start, execute, and end production activities in order for a set production to be achieved. This research will describe about stages, challenges and solutions provided during the stages of the exhibition stand production process for exhibitor in this exhibition. The research method used is subjective qualitative methods using observational methods and library studies. Research results show that there is a need for a fairly good coordination process in the production and supervision stages of the exhibition stand with various parties and evaluation during the process to improve the production process for future exhibitions.

Keyword: *Exhibition, Production, Stand, Supervision.*

INTRODUCTION

According to Indonesia Minister of Tourism Regulation Number 5 of 2017, the organization of exhibitions is intended for disseminating information and promoting goods or services on a national, regional, and international scale. According (Seebaluck, 2013, p. 4) noted that the main focus of this activity is to create business-to-business relationships, both to promote new products and to acquire new clients. As stated in the study by Lee Myong Jae, Lee Sanggun, and Young Min Joo (2014) titled "The effect of Exhibition Service Quality on Exhibitors Satisfaction and Behavioral Intentions," service quality can be measured and evaluated through dimensions of service quality. this concept applies to providing the best service for exhibition participants as well. INACRAFT On October 2022 is a series of INACRAFT 2022 Vol. 2, which is an

exhibition co-organized by PT Mediatama Binakreasi and organized by Association of Exporters and Producers of Indonesian Handicraft (ASEPHI). PT Mediatama Binakreasi is an event management service company founded in 1989 and one of the Indonesia's largest exhibition organizers. As one of the largest exhibition organizers in Indonesia, PT Mediatama Binakreasi is well-experienced in conducting exhibitions, particularly in terms of production.

According to Matthews (2006), production management, also known as technical direction, is the task of integrating all technical event elements and some non-technical elements. Production management includes staging, audio A-V, lighting, decoration, entertainment, stage management, scheduling, rehearsals, and scripting. Production management also handles

several logistic aspects, including electricity, rigging, waste management, barricades, and setup. Production management consists of two crucial phases: coordination phase and execution phase.

The coordination phase begins with determining all venue details and planning the layout and execution of the event. Tasks involved in production management during the coordination phase include site inspection and communication with the venue, creating a Computer Aided Design (CAD) of the selected venue with all event elements, creating a production schedule for the event and executing tasks.

One form of production in organizing exhibitions involves providing exhibition stands, which serve as spaces or areas for participants or exhibitors to showcase their products to visitors. Production division of PT Mediatama Binakreasi is responsible for all aspects of the production and supervision exhibition stand and this requires a good production stages and supervision. This research will describe the stages of the production process, problems, and solutions provided during the stages of production process for exhibition stands in this exhibition.

This research will describe theory about production management, exhibition service quality to exhibitor and implementation during this production stages of exhibition stands in this exhibition.

RESEARCH METHOD

Data analysis methods used are qualitative methods that are subjective using observational methods and literature review. "Qualitative Research:

Communication, Economics, Public Policy, and Other Social Sciences" (Bungin, 2017), observation is described as a daily human activity that employs the senses, particularly sight, along with other senses such as hearing, smell, taste, and touch, as its main tools. The author conducted observation and data collection by directly observing and participating in the relevant work, specifically in the production division of PT Mediatama Binakreasi.

Literature review is related to theoretical studies and several references that are inseparable from scientific literature (Sugiyono, 2012). The author collects data through books and other references related to the research problem formulation.

RESULTS AND DISCUSSION

Production process of exhibition stands for INACRAFT On October involves several stages and multiple parties. The process includes exhibition layout, 3D stand design, selection of an official stand contractor, database stand fascia names and additional facilities, exhibition setup, show days, venue stock opname, dismantling, and unloading.

At the first stage, exhibition layout is designed to arrange the stands based on their capacity and marketing purposes for the showcased products. Stands come in various sizes, such as 3 x 3 meters, 3 x 2 meters, 4 x 3 meters, and 2.5 x 2.5 meters for the Culinary Area. PT Mediatama Binakreasi collaborates with the Indonesian Exporters and Handicraft Association (ASEPHI) to create the layout. Sales division receives the briefing from ASEPHI and coordinates with the marketing communication and

production division to work on the draft layout of the exhibition. Data from the briefing is processed and conveyed to the production division to start creating the layout. Production division creates the draft layout and collaborates with the sales division for review. Once finalized, the draft layout is submitted to ASEPHI for approval. After the layout is approved by all parties, PT Mediatama Binakreasi distributes the final layout through production and sales division to the exhibition participants, exhibition venue, and official stand contractor.

Second phase is 3D stand design, exhibition stand designs to provide an overview of how the exhibition stands will look during the event. The process begins with a 3D Stand design brief prepared by ASEPHI and provided as data attached to PT Mediatama Binakreasi's sales division. This brief includes details such as the background color of the fascia name stand, the stand's frame structure, standard facilities provided to participants, and other relevant information. In the coordination of creating the 3D stands, PT Mediatama Binakreasi's sales division receives the 3D stand design brief and processes it to be forwarded to the production division to create a draft of the 3D exhibition stands. The draft includes various items, such as the stand facilities and the appropriate-sized carpet, fascia name stand, partition table measuring 100 cm x 50 cm x 75 cm (1 unit), two folding chairs, two Miniature Circuit Breakers of 2 Ampere, two electrical sockets with two holes, and two TL lamps. Once the final 3D stand designs are ready, the next step is to distribute them to relevant parties, including exhibition participants, the exhibition

venue, and the official stand contractor.

The process of providing and constructing exhibition stands is carried out by a stand contractor referred to as the official stand contractor. PT Mediatama Binakreasi coordinates with the production division to appoint the official stand contractor for the event. In this process, PT Mediatama Binakreasi gathers and selects stand contractors who can work and build stands according to the given brief agreed upon by both parties. To select the stand contractor, PT Mediatama Binakreasi collects and reviews reports from stand contractors who have previously worked with them. After reading the reviews and reports, and conducting brainstorming sessions with the team and discussions with the marketing communication division and ASEPHI, PT Mediatama Binakreasi appoints PT Samudera Dyan Praga as the official stand contractor. PT Samudera Dyan Praga meets certain aspects, such as having the appropriate equipment for the total number of stands to be constructed and possessing a good understanding of field technicalities and workflow with the production division during the set-up, show days, and unloading phases of this exhibition.

PT Mediatama Binakreasi officially designates PT Samudera Dyan Praga as the stand contractor and communicates this information to relevant parties such as ASEPHI, sales division, Jakarta Convention Center (the venue for the exhibition), and the exhibition participants. A coordination meeting is then held with Jakarta Convention Center to discuss the total number of stands to be built, the set-up and unloading timelines, and the technical operational aspects

during set-up, show days, and unloading phases.

During the exhibition stand production process, the fascia name stand holds significant importance for the exhibition participants. Fascia name serves as the branding of each participant's store within the exhibition. Its primary function is to facilitate visitors in locating their desired stores and to prevent any confusion or mix-up between different stores.

In this process, the production division takes charge of creating a database of fascia name stands for all the exhibition participants, along with additional stand details. This task involves coordination among various parties, including the exhibition participants, ASEPHI, sales division, production division, and the official stand contractor. The database is then distributed to the official stand contractor to ensure that the fascia name and facilities are provided in accordance with the database.

After finalizing the database of fascia name stands and additional stand facilities for the exhibition, the stand production process proceeds to the set-up phase. The set-up process begins with marking the designated areas and laying electrical cables under the supervision of the production team from PT Mediatama Binakreasi. Once all the stand installations are ready, production division carries out a thorough check of the fascia name stands. Each exhibition participant is responsible for setting up their product displays on Tuesday, 25th October 2022, from 4:00 PM to 10:00 PM, following the loading schedule provided by the exhibition organizers.

However, during the set-up phase, there were some challenges faced in the production of the exhibition stands. Complaints were received from several participants, such as the electrical circuit breaker malfunctioning, instability of the R8 stand frames, and other issues. All participant complaints were directed to the sales and production divisions, which were prepared with a help desk at the venue.

To manage these complaints efficiently, the production division recorded them in manually created work order forms. These forms were then handed over to the official stand contractor. The purpose of the work order form is to prioritize the handling of complaints by the official stand contractor. Priority is given to the earliest received complaints to ensure prompt resolution. Communication related to these complaints is facilitated through an online group chat that includes the production division of PT Mediatama Binakreasi and the official stand contractor.

After going through the set-up phase, the exhibition was opened on Wednesday, October 26, starting from 10 in the morning until 10 at night. During the show days of the exhibition, there were some complaints raised by the participants, but not as many as during the set-up period.

Before the show days ended, Jakarta Convention Center as the venue of the exhibition, invited the exhibition organizers to conduct an electrical stock opname, which aimed to calculate the total electrical amperage used during the exhibition. In the stock opname process, the involved parties included the venue's

engineering department, exhibition department, and finance department, as well as representatives from the exhibition organizer, represented by production division of PT Mediatama Binakreasi and official stand contractor.

After the set-up and show days come to an end, the next phase is the unloading or dismantling of the exhibition goods. The unloading process begins with the participants unloading their display products, followed by the unloading of the exhibition stands. This involves dismantling the stands until the official stand contractor completes the process.

During the production process of the exhibition stands for INACRAFT On October 2022, various challenges and issues are likely to be encountered. Therefore, it is essential to conduct an evaluation of the entire production process for the exhibition stands of the participants.

Production division of PT Mediatama Binakreasi encountered several challenges, especially during the set-up and show days of the exhibition such as delayed information, unregistered exhibitor, incomplete supplies, and incorrect fascia name spelling. In handling those challenges, the following are the solutions provided by production division of PT Mediatama Binakreasi such as database follow up, participant registration information, complaint follow up, and supervision of installation and complaints.

In this process, it necessitates effective coordination and follow-up processes with a high level of intensity. This process and stages of producing exhibition stands also require evaluation from various aspects, including

coordination between divisions of PT Mediatama Binakreasi, ASEPHI, venue and exhibitor. The exhibition organizers also need to evaluate services provided by official stand contractor in supplying stands to exhibitor. This is intended to serve as research to improve the production process for future exhibitions and also to create a good production management and also good exhibition service quality to exhibitors.



Picture 1. Set up process INACRAFT On October 2022

Work Order Form
(HELP DESK INACRAFT OCT 22)
05/10/2022

No	Detail
1	Assembly no 30, fascia OUT (fascia name salah yang betul (complaint))
2	Main lobby, no 41, lampu TL Mati (1) (complaint)
3	Assembly 130, TL Mati (1) (complaint)
4	Assembly 182, TL Mati (1) (complaint)
5	Assembly 157, fascia name belum diganti Merged: ~~IKATAN~~ IKATAN DESAINER ECOPRINT INDONESIA
6	Plenary 40, tidak menyala
7	Assembly 129, Nalaba Liv ~~tidak menyala~~ ~~tidak menyala~~
8	Assembly 143, fascia belum diganti Solopuri Indonesia
9	Kupangan stand di plenary pado copot

Picture 2. Work order form INACRAFT On October 2022.

Hasil Pengukuran Listrik

Date: 21/10/2022
Organizer: MEDATAMA BINAKREASI
Event: The 2nd PMS 2023
Location: RAMMUS JATIMATI

No.	Anggota	No.	Anggota	No.	Anggota	No.	Anggota
1	14	20	21	27	28	34	35
2	2	21	22	23	24	25	26
3	27	28	29	30	31	32	33
4	34	35	36	37	38	39	40
5	41	42	43	44	45	46	47
6	48	49	50	51	52	53	54
7	55	56	57	58	59	60	61
8	62	63	64	65	66	67	68
9	69	70	71	72	73	74	75
10	76	77	78	79	80	81	82
11	83	84	85	86	87	88	89
12	90	91	92	93	94	95	96
13	97	98	99	100	101	102	103
14	104	105	106	107	108	109	110
15	111	112	113	114	115	116	117
16	118	119	120	121	122	123	124
17	125	126	127	128	129	130	131
18	132	133	134	135	136	137	138
19	139	140	141	142	143	144	145
20	146	147	148	149	150	151	152
21	153	154	155	156	157	158	159
22	160	161	162	163	164	165	166
23	167	168	169	170	171	172	173
24	174	175	176	177	178	179	180
25	181	182	183	184	185	186	187
26	188	189	190	191	192	193	194
27	195	196	197	198	199	200	201
28	202	203	204	205	206	207	208
29	209	210	211	212	213	214	215
30	216	217	218	219	220	221	222
31	223	224	225	226	227	228	229
32	230	231	232	233	234	235	236
33	237	238	239	240	241	242	243
34	244	245	246	247	248	249	250
35	251	252	253	254	255	256	257
36	258	259	260	261	262	263	264
37	265	266	267	268	269	270	271
38	272	273	274	275	276	277	278
39	279	280	281	282	283	284	285
40	286	287	288	289	290	291	292
41	293	294	295	296	297	298	299
42	300	301	302	303	304	305	306
43	307	308	309	310	311	312	313
44	314	315	316	317	318	319	320
45	321	322	323	324	325	326	327
46	328	329	330	331	332	333	334
47	335	336	337	338	339	340	341
48	342	343	344	345	346	347	348
49	349	350	351	352	353	354	355
50	356	357	358	359	360	361	362
51	363	364	365	366	367	368	369
52	370	371	372	373	374	375	376
53	377	378	379	380	381	382	383
54	384	385	386	387	388	389	390
55	391	392	393	394	395	396	397
56	398	399	400	401	402	403	404
57	405	406	407	408	409	410	411
58	412	413	414	415	416	417	418
59	419	420	421	422	423	424	425
60	426	427	428	429	430	431	432
61	433	434	435	436	437	438	439
62	440	441	442	443	444	445	446
63	447	448	449	450	451	452	453
64	454	455	456	457	458	459	460
65	461	462	463	464	465	466	467
66	468	469	470	471	472	473	474
67	475	476	477	478	479	480	481
68	482	483	484	485	486	487	488
69	489	490	491	492	493	494	495
70	496	497	498	499	500	501	502
71	503	504	505	506	507	508	509
72	510	511	512	513	514	515	516
73	517	518	519	520	521	522	523
74	524	525	526	527	528	529	530
75	531	532	533	534	535	536	537
76	538	539	540	541	542	543	544
77	545	546	547	548	549	550	551
78	552	553	554	555	556	557	558
79	559	560	561	562	563	564	565
80	566	567	568	569	570	571	572
81	573	574	575	576	577	578	579
82	580	581	582	583	584	585	586
83	587	588	589	590	591	592	593
84	594	595	596	597	598	599	600
85	601	602	603	604	605	606	607
86	608	609	610	611	612	613	614
87	615	616	617	618	619	620	621
88	622	623	624	625	626	627	628
89	629	630	631	632	633	634	635
90	636	637	638	639	640	641	642
91	643	644	645	646	647	648	649
92	650	651	652	653	654	655	656
93	657	658	659	660	661	662	663
94	664	665	666	667	668	669	670
95	671	672	673	674	675	676	677
96	678	679	680	681	682	683	684
97	685	686	687	688	689	690	691
98	692	693	694	695	696	697	698
99	699	700	701	702	703	704	705
100	706	707	708	709	710	711	712
101	713	714	715	716	717	718	719
102	720	721	722	723	724	725	726
103	727	728	729	730	731	732	733
104	734	735	736	737	738	739	740
105	741	742	743	744	745	746	747
106	748	749	750	751	752	753	754
107	755	756	757	758	759	760	761
108	762	763	764	765	766	767	768
109	769	770	771	772	773	774	775
110	776	777	778	779	780	781	782
111	783	784	785	786	787	788	789
112	790	791	792	793	794	795	796
113	797	798	799	800	801	802	803
114	804	805	806	807	808	809	810
115	811	812	813	814	815	816	817
116	818	819	820	821	822	823	824
117	825	826	827	828	829	830	831
118	832	833	834	835	836	837	838
119	839	840	841	842	843	844	845
120	846	847	848	849	850	851	852
121	853	854	855	856	857	858	859
122	860	861	862	863	864	865	866
123	867	868	869	870	871	872	873
124	874	875	876	877	878	879	880
125	881	882	883	884	885	886	887
126	888	889	890	891	892	893	894
127	895	896	897	898	899	900	901
128	902	903	904	905	906	907	908
129	909	910	911	912	913	914	915
130	916	917	918	919	920	921	922
131	923	924	925	926	927	928	929
132	930	931	932	933	934	935	936
133	937	938	939	940	941	942	943
134	944	945	946	947	948	949	950
135	951	952	953	954	955	956	957
136	958	959	960	961	962	963	964
137	965	966	967	968	969	970	971
138	972	973	974	975	976	977	978
139	979	980	981	982	983	984	985
140	986	987	988	989	990	991	992
141	993	994	995	996	997	998	999
142	1000	1001	1002	1003	1004	1005	1006
143	1007	1008	1009	1010	1011	1012	1013
144	1014	1015	1016	1017	1018	1019	1020
145	1021	1022	1023	1024	1025	1026	1027
146	1028	1029	1030	1031	1032	1033	1034
147	1035	1036	1037	1038	1039	1040	1041
148	1042	1043	1044	1045	1046	1047	1048
149	1049	1050	1051	1052	1053	1054	1055
150	1056	1057	1058	1059	1060	1061	1062
151	1063	1064	1065	1066	1067	1068	1069
152	1070	1071	1072	1073	1074	1075	1076
153	1077	1078	1079	1080	1081	1082	1083
154	1084	1085	1086	1087	1088	1089	1090
155	1091	1092	1093	1094	1095	1096	1097
156	1098	1099	1100	1101	1102	1103	1104
157	1105	1106	1107	1108	1109	1110	1111
158	1112	1113	1114	1115	1116	1117	1118
159	1119	1120	1121	1122	1123	1124	1125
160	1126	1127	1128	1129	1130	1131	1132
161	1133	1134	1135	1136	1137	1138	1139
162	1140	1141	1142	1143	1144	1145	1146
163	1147	1148	1149	1150	1151	1152	1153
164	1154	1155	1156	1157	1158	1159	1160
165	1161	1162	1163	1164	1165	1166	1167
166	1168	1169	1170	1171	1172	1173	1174
167	1175	1176	1177	1178	1179	1180	1181
168	1182	1183	1184	1185	1186	1187	1188
169	1189	1190	1191	1192	1193	1194	1195
170	1196	1197	1198	1199	1200	1201	1202
171	1203	1204	1205	1206	1207	1208	1209
172	1210	1211	1212	1213	1214	1215	1216
173	1217	1218	1219	1220	1221	1222	1223
174	1224	1225	1226	1227	1228	1229	1230
175	1231	1232	1233				

Marketing Strategies and Payment Mechanism for WARISAN Exhibition 2022

Yoanva Nabila ¹⁾, Tuty Herawati ²⁾

¹⁾ Politeknik Negeri Jakarta, yoanva.nabila.an19@mhsw.pnj.ac.id

²⁾ Politeknik Negeri Jakarta, tuty.herawati@bisnis.pnj.ac.id

ABSTRACT

This journal examines the marketing strategies employed for the success of the culturally significant WARISAN Exhibition 2022. It explores diverse approaches, including digital platforms, social media campaigns, traditional channels, and etc., to reach the target audience. The study also investigates the implementation of a sophisticated payment mechanism, utilizing mobile payment systems and contactless transactions for secure and seamless financial operations. This research analyzes marketing strategies for the success of WARISAN Exhibition 2022, aiming to enhance audience engagement. It investigates a sophisticated payment mechanism, ensuring secure and seamless financial operations. By assessing user experience, security measures, and backend infrastructure, this research aims to optimize customer satisfaction. The findings provide valuable insights for enhancing audience engagement, revenue generation, and overall event experiences in future cultural exhibitions.

Keyword: *Booth, Exhibition, Marketing, Mechanism, Payment.*

INTRODUCTION

MICE, an abbreviation for Meeting, Incentive, Conference, Exhibition, encompasses various activities within the tourism industry. The organization of MICE business events has gradually resumed following the disruptions caused by the global COVID-19 pandemic. The success of exhibitions greatly depends on the active participation of various stakeholders, necessitating the need for engaged participants to enliven these events. Consequently, the implementation of efficient and effective payment systems holds paramount importance in the seamless execution of such occasions.

In the context of organizing exhibitions, a well-structured payment mechanism plays a vital role, benefiting both organizers and participants alike. It entails establishing a rental agreement between the event organizers and the participants who lease booth spaces. This rental agreement serves as the foundation

for creating a mutually agreed contract that outlines the rights and responsibilities of both parties.

From the participants' perspective, the advantages of such an agreement lie in gaining access to a dedicated booth and space within the exhibition premises to showcase and promote their respective products and services. On the other hand, the organizers benefit from the revenue generated through the rental fees as predetermined and agreed upon in the initial rental agreement. These financial transactions are crucial to ensure the smooth operations of the event and contribute to its overall success.

Developing a secure and reliable payment system is of paramount importance to ensure the satisfaction and trust of both parties involved. It is essential to establish a system that guarantees timely and hassle-free transactions, mitigating any potential risks

or disputes. The underlying objective of the rental agreement is to foster a mutually beneficial partnership, where both the organizers and participants can maximize their gains and minimize any potential losses.

In light of the above, the author's curiosity is piqued regarding the marketing strategies and payment methods employed for booth rentals at the WARISAN 2022 exhibition, organized by PT Mediatama Binakreasi. Understanding these strategies and mechanisms will provide valuable insights into the effectiveness and efficiency of their approach, potentially serving as a benchmark for future exhibitions and enhancing the overall experience for both organizers and participants.

RESEARCH METHOD

The data collection for this journal was conducted using the following methods:

1. Observation

As a finance division staff member at PT Mediatama Binakreasi, I actively observed the procedures involved in organizing the WARISAN 2022 exhibition, gaining insights into pre-event, during-event, and post-event activities. This firsthand access allowed me to understand the operational aspects of the event.

2. Interview

I conducted in-depth interviews with five employees of PT Mediatama, including three finance division staff and two sales division staff. These interviews provided valuable firsthand information regarding the financial operations and sales strategies implemented during the

exhibition.

3. Documentation

I collected various documents related to the exhibition as supplementary materials for this journal. These included sales data summaries, payment invoices, payment receipts, and documentation capturing the ambiance and overall experience of the event.

4. Literature Review

I extensively reviewed and analyzed existing literature, including books, journals, and both printed and electronic documents, to gain additional insights and support the writing process.

These methods were utilized to ensure comprehensive data collection and provide a well-rounded perspective for the journal.

RESULTS AND DISCUSSION

WARISAN (Wasiat Agung Negeri Nusantara) is an annual exclusive exhibition. In its fifth year, WARISAN focuses on showcasing three Indonesian legacies: Batik, Tenun, and Mutiara (Pearls). The exhibition took place from August 24th to 28th, 2022, at the Jakarta Convention Center.

The aim of WARISAN is to promote Indonesia's unique products and heritage to the public. The exhibition featured 125 companies displaying batik, tenun, and mutiara products, along with related accessories. These products underwent a curation process to ensure they truly represent the skills and craftsmanship of Indonesian artisans.

WARISAN also included supporting events such as talk shows, BAHTERA (Batik, Tenun, and Mutiara)

guessing games, drapery competitions, and live music performances featuring traditional Indonesian songs. Buyers of the exhibited products, including batik, tenun, and mutiara, received authenticity certificates, evaluated by the curation team.

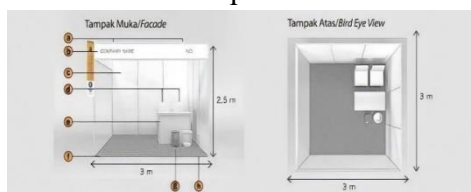
To gather information on marketing strategies and the payment system at WARISAN 2022, the author interviewed five individuals from the finance and sales departments of PT Mediatama Binakreasi. The interviews aimed to collect data on booth marketing strategies, payment systems used at the exhibition, factors impacting payment processes, and post-payment procedures.

1. 7P Marketing Strategy in Selling Exhibition Booths at WARISAN 2022

PT Mediatama Binakreasi uses the 7P approach for effective marketing strategies when selling exhibition booths at WARISAN 2022.

a. Product

PT Mediatama Binakreasi offers various booth options to craft entrepreneurs participating in WARISAN. The standard individually-sized booths are especially popular among craft entrepreneurs across Indonesia. Additionally, PT Mediatama Binakreasi provides extra facilities to fulfill exhibitors' booth requirements.



Picture 1

b. Price

PT Mediatama Binakreasi focuses on providing competitive prices for

exhibitors. The prices are determined and agreed upon by relevant divisions, primarily finance and marketing. The booth prices for WARISAN 2022 include taxes and standard facilities.

Table 1

No.	Ukuran	Harga
1.	9 m ²	Rp. 16.500.000
2.	12 m ²	Rp. 19.000.000
3.	18 m ² (custom)	Rp. 45.000.000

The interviews with finance and sales personnel from PT Mediatama Binakreasi aimed to gain insights into marketing strategies, pricing considerations, and additional services offered to exhibitors. These insights contribute to understanding the company's approach to booth sales and overall management of the WARISAN 2022 exhibition.

c. Place

The sales division plays a crucial role in contacting potential exhibitors and providing them with information about the WARISAN 2022 exhibition. The sales team utilizes their existing database from previous exhibitions and reaches out to potential exhibitors via WhatsApp or phone calls. PT Mediatama Binakreasi also promotes the event during technical meetings, where some participants show interest and make down payments for WARISAN 2022.

d. Promotion

Based on the obtained data, PT Mediatama Binakreasi employs the following promotional strategies for selling exhibition booths at WARISAN:

1) Advertising:

In terms of advertising, PT

Mediatama Binakreasi utilizes social media platforms to promote booth sales. Due to the pandemic, online media optimization is key, with Instagram (@pameranwarisan) and the website (www.pameranwarisan.co.id) being used. The Instagram account attracts the attention of craftsmen and handicraft entrepreneurs to participate in the WARISAN 2022 event.

Additionally, PT Mediatama Binakreasi utilizes its company website, www.mediatambinakreasi.com, edirecting visitors to the website www.pameranwarisan.co.id. Prospective customers or exhibitors can then directly register for the WARISAN 2022 event.



Picture 2

2) Personal Selling:

PT Mediatama Binakreasi employs personal selling activities to sell exhibition booths at WARISAN. This face-to-face selling approach proves to be one of the most effective promotional methods. Through personal selling, direct communication occurs between the seller and the buyer, influencing their purchasing decisions through relevant information or psychological factors that persuade them to make booth transactions.

Based on interviews with the five informants from PT Mediatama Binakreasi, several possibilities exist within the personal selling strategy. Building good relationships between the seller and the buyer is one of them. If the buyer trusts the products sold by the

company, it increases the likelihood of repeat purchases, where consumers intend to purchase booths in the future. PT Mediatama Binakreasi employs both advertising and personal selling methods to promote booth sales.

e. People

As a service provider in the event industry, PT Mediatama Binakreasi carefully selects competent individuals for their workforce. The staff consistently delivers satisfactory service to customers. Beyond service, their friendly, sympathetic, responsive, and complaint-handling attitudes have a significant impact. They also prioritize neat appearance, politeness, and positive behavior towards customers or clients.

f. Physical Evidence

PT Mediatama Binakreasi's office building is strategically located at Balai Pustaka Timur Street No. 39, RT 04/RW 09, Rawamangun, East Jakarta. It provides adequate facilities, including comfortable rooms, computers, printers, scanners, and a company car with a driver for employee convenience.

These resources support the productivity of the sales division, which plays a key role in booth sales. The company uses various promotional materials such as flyers, posters, and booklets to market their products. The WARISAN event takes place annually at the Jakarta Convention Center (JCC) in the Main Lobby and Cendrawasih Hall.



Picture 3

g. Process

The booth sales process for WARISAN 2022 involves the following stages:

1) Booth Sales:

The sales division reaches out to potential exhibitors through advertisements and brochures, including the WARISAN 2022 Highlight or Sales Kit. Interested participants contact the sales division, and registration forms are sent to them. The sales division assigns booth locations for participants who agree, and payment details, starting with a down payment, are explained.

2) Booth Payment:

The finance division collaborates with the sales division to facilitate payment. Participants receive a Confirmation Order (CO) containing cost details. Invoicing occurs in three stages: stage I, stage II and Final Payment. Invoices are sent electronically or via mail/courier services.

Participants provide transfer proof for validation, which is cross-checked with bank statements. Payment can also be made on-site during the WARISAN 2022 exhibition at the Office 3 Main Lobby, JCC, from 09:00 AM to 09:00 PM WIB. Receipts are sent electronically or via mail/courier services. The finance division ensures proper accounting records.

2. Billing and Payment System

The billing and payment system is essential for managing payments. It ensures that businesses receive timely and accurate payments for their products or services. A well-designed system simplifies invoicing, tracks payments, and improves financial management. It helps businesses maintain good cash flow and satisfy customers.

a. Pre-Event Billing

Once invoices are sent to participants, the finance division follows up on payments. Participants who haven't paid yet need to confirm their intention to pay by the due date. They must provide valid proof of payment for verification.

b. On-Site Billing

Participants who haven't paid by the due date are billed directly during the event. This convenient system allows for payment through cash machines or card devices on-site.

c. Post-Event Billing

Billing continues after the event. The finance division reconciles bank statements and sends invoices to participants who haven't paid. An agreement is made with participants who still have outstanding payments, ensuring accountability.

3. Inhibiting Factors of Payment System

During the observation of the WARISAN 2022 exhibition, several factors were identified as hindrances to the smooth processing of payment records for exhibitors. These factors had an impact on the efficiency and accuracy of the payment system.

Firstly, one of the challenges

encountered was the lack of response from exhibitors upon receiving payment invoices. Some exhibitors did not promptly acknowledge or confirm their invoices, leading to delays in the payment process. This created difficulties in maintaining up-to-date and reliable payment records.

Secondly, there were cases where exhibitors made payments without providing proper confirmation or details of their payment receipts. This resulted in incomplete information regarding the sender's name or payment reference, making it challenging to reconcile the payments accurately.

Furthermore, technical issues were experienced with the on-site payment machines (EDC), causing disruptions and delays in processing payments. These technical challenges required immediate attention and resolution to avoid inconveniences for both exhibitors and the event organizers.

Lastly, unexpected additional orders for various items, such as tables, chairs, fabrics, and other exhibition necessities, were made by exhibitors during the event. These last-minute requests necessitated the revision and reissuance of invoices, causing additional administrative work and potential discrepancies in the payment records.

Addressing these factors and implementing measures to overcome these challenges will contribute to an improved payment system. Ensuring timely response and confirmation from exhibitors, resolving technical issues promptly, and establishing clear communication channels will enhance the efficiency and accuracy of the payment process.

By addressing these hindrances, the payment system can be optimized, benefiting both exhibitors and event organizers in future exhibitions.

Table 2

No.	Billing and Payment System	Billing System for WARISAN Event Before the Covid-19 Pandemic	Billing System for WARISAN Event After the Covid-19 Pandemic
1.	Pre-Event	The pre-event billing system is usually directly handled by the sales department staff.	The billing process is conducted remotely through social media platforms, such as using messaging applications like WhatsApp, email, or postal delivery. The finance or sales staff communicate with the participants and send invoices or payment reminders using these digital channels.
2.	On-Site	During the WARISAN event, the billing process is carried out directly while the event is ongoing. Usually, the finance or sales staff directly approach the participants to collect the payments.	The billing is carried out in an organized manner, and a designated office, Office 3, is provided for conducting payment transactions. The company ensures strict adherence to the prevailing health protocols, including maintaining physical distancing, to prioritize the safety and well-being of everyone involved in the payment process.
3.	Post-Event	The billing process is conducted in person, such as visiting the participants' company offices or stores, during the WARISAN event. The finance or sales staff personally visit the participants to collect the payments.	The billing process is conducted remotely through social media platforms, such as using messaging applications like WhatsApp, email, or postal delivery. The finance or sales staff communicate with the participants and send invoices or payment reminders using these digital channels.

CONCLUSIONS

The billing and payment process for the WARISAN 2022 exhibition, held from August 24th to 28th, 2022, involved various procedures and encountered challenges faced by the staff of PT Mediatama Binakreasi throughout the event. Based on my internship observations.

The registration system for WARISAN 2022 was designed to prioritize the convenience of potential exhibitors. New exhibitors could register through the website: www.pameranwarisan.co.id and would be contacted by the organizers. Exhibitors who had participated in previous WARISAN exhibitions only needed to contact the sales department responsible for their booth in WARISAN 2019. After contacting the sales department, exhibitors were required to provide valid personal information in the confirmation order letter, which would be signed and stamped, and serve as proof of payment for the down payment of the booth rental.

Once the registration process was completed, the finance division of PT Mediatama Binakreasi would send the invoice for the down payment through WhatsApp. The invoice would contain information about the booth location, price, and the designated bank account. Subsequent invoices for the second payment and final payment would also be sent.

For participants who were unable to make the full payment before the exhibition, they were allowed to make the payment at the finance booth located at the venue. Participants could pay using debit cards, credit cards, or cash.

Upon completing all administrative requirements, participants would receive a receipt as proof of payment. This receipt would be exchanged for an exit permit during the loading out phase at the end of the event.

The hindrances in the payment system were primarily attributed to communication issues. Lack of response from participants caused delays in payments. The organizers continued to follow up with participants through WhatsApp. Additionally, some participants failed to confirm their payments, resulting in the finance department's inability to record the payments in their database.

There were also technological challenges encountered during the second day of the exhibition. The Electronic Data Capture (EDC) machines were unable to process credit card payments. However, this issue was quickly resolved as the finance division promptly contacted the bank for a swift resolution.

Based on the research conducted through interviews and observations with

relevant parties involved in the Marketing Strategies for Booth Sales at WARISAN 2022, it can be concluded that PT Mediatama Binakreasi implemented marketing strategies by identifying and formulating target markets through segmentation, targeting, and positioning. Additionally, they developed the marketing mix or the 7P marketing mix, consisting of four main elements: product, price, place, and promotion, along with three additional elements: people, physical evidence, and process. These elements aimed to attract buyers and retain existing customers.

PT Mediatama Binakreasi employed two promotional strategies, namely Advertising and Personal Selling, to promote their booth products. According to the interviews conducted, personal selling was perceived as an effective promotional activity by the employees of PT Mediatama Binakreasi, especially the sales staff. Building a good relationship with customers and gaining their trust enables repeat purchases, indicating the customers' willingness to make future booth purchases.

SUGGESTIONS

Without intending to undermine the achievements of PT Mediatama Binakreasi and as an intern observing the company's environment during the execution of WARISAN 2022, I would like to offer some suggestions that may prove beneficial for both the present and future.

Firstly, it would be prudent to conduct a thorough re-evaluation of the machines that will be utilized during the exhibition to ensure their optimal functioning. This step will help prevent

any technical glitches or interruptions during the event, enhancing the overall participant experience.

Secondly, the finance department should consistently follow up with participants who have been registered but have yet to provide confirmation of payment. This proactive approach will enable prompt resolution of any outstanding payment issues and help maintain accurate financial records.

Lastly, it is important to ensure that comprehensive information is conveyed to prospective exhibitors. While WhatsApp messaging is commonly used, supplementing communication efforts with phone calls can be effective, as messages may go unnoticed or become buried amidst a flood of new messages. A direct conversation can ensure that important details are effectively communicated.

By implementing these suggestions, PT Mediatama Binakreasi can further optimize their billing and payment system, streamline their operations, and provide an enhanced experience for participants.

REFERENCES

- Auliya, A., & Mariela, Y. (2021). Analisis Strategi Bauran Pemasaran Dalam Penyelenggaraan Cathay Pacific Travel Fair 2020. *Jurnal Pemasaran Kompetitif*
- Bagus Gusti I. R. U. (2017). *Pemasaran Pariwisata*.
- Ferrell, O. C., & Hartline, M. D. (2014). *Marketing Strategy: Text and Cases*. SouthWestern Cengage Learning.
- Setiawan, M. (2020). Analisis Penerapan Strategi Pemasaran 4P Guna Meningkatkan Volume Penjualan Pada UD Kelapa Daren. 17–58
- Yunita, L. D., & Handayani, T. (2018). Strategi Bauran Promosi Penyelenggaraan Event (Studi Kasus Perencanaan dan Penyelenggaraan Event Pasar Murah). *Jurnal Riset Bisnis dan Investasi*, 4(1), 14-24

Isra Festival 2022 Partner Association Support Process for Exhibition Participation

Faathiyyah Mufiidah ¹⁾, Heri Setyawan ²⁾

¹⁾Politkenik Negeri Jakarta, faathiyyah.mufiidah.an19@mhs.w.pnj.ac.id

²⁾Politeknik Negeri Jakarta, heri.setyawan@bisnis.pnj.ac.id

ABSTRACT

Working with partners the most important marketing strategy for a successful exhibition. This includes partner associations, are an important key to achieving planned exhibitors goals. The cooperative relationship built between the organizer and the partner association will form a symbiotic mutualism where the organizer gets access to invite association members become exhibitors while the partner association can improve its reputation. Descriptive qualitative is the research method used in this study, researchers can carry out a qualitative process of observation, interviews, documentation, and data analysis of participants' marketing activities for Isra Festival 2022. Members trust in HIMPUR management can be a powerful weapon to invite them to the 2022 ISRA FESTIVAL exhibition. Therefore, a good and structured approach is needed to reach the members of the association. The following activities of the organizer in inviting HIMPUR partner association members are sales material preparation, sent the material to association, online gathering HIMPUR ISRA FESTIVAL 2022, direct follow up, confirm participation from association members, fill out application form, invoicing & payment. Based on the results of field observations during cooperation with partner associations of the ISRA Festival 2022 exhibition, it can be concluded that the support of partner associations provided to the organizers is in the form of advice and access to be able to communicate and interact with HIMPUR association members.

Keyword: *Exhibition, Marketing strategy, Partner Association.*

INTRODUCTION

Exhibitions are one of the many types of business events that are still in demand by the public. Exhibition or in English is also one of the sub-sections of the acronym MICE, namely (Meeting, Incentive, Convention, Exhibition).

While MICE itself, according to the Thailand Convention Bureau defines MICE as "A meeting is the coming together of a group of people to discuss or exchange information. In some regions, meetings may be seen as a small-scale conference by others". "Incentive travels include leisure trips emphasizing pleasure and excitement and which may appear to have little or no connection to business". "Conventions are events where the primary activity of the attendees is to attend educational sessions, participate in

meetings and discussions, socialize, or attend other organized events". "Exhibitions can generally be portrayed as 'presentations of products and services to an invited audience with the object of inducing a sale or informing the visitors'".

From the above understanding, it can be understood that an exhibition is an event or forum for a particular industrial sector to introduce its products to the public (visitors) which will then become the target buyer of the exhibiting company (exhibitor). According to Dwi Karsono (2016: 9) Exhibition is a promotional activity through the presentation of the results of industrial and artistic works from a number of business entities and individuals to be communicated, responded to, appreciated, and utilized by

the wider community, end-users as well as industrial activities and their derivative businesses.

The existence of exhibitors is important to realize the exhibition. If an exhibition has no participants or the target participants are not achieved, then the exhibition cannot be held. Therefore, a professional event organizer (PEO) or exhibition organizer must be able to prepare an exhibition marketing strategy to be able to achieve the target participants / booth targets to be met. Without the right marketing strategy, a product, whether goods or services, will lose its opportunity to be recognized and achieve sales targets. Likewise with the exhibition, which is a product of the organizer who is a professional event organizer (PEO).

According to Melydrum in Sudaryono in PRE Mamesah (2020: 47), marketing is a business process that seeks to align the human, financial and physical resources of the organization with the needs and desires of customers in the context of competitive activities.

One of the exhibition marketing strategies that is still considered very effective by PEOs today is to collaborate with associations that are in accordance with the target exhibition industry. By cooperating with partner associations, it will make it easier for PEO to reach the target participants. The main role of the partner association in this collaboration is to carry out marketing activities by offering its members to participate, especially by becoming exhibitors. According to Dwi Karsono (2016: 114), in the context of exhibition marketing, the association can recommend its members to take an active role in the exhibition both as exhibitors and visitors.

So that the partner association also holds an important key in the exhibitor's marketing strategy. The cooperative relationship built between the organizer and the partner association will form a symbiotic mutualism where the organizer, in this case PEO, gets easy access to invite members of the association to become exhibitors while the partner association can improve its reputation and achieve the purpose of forming the association, namely the welfare of members.

Partner associations are expected to be able to convince their members to become exhibitors. Because when a company decides to join an exhibition, there will be many things that must be prepared such as the products it wants to display, the marketing strategy at the exhibition, the purpose of participating in the exhibition whether it is just branding or sales, and the last of course is the budget that must be prepared.

Isra Festival 2022 is a tour & travel exhibition that focuses on the theme "Muslim Friendly Tourism" with a specific target market of Muslim tourists. So that PT Traya Eksibisi Internasional as a professional exhibition organizer (PEO) conducts a marketing strategy by cooperating with HIMPUH which is an association of Hajj Umrah travel entrepreneurs and Muslim-friendly tourist bureaus to become a partner association. Thus, Traya Indonesia together with HIMPUH has an exhibitor target that must be met from association members for the success of the Isra Festival.

The support process provided by HIMPUH is an interesting problem or topic to be discussed in this research to find out what steps can be taken when a PEO collaborates with a partner

association.

RESEARCH METHOD

Descriptive qualitative is the research method used in this study. This method was chosen because the researcher conducted field work practices at PT Traya Eksibisi Internasional for five months from August 27 to December 31, 2022. The researcher was placed as a marketing team for the Isra Festival 2022 exhibition project.

So that researchers can carry out a qualitative process of observation, interviews, documentation, and data analysis of participants' marketing activities for Isra Festival 2022.

According to Creswell (2014) Descriptive qualitative research method is a research method used to describe a phenomenon or event in detail and in depth. This method involves descriptive data collection, such as interviews, observations, and document studies, as well as qualitative data analysis.

RESULTS AND DISCUSSION

The process of obtaining participants from the ISRA FESTIVAL 2022 associate partner, in this case HIMPUH, requires great support from the association's management. Members' trust in HIMPUH management can be a powerful weapon to invite them to the 2022 ISRA FESTIVAL exhibition.

Therefore, a good and structured approach is needed to reach the members of the association. The following activities of the organizer PT Traya Eksibisi Internasional in inviting HIMPUH partner association members are described in the following flow chart:

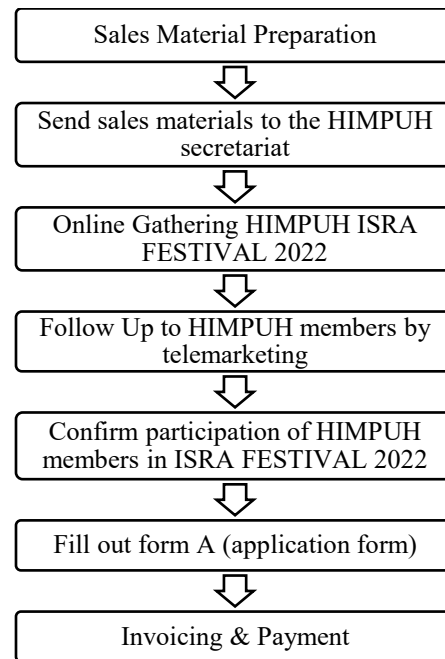


Chart 1. ISRA FESTIVAL 2022 collaboration workflow with HIMPUH partner associations by Data processed by author, 2022

Based on chart 1, it can be seen that there are 7 stages in getting exhibitors from HIMPUH partner associations at ISRA FESTIVAL 2022:

1. Sales Material Preparation

Before making sales, of course, sales materials, which act as tools, must have been carefully prepared. In an exhibition, the tools used by a salesperson in selling are proposal, floorplan, and pricelist. These materials will be the main provision for sales to offer exhibition booths. The same goes for the sales material that will be presented to target partner associations.

The proposal must contain what benefits association members will get if they join the ISRA Festival 2022 exhibition, even to be more convincing a salesperson can also explain the benefits that are not given to non-association exhibitors. By providing differentiation of benefits between HIMPUH associate members and non-members, it will have

an attractive effect on the target HIMPUH member participants.

A salesperson must be skillful in explaining important points related to why the company should participate in the ISRA Festival 2022 exhibition.

2. Send sales materials to the HIMPUH secretariat

Then after the material has been carefully prepared by the organizer, the material will be sent to the board of the partner association, namely HIMPUH to get feedback from the board. If feedback has been given, then the material is revised again by the organizer in accordance with the direction and input from the association management.

Feedback from the HIMPUH board is important before the material is disseminated to its members, because if there is an error or the proposal is less attractive it is very unfortunate because it can affect the interest of members to participate in the exhibition.

After all sales materials have received approval from both the HIMPUH partner association and the organizer, then the material can be disseminated by the HIMPUH secretariat in the member whatsapp group.

3. Online Gathering HIMPUH ISRA FESTIVAL 2022

The next stage carried out by the organizers of the ISRA Festival 2022 together with HIMPUH association partners is by holding an online gathering through the ZOOM Meeting platform, this gathering aims to convey information related to the ISRA Festival 2022 to members directly.

This online gathering is one of the

strategies initiated by the organizers PT Traya Eksibisi Internasional and submitted to the partner association management to be able to interact directly with all Hajj Umrah travel directors who are HIMPUH members.

In the online gathering, in addition to the presentation of proposals and benefits for association members, special price promos are also given to members who book a booth during the online gathering, they will get a 30% discount on the booth price.

4. Follow Up to HIMPUH members by telemarketing

After the online gathering was held, the organizer managed to get a database of online gathering participants through the participant attendance form. Then, the database is followed up directly by the sales team from the organizer to invite association members to participate.

This follow-up process is of course already within the knowledge of the HIMPUH management, so that the organizers are protected under the auspices of the partner association and cannot be accused of database theft.

At this stage, the sales team from the organizer can maximize their time to promote ISRA Festival 2022 in order to attract target participants from the association. Especially in price negotiations, at this stage negotiations can be carried out quickly and efficiently so that potential participants can immediately agree to join the ISRA Festival 2022 exhibition.

5. Confirm participation of HIMPUH members in ISRA FESTIVAL 2022

If the negotiations in the follow-up

process have been successful, the next step is to confirm the participation of the association members. This confirmation is done by selecting the desired booth location, booth size, and type of booth desired whether using standard partitions from the organizer or making a special design which means the organizer only provides booth space.

6. Fill out form A (application form)

The next step is to fill out form A (application form), this form serves as a binding between the commitment of exhibitors and organizers. This form contains the terms and conditions that apply to the provisions in the event of cancellation, cancellation fines, and payment terms.

If form A has been signed by both exhibitors and organizers, then the parties are committed to carrying out their obligations in the exhibition.

7. Invoicing & Payment

The last step is the billing and payment process, with the signing of form A, it becomes a reference for the finance team from the organizer to make invoices that will be sent to exhibitors. The payment process at ISRA Festival 2022 is divided into 2 terms, namely down payment and repayment.

So that by reaching this stage, the collaboration between the organizer and the partner association can be said to have been 70% successful because it is able to convince association members to join the ISRA Festival exhibition. Then 30% of its success will be determined from when the exhibition takes place.

From the results of all stages of the

support process provided by HIMPUH as a partner association, participant members from HIMPUH were 29 participants out of a total of 80 participants.

CONCLUSIONS

The support phase has been quite good although it has not reached the expected target of participants from association members. Gatherings that are carried out are only limited to online so that they can still be improved for offline gatherings to reach members more personally.

SUGGESTIONS

Based on the above research, PEOs should consider engaging more than one partner association to achieve better target participants. So that the marketing process will be easier and faster in achieving the target.

REFERENCES

- Auliya, Syamsa Putri. (2021). Event Marketing Sebagai Strategi Peningkatan Volume Penjualan Kayn Label. *Jurnal Ilmiah Mahasiswa FEB Universitas Brawijaya. Vol 9, No.2*
- Indra, Imas. (2019). "5+ Perbedaan B2B, B2C, & C2C Marketing yang Wajib Anda Ketahui" (<https://www.niagahoster.co.id/blog/perbedaan-b2b-dan-b2c/> diakses 14 November 2022)
- Jessie Burns. (2017). Chapter 1 Introduction to MICE Industry. Thailand Convention & Exhibition Bureau (Public Organization). ([\)](https://docplayer.net/32913899-Property-and-copyrighted-by-thailandconvention-exhibition-bureau-public-organization-chapter-1introduction-to-mice-industry.)
- Karsono, Dwi. (2016). *Bisnis Pameran ala Dwi Karsono*, Jakarta: Bee Media.
- Mawi, Maswir. (2020). *Diktat Usaha Pameran Untuk Mahasiswa Program Studi MICE, Politeknik Negeri Jakarta*, Jakarta.
- Merryana, Selvy. (2018). *Strategi Pemasaran Jasa Dalam Meningkatkan Pemakaian Convention Center (Studi Kasus Pada Palembang Sport and Convention Center)*. Eprints Politeknik Negeri Sriwijaya.
- Priska R. E Mamesah. (2020). *Pengaruh Kualitas*

Pelayanan Terhadap Kepuasan Pelanggan pada
Hotel Lucky Inn Manado. *Ejournal Universitas
Sam Ratulangi. Vol. 1 No. 1*

Siti Khabibah, dkk. (2021). Analysis of Marketing
Strategy (Exhibition, Personal Selling, and
Online Media Advertising) in Encouraging
Property Sales at Palm One Residence.
Judicious (Journal of Management),
<https://journal.neolectura.com/index.php/judicious/article/view/220/313>

Content Analysis of the MICE Event Calendar on the Ministry of Tourism and Creative Economy Websites

Gracela Rizquensa Hartawan ¹⁾

¹⁾Politeknik Negeri Jakarta, gracelahartawan31@gmail.com

ABSTRACT

The Meetings, Incentives, Conferences, and Exhibitions (MICE) industry plays a crucial role in driving tourism and creative economy growth in many countries. As the digital landscape evolves, government agencies are increasingly using online platforms, such as event calendars, to promote and disseminate information about MICE events. This study presents a comprehensive content analysis of the MICE Event Calendar hosted on the Ministry of Tourism and Creative Economy websites. The primary objective of this research was to evaluate the effectiveness and user-friendliness of the MICE Event Calendar and identify potential areas for improvement. The study employed a content analysis approach, to gain a holistic understanding of the calendar's performance. Overall, this content analysis sheds light on the strengths and weaknesses of the MICE Event Calendar on the Ministry of Tourism and Creative Economy websites. The findings provide valuable insights for government agencies and stakeholders to enhance the user experience, credibility, and effectiveness of the calendar. The study's implications contribute to the growth and development of the MICE industry, furthering the goals of the tourism and creative economy sectors.

Keyword: *Calendar of Events, Event Meetings, Ministry of Tourism and Creative Economy, Special Event, Tourism Events.*

INTRODUCTION

After the pandemic, there has been a constant shift of more efficient handling of people's wants and tastes when it comes to visiting events. One example is in the MICE industry, where it is important to plan and promote activities on a large scale. The tourism industry, as one of the fastest growing sectors, continues to adapt to current trends. To remain competitive, the tourism sector needs to adapt quickly to the environment and intense competition

First of target of this journal is Enhancing User Experience. The study evaluates the effectiveness and user-friendliness of the MICE Event Calendar, which directly impacts users, including event organizers, participants, and tourists. Understanding user preferences and addressing potential issues can lead to an improved calendar that offers a

seamless experience. The MICE industry plays a significant role in driving tourism and creative economy growth. An effective event calendar can attract more participants, sponsors, and businesses, thereby contributing to economic development and job creation. Through the content analysis, the study provides data-backed insights and recommendations. Government agencies can use this information to make informed decisions about calendar improvements, resource allocation, and marketing strategies. However, this technology cannot work alone, but requires synergy between the government, industry players and the community.

The use of digital technology is an integral part of the spirit of reactivation of the tourism industry in Indonesia. Rapid technological developments enable rapid

and abundant exchange of information in society. The internet is one of the causes, because it allows people to interact without the limitations of distance, time and space. Ease of access to information also occurs through various information search media that are increasingly accessible. In this context, the collaboration between technology and tourism is expected to provide a better experience for tourists and increase the added value of tourist destinations that differentiate them from other places.

In addition, this also has the potential to attract investors who want to do business in Indonesia. The Ministry of Tourism and Creative Economy uses internet technology through their website to implement a one-way communication strategy with tourists who are interested in visiting Indonesia. One of the features on their website is the Calendar of Events which serves as a source of information on MICE event schedules that have been, are being held, and will be implemented. Clarity of information about the event will make it easier for tourists to find out about the event being held. Apart from that, the Calendar of Events is also an important medium for the success of tourism in an area.

The Calendar of Events was introduced with the main objective of increasing visits by foreign and domestic tourists. Tourism events according to Higgins (2017: 74) are marketing strategies carried out by the government to attract the attention of tourists and promote tourist destinations. With proper planning and marketing, tourism events can be an effective communication tool to introduce tourist destinations and attract tourists. The cultural potential and

attractiveness of an area can be an attractive advantage for tourists to visit these destinations.

The MICE (Meetings, Incentives, Conferences, and Exhibitions) industry requires an important collaboration between technology and information. The quality of market development and promotion is key for Indonesia in maintaining the existence of the tourism business. It is important to develop sustainable integrated promotion and marketing in the development of the tourism industry in Indonesia. A sustainable integrated promotion and marketing approach can attract MICE consumers from within and outside the country.

The COVID-19 pandemic has had an impact on the effectiveness of the Calendar of Events (CoE), where most events have had to be stopped. Good and sustainable CoE management is the key to success, while taking into account aspects of adaptation and collaboration. Therefore, the author wrote a report entitled "Analysis of the contents of the MICE Calendar of Events on the websites of the Ministry of Tourism and Creative Economy" to further examine the management of the CoE.

The following is the formulation of the problem that will be discussed based on the previous background regarding the title "Analysis of the contents of the MICE Calendar of Events on the websites of the Ministry of Tourism and Creative Economy":

1. What is the content of the Calendar of Events presented by the Ministry of Tourism and Creative Economy?

2. What types of events can be found on the websites of the Ministry of Tourism and Creative Economy?
3. What is the comparison of the contents of the Calendar of Events on the websites of the Ministry of Tourism and Creative Economy?

The goal to be achieved from this research is to gain valuable experience in working with the implementation of the theory that has been obtained during college. The purpose of writing this report is as follows:

1. To gain an understanding of the contents of the Calendar of Events on the website of the Ministry of Tourism and Creative Economy.
2. To find out the types of events listed in the Calendar of Events on the websites of the Ministry of Tourism and Creative Economy.
3. To discuss a comparison of the contents of the Calendar of Events on the websites of the Ministry of Tourism and Creative Economy.

This research is expected to provide benefits to several parties related to students, namely, this report allows them to gain a deeper understanding of the world of work, especially in the field of the MICE directorate of the Ministry of Tourism and Creative Economy. They can study the process of formulating technical policies, mapping database strategies, partnerships and stakeholder engagement, as well as national and international promotions and publications in the fields of meetings, incentives, conventions and exhibitions. This report is also a valuable provision when they enter the world of work.

RESEARCH METHOD

1. Content Analysis Method

Content analysis method is a research method used to analyze text. According to Krippendorff (2013: 22) The content analysis method is a research method that focuses on qualitative texts, where in the end all reading of texts is qualitative, even when certain characteristics of the text are then converted into numbers. The use of numbers in the Content Analysis method will be related to numerical data, but the essence of this method is still qualitative because it involves text analysis. Content analysis is a type of research that discusses in depth the content or information content contained in the mass media (especially the mass media being the object of the content analysis).

- a. Content Analysis is a research method used to systematically analyze the content present on a website.
- b. It involves examining and evaluating the textual, visual, or multimedia elements on webpages to gain valuable insights.
- c. This method helps researchers understand the website's purpose, effectiveness, and user-friendliness.
- d. I chose this method because there are several advantages, Benefits of Content Analysis:
- e. Offers an objective and systematic approach to understanding website content.
- f. Helps identify strengths and weaknesses in content presentation and user experience.
- g. Provides valuable insights into user preferences and needs.
- h. Enables data-driven decision-making for website improvements.

2. Observation Method

According to Burhan Bunglin (2011: 118) the observation method, or what is also known as observation, is human activity in carrying out daily activities by using the five senses of the eye as the main tool, along with the other five senses. In the context of this report, the observation method is used to make direct observations of several activities carried out at the Ministry of Tourism and Creative Economy.

RESULTS AND DISCUSSION

1. Analysis of Calendar of Event Content on Kemenparekraf Websites

This chapter describes the results of the analysis of data obtained during the author's analysis based on theory and practice related to the implementation of field work practices at the Ministry of Tourism and Creative Economy. The author has conducted an analysis of the contents of the Calendar of Events on three websites belonging to the Ministry of Tourism and Creative Economy, namely:

- 1) mice.kemenparekraf.go.id/event
- 2) <https://pemasaranekraf.kemenparekraf.go.id/events/list/?tribe-bar-date=2021-08-01>
- 3) www.indonesia.travel/event/id/home

In the process of processing CoE data, the authors divide events into five types according to categories that have been determined using a table which also contains information about the event name, event type, implementation date, implementation city, and event category.

2. Types of Events on Kemenparekraf Websites

a. KEMENPAREKRAF MICE Website

The Ministry of Tourism and Creative Economy website contains complete information about MICE cities in Indonesia, tourist destinations, and some data from the Ministry of Tourism and Creative Economy regarding MICE events that have been successfully held in more detail. The information displayed includes reasons why Indonesia is the right choice to hold MICE events, practical information, and general information related to MICE. The weakness of this website is that the content displayed on the main page cannot be used optimally. For example, it's unclear if the "plan your event" menu is fully functional.

There are a total of 10 events held in 2021 on this website, with details of 1 event in the Meeting category, 8 events in the Conference category, and 1 event in the Exhibition category. As the main website that mainly promotes MICE events, the drawback of this website is the lack of variety and completeness of data related to organizing MICE events in Indonesia.

b. KEMENPAREKRAF Marketing Website

The Kemenparekraf Marketing Website has the main function as a medium for marketing priority tourism destinations and superior creative products. Apart from advertising events, this website also promotes products created by the creativity of the Indonesian people, such as works of art, culinary, fashion, and others. The features and appearance of this website offer more variety.

In the event data list on the ministry's marketing website, there is information about the events displayed in the Calendar of Events. In 2021, 10 events will be held, with 4 exhibition categories and 5 special events.

c. Indonesian Travel website

The Indonesia.Travel website is the website with the most Calendar of Event data. On this website, there are various categories of events displayed, such as music events, culinary events, sporting events, art events, carnival events, and cultural events.

On the Indonesia.Travel website, there is a menu that allows users to select or filter events by year. However, the drawback of this feature is that filters based on location, category, and month cannot be used optimally, because when trying, the system fails to filter as a whole.

The number of events held in 2021 on this website has reached 90 events, with details of 1 conference, 12 exhibitions or exhibitions, and 77 special events. The following is a list of Calendar of Event data displayed on the Indonesia.Travel website.

Based on the results of data analysis from the Calendar of Events displayed on the Ministry of Tourism and Creative Economy's website, there are a number of events that can be classified by type and will be held in 2021. The following is a summary of the results:

Table 1.

WEBSITE NAME	MEETINGS	CONFERENCES	EXHIBITIONS	SPECIAL EVENTS
MICE. KEMEPAREKRAF	1	8	0	0
MARKETI	0	0	4	5

NG. KEMENPARAREKRAF				
INDONESIA. TRAVEL	0	1	12	77
TOTAL	108			

CONCLUSIONS

As we conclude this presentation on the "Content Analysis of the MICE Event Calendar on the Ministry of Tourism and Creative Economy Websites," we want to highlight the significance of our findings and recommendations.

The MICE Event Calendar plays a pivotal role in promoting and fostering the tourism and creative economy sectors. By implementing the suggested improvements, we can elevate its impact and user experience. I encourage the Ministry of Tourism and Creative Economy to consider the following steps:

- 1. Improve Event Descriptions:** Enhance the content by providing comprehensive details, such as speakers, schedules, and registration links, to attract more attendees and increase engagement.
- 2. Regular Content Updates:** Implement a content validation process to ensure the accuracy and timeliness of event listings, earning the trust of users and stakeholders.
- 3. Enhance Mobile Responsiveness:** Make the MICE Event Calendar accessible and user-friendly across various devices, catering to the needs of a diverse audience.
- 4. Focus on Accessibility:** Incorporate alt-text for images and ensure proper color contrast for improved

accessibility, allowing all users to enjoy a seamless experience.

From the results of the analysis, it can be concluded that the most dominant type of event is a special event, especially cultural festivals, with a total of events. The diagram shows that the type of meeting event has not been recorded in the Calendar of Events on the website of the Ministry of Tourism and Creative Economy. Most websites only display Calendar of Events with special event categories, while the number of MICE events is still relatively small.

SUGGESTIONS

Here are some suggestions for improving the Calendar of Events in Indonesia, especially for the Ministry of Tourism and Creative Economy:

1. Developing cooperation with tourism business players in Indonesia, especially in the field of organizing events, to obtain complete information about events that have been, are being held, and will be held.
2. Create and collect databases that include information about venues or places where events are held, so that they can provide more comprehensive data.
3. Perform regular and comprehensive data updates on websites that provide Calendar of Events under the Ministry of Tourism and Creative Economy, so that visitors can easily access the latest information about events.

REFERENCES

- Asdhiana, I Made. (2015). *Pitana: Pariwisata akan Menjadi Kebutuhan Primer*. Travel Kompas. <http://travel.kompas.com/read/2015/03/20/075200727.Pitana.Pariwisata.Akan.Menjadi.Kebutuhan.Primier>.
- Buultjens, Jeremy and Grant Cairncross. (2015). Event Tourism in Remote Areas: an Examination of the Birdsville Races. *Journal of Place Management and Development*. Vol. 8. pp. 69-84.
- Event-calendar: event as the basis of the territory tourist attractiveness. <https://citeseerx.ist.psu.edu/document?repid=rep1&type=pdf&doi=49300cfc290c97954a96f9a1453e87b25d490e7b>
- Gajdosik, Tomas. 2018. Smart Tourism: Concepts and Insights from Central Europe. *Czech Journal of Tourism*. Vol 1.
- Kementrian Pariwisata dan Ekonomi Kreatif. *Profil, Profil Lembaga*. Kementrian Pariwisata dan Ekonomi Kreatif. <https://kemenparekraf.go.id/profil/profil-lembaga>
- Klasika Kompas. 2017. *Pariwisata Indonesia, Tak Hanya Bertumbuh, Tetapi Juga Berkembang*. Klasika Kompas. <https://klasika.kompas.id/wisata-indonesia-berkembang-bukan-hanya-bertumbuh/>
- Perpustakaan Bappenas. <http://perpustakaan.bappenas.go.id/lontar/file?file=digital/174804>
- ScienceDirect Procedia Economics and Finance 26 (2015) 183 – 187. *Event tourism in Russian region: opportunity for small-scale business growth*. <https://core.ac.uk/download/pdf/82036012.pdf>

Hospitality Activities in Incentive Travel Activities RB Group to Jogjakarta

Khansa Khairunnisa ¹⁾ Annisa Wardhani ²⁾

¹⁾ Politeknik Negeri Jakarta, khansa.khairunnisa.an19@mhs.w.pnj.ac.id

²⁾ Politeknik Negeri Jakarta, annisa.wardhani@bisnis.pnj.ac.id

ABSTRACT

Companies in the MICE market frequently focus on external events such as meetings, conferences, and exhibitions. It is critical to create solid relationships with internal parties to sustain external communication, such as when procuring an event incentive travel program. RB Group provides more than simply an outing with incentive travel, mixing travel incentives as a form of appreciation for employees who meet professional goals with family gatherings for their families. This annual organizational program motivates, re-energizes staff to tackle difficulties in 2023. PT Prima Satu Acara is trusted as the provider and person in charge of hospitality services for RB Group, as well as other organizations under its umbrella. The author uses Qualitative descriptive by data analysis, and the final author finds ways to make organized incentive travel for further event.

Keyword: *Corporate, Hospitality, Incentive Travel, MICE, Qualitative.*

INTRODUCTION

We often focus in the MICE (Meeting, Incentive, Convention, and Exhibition) market on events that include external parties from a company, such as meetings, conventions, and exhibitions. However, in order to assist success in sustaining external communication, it is required to build a good approach and relationship with internal parties, which may be accomplished through the acquisition of an event incentive travel program.

RB Group formerly knew the term incentive travel as a company outing. This year, RB Group offers more than an adventure, especially incentive vacation. They provide family gatherings for employees' families who also receive the travel incentives as an appreciation for employees who meet work targets this year by combining travel incentives as an appreciation for employees who meet work targets this year.

This event program is an annual

company program that is implemented to provide motivation and re-energize employees so that they are better prepared and excited to face challenges in the new year 2023, as well as an event to recognize employees who have worked hard to improve the quality of company performance.

As a result, PT Prima Satu Acara is trusted as the provider and person in charge of hospitality services for RB Group, as well as the enterprises under its auspices.

RESEARCH METHOD

The author utilizes qualitative and descriptive data analysis, namely the author will explain the procedures and operations of incentive travel RB Group to Jogjakarta by PT Prima Satu Acara by collecting observation data, interviews, and documentation from information obtained during fieldwork and directly involved in processes and activities.

RESULTS AND DISCUSSION

1. Preparation Process

The PSA Organizer team described a flow of collaboration carried out by PSA Organizer with WIFA Tour & Travel at the RB Group Incentive travel event to Jogjakarta. The following is the preparation procedure:

a. Event Planning Formulation - WIFA

Tour & Travel instructed the PSA Organizer to discuss the event's formulation at the first meeting. At this point, WIFA Tour & Travel sends the RB Group's wishes to the PSA Organizer and then discusses the selection of attractions based on the management's desires. The debate also includes an examination of the author's suggested itinerary. The function of considering the flow of travel is to streamline time and distance travelled so that it doesn't take longer on the road.

b. Participant Data Collection -

Collecting participation data for RB group attendees and their families. WIFA Tour & Travel and PSA Organizer provide a data form containing data.

c. Area Blocking and Reservations -

WIFA Tour & Travel will reserve an area for passenger seat numerals. The blocking area's goal is to facilitate coordination between participants with each other, to prevent the RB Group participants from becoming dispersed during the trip. The blocking area additionally enables PSA and WIFA to readily monitor and provide services to participants while minimizing loss or being left behind. The technical blocking area is also one of PT KAI's

capabilities in facilitating bulk or group departures. The space is reserved by WIFA travel by contacting KAI's ticketing party directly when sending an order, and it is organized by the PSA Organizer for the distribution of tickets to participants. However, there were certain difficulties encountered while blocking this region, such as the fact that PT KAI did not provide an overview of the train seats in advance, consequently, WIFA Travel had to guess the seat number you intended to buy when reserving tickets. As a result, the distance between the participants on platform 7 was initially assumed to be close to the platform's end. As a result, the distance between the participants who were on platform 7 was initially thought to be close to the end of the platform which went straight to the participants in carriage 8, to be in a position in front of carriage 7 which was a fair distance to carriage 8. And in the end, this did not hinder the participants' journey from Gambir station to Yogyakarta tugu station.

d. Purchasing Lunch on The Train -

in addition to constraining the space for RB Group participants' passenger seats, WIFA Tour & Travel orders food grouping to give lunch on the trip. This order obviously makes it easier for participants, as they no longer need to spend money on lunch, and they can also wait more comfortably. Ordering this meal made it simpler for the two organizations WIFA and PSA, because the teams from PSA and WIFA did not have to carry any additional luggage. The benefit of ordering meals is also the distribution, which is aided by the PT KAI sales

clerk and the PSA Organizer. Participant data filter - with several categories for detailed matters (example: ordering tickets to a destination), namely: VIP (management and family), Participants with family, individual participants, children under 3 years old and children over 3 years old. Because of course each destination has its own criteria in the category of ticket sales. This data filter also makes it easier for PSA and WIFA to provide more services to management. For example, for booking travel tickets to Prambanan, which differentiates visitor categories.

e. Collecting Information on Merapi

Lava Tour Reservations - approximately two weeks before departure, WIFA Travel conducted data collection for the participants who would participate in the lava tour activities; those who participated were given a list in the form of a data collection form and distributed it to their internal group. WIFA Travel collected this data for a single day with the goal to make reserving jeeps from Nova Merapi Adventure merchants easier. WIFA Travel chose a short trip experience with a duration of 2 hours during the Merapi tour, with the price for 1 jeep initially ranging from IDR 350,000 (three hundred fifty thousand rupiah) to IDR 300,000 (three hundred thousand rupiah). On the day of the lava tour activity on December 24 2022, there was a change in the estimate of the participants taking part in the lava tour activity by adjusting the capacity set also by the jeep vendor and the local government.

f. Adjustment of Tourist Destinations

- When conducting discussions on the schedule formulation centered on the results of data collection completed by participants, it is necessary to choose a destination that is friendly for families, children, parents, pregnant women, and mothers with toddlers or babies. The website was utilized to perform research, as well as video blog reviews on the YouTube and TikTok website pages, to change these destinations' journey and PSA recalculated the distance travelled from one destination to another after doing tourist destination research, utilizing Google Maps as a tool to compute the required distance and journey time.

g. Restaurant Selection in Jogjakarta

- Apart from the recreational needs of the participants while in Jogjakarta, of course, they need food intake by tasting typical Jogjakarta food. By adjusting the request of the management team and director of the RB Group to eat the typical Jogjakarta satay klathak, we conducted research on satay klathak, which is still located around the participants' tourist destinations. We conducted research on discovering places, rates, and convenience by following restaurant Instagram accounts or reading articles about restaurants that are comfortable and can accommodate large groups. Making reservations and negotiating with restaurants – every trip has been planned neatly, of course you can't escape the reservation of a place, both for a room for gathering and for eating. To provide comfort for participants so that sudden things don't happen, the writer and the PSA team as parties

providing hospitality services to participants need to establish communication and negotiate restaurant reservations where participants will visit. The communication was carried out both via chat and telephone, the communication and negotiation process was carried out on 14-16 December 2022 to five restaurants for dinner on the first day, lunch and dinner on the second day, also lunch and dinner on the third day. As an example of the opening communication that was carried out shown in the picture. Contact Resto for dinner the second day. The restaurant of choice for the RB group and for an explanation of the reasons for choosing the five restaurants have been explained in the discussion points above.

- h. Finalization of the Agenda** - before departure with RB Group representatives to decide on the determination of the gathering point by holding a meeting in person at the WIFA Tour & Travel Office located at the Entrepreneurial Building Floor 5, Kav C5, Rasuna Said, Kuningan, South Jakarta, on 21 December 2022.
- i. Distribution of Guidebooks** – of course, every trip requires a guidebook to guide participants, during the finalization meeting, the author also gave travel guide books which were given to participants in printed and non-printed forms. Accompanied by a broadcast message given as a notification for participants to arrive on time, this broadcast also contains important information on documents that must be carried while traveling

during the post-covid-19 situation. With this broadcast message it helps give participants to prepare their luggage before leaving. Broadcast messages sent in internal RB Group groups.

- j. Checking the Checklist** – the last is re-checking all the needs that must be prepared and brought before departure. The RB Group event checklist was compiled based on the results of the maturation and discussions with the PSA team and WIFA Travel. With this check list it is very helpful to ensure that you are not left behind during departure. The existence of this check list is also an archive for the company as a data collection on company activities, both for WIFA Travel and PSA.

At this preparatory stage, the author applies the theory explained by Lovelock, 2011 regarding intangibles which means that intangible products produced in service business operations should be able to fulfill customer desires or ideas, and how to realize these ideas into a product form in the form of experience. which can stimulate customer satisfaction.

In this intangible, the author together with the PSA organizer apply the point "able to fulfil customer desires or ideas". And apart from that, based on the PSA Organizer's vision and mission by providing excellent service, the author also applies the theory explained again by Lovelock, 2011 perishability which means characteristics that are not durable and cannot be carried out planned but rather characteristics that are played out spontaneously, so that in his

application the author has these characteristics from the number of flight hours that have been carried out while facing and providing hospitality services at previous events.

2. Implementation Process

After completing these preparations and conducting a technical meeting, the authors and the team that took part in the trip carried out the execution in the field as follows:

- a. **Departure** - after completing the preparation process, all participants and the team from PSA and WIFA continued the journey, namely the process of organizing the departure. At this stage there were several activities carried out by the PSA team, WIFA, and RB Group participants.
- b. **Arrival in Jogjakarta** - It is estimated that with the calculation of arrival at 15.35 WIB the participants arrived in Jogjakarta, but in reality there was a delay in arrival at 16.00 WIB due to railroad repairs. As was the case with what was done at the departure, at this arrival stage there were several things that were done by the participants and also the committee team
- c. **First Day Program** - After giving participants time to rest and clean themselves, then continue the activities by entering the first day program. There were several activities carried out on the first day of the program
- d. **Second Day Program** - In accordance with the broadcast that was informed at night, participants were directed to have breakfast at the hotel restaurant from 07.00 to 08.30 WIB and to gather

ready at 09.00 WIB on Friday 23 December 2023. On the second day of the program These participants traveled to three places and two restaurant destinations.

- e. **Third Day Program** - The third day of program activities on December 24 2022 will be quite tiring and require a change of clothes with the Jeep Lava Tour program in the Merapi Area. The third day starts at 09.00 according to the reservation with the jeep tour vendor for 11.00.

CONCLUSIONS

Conclusions drawn by the author from the discussion Hospitality on Incentive Travel RB group to Jogjakarta is with this collaboration facilitate the parties involved in advancing the quality of travel to The company offers high quality hospitality services. In the penitentiary An appreciation to the participant who became an employee of RB The group has this incentive journey, the company gives rewards Employee motivation as a form of motivation and Revitalization of minds.

Travel preparation is critical because it influences the psychological players in travel, therefore there is a need Consider your trip destinations carefully. Hospitality is essential on the travel because There is no service incentive.

SUGGESTIONS

For future incentive travel arrangements include:

1. Be more appealing by locating references for travel places next year based on trends and surveys of chosen RBPK employees.
2. Allows for greater variation in the form

of programs to foster a strong bond among firm personnel.

3. Make better use of your time to be more efficient.

Among the challenges mentioned above, the Advice for the Future, the continuance of an event cannot be lessened or eliminated. It is planned to be developed over a longer length of time. According to the procedure of place selection, date selection, and so on, participants can have an outstanding experience.

REFERENCES

- Andiani, Nyoman Dini. (2014). *Pengelolaan Wisata Konvensi*. Yogyakarta: Graha Ilmu, hlm. 7.
- Hary, Hermawan dkk. (2018). *Pengantar Manajemen Hospitality*. Pekalongan: PT Nasya Expanding Management.
- HSMAIACADEMY.
<https://hsmaiacademy.org/glossary/mice-in-the-hospitality-industry>
- Laroche dkk. (2001). "A Three-Dimensional Scale of Intangibility". *Journal of Service Research - J SERV RES.* 4. 26-38. 10.1177/109467050141003.
- Law Insider. *Hospitality Event Definition*. Law Insider.
<https://www.lawinsider.com/dictionary/hospitality-event>
- LEOISAAC. *Online Learning for Sports Management*. LEOISAAC. <http://www.leoisaac.com/>
- Milic, Miona. (2010). *Definition of the Incentive Travel*.
<http://www.seebtm.com/definition-of-the-incentive-travel/?lang=en>
- Orlando Sydney Photography. *Hospitality, Functions & Events for Business*.
<https://orlandosydney.com/corporate-hospitality/>
- Orlando Sydney Photography. *Incentive Event in Sydney*.
<https://orlandosydney.com/incentive-events/>
- Pemerintah Indonesia. (2017). *Peraturan Menteri Pariwisata Republik Indonesia Nomor 5 Tahun 2017 Tentang Pedoman Destinasi Penyelenggaraan Pertemuan, Perjalanan Insentif, Konvensi dan Pameran*.
https://jdih.kemenparekraf.go.id/asset/data_puu/2017PMPar005.pdf
- Romashko, Bogdan. (2022). *MICE For Hoteliers: Importance, Challenges And How To Benefit From It*. Hotel Friend.
<https://hotelfriend.com/blogpost/mice-for-hoteliers>
- Sihar Manurung, John. (2017). Pengaruh Faktor-Faktor Perjalanan Insentif Terhadap Motivasi dan Kinerja Sumber Daya Manusia Pada Perusahaan Asuransi di Kotamadya Medan. *Human Resource Management*. 20. 32-47.
- Theresia, Hutahaean dkk. (2022). *Pengantar Bisnis Hospitaliti*. Bandung: Widina Bhakti Persana Bandung.
- Thio, Sienny. (2001). "Membangun Service Quality untuk Mencapai Kepuasan Konsumen di Industri Hospitality". *Jurnal Manajemen & Kewirausahaan*, Vol. 3, No. 1, Maret 2001: 61-71.

Industry Players Perception of the Readiness of MICE & Event Human Resources in Indonesia to Meet ASEAN Qualification Standards

Yosi Erfinda ¹⁾, Rinie Octaviany Hasan ²⁾, Heryanti Utami ³⁾

¹⁾Universitas Negeri Jakarta, yosi.erfinda@unj.ac.id

²⁾Universitas Negeri Jakarta, rinie.octaviany@unj.ac.id

³⁾Universitas Negeri Jakarta, heryanti-utami@unj.ac.id

ABSTRACT

Event business is one of the tourism activities that unites recreation and business that usually unites a group of people in a series of activities. In the scope of the MICE business, it is considered that having a competent workforce is very influential on the destination competitiveness of a country. For Indonesia as a country; it is very important to know that destination competitiveness currently still has good value or vice versa is not able to compete with ASEAN member countries. The purpose of this study is to determine the perception of industry players, the readiness of the MICE & Event workforce in Indonesia whether it has met the ASEAN qualification standards. This study used survey results on 27 MICE & Event industry players. The results of descriptive analysis obtained using survey instruments; 1) competency standards in the business sector, 2) MICE competency standards in Indonesia, and 3) ASEAN MICE competency standards in this study found that 78% of the workforce in Indonesia already have competency certification in the field of MICE, then as many as 56% consider MICE competency certification to be necessary, but as many as 56% of industry players do not know the ASEAN MICE competency standards. This needs to be improved ASEAN qualification standards for human resources in the field of MICE in Indonesia.

Keyword: *Business Event, Destination Competitiveness, Competency Standards, Manpower.*

INTRODUCTION

ASEAN formed a cooperation organization between countries in Southeast Asia covering various fields such as economy, education, socio-culture, tourism, and others. One form of cooperation in the field of tourism was called *ASEAN Tourism Agreement* (ATA) in 2002. This agreement seeks ASEAN countries to increase tourism in the ASEAN Region through tourism education, curriculum, and competency standards, as well as tourism skills certification to meet the achievement of the same qualification standards in ASEAN member countries so that there is recognition of skill quality among ASEAN countries (ASEAN, 2012). Quoted (Zairil, 2020) posits that Human resources are a significant factor in the tourism industry. The facilities and

infrastructure built will not last long if they are not managed by unqualified and incompetent human resources. As expressed by (Wongnaa & Boachie, 2018), competent is defined as the ability to perform specific tasks and roles to an expected standard.

The ATA Agreement has also resulted in a new agreement signed by the Tourism Ministers of ASEAN countries in November 2012 under the name *ASEAN Mutual Recognition Arrangement on Tourism Professionals* (MRA-TP). This condition is an opportunity and challenge for tourism workers in Indonesia, especially in the event business industry or MICE (*Meeting, Incentive, Convention, and Exhibition*). With the MRA-TP for MICE workers, it must be competent to meet industry needs and create new

knowledge in the workplace. Using these standards are used as a foundation to create globally recognized knowledge, skills, and abilities that will set competency standards for business meetings and event segments (C. Jimenez, 2015).

Mahadewi (2012) Reveals the scope of the event business must have competent personnel who are competent is very influential on the *Destination competitiveness* of a country. Developed (Dragicevic et al., 2012) by a *Destination competitiveness* can attract and satisfy potential tourists, and this competitiveness is determined by tourism-specific factors and much broader factors that influence tourism service providers according to core resources and key attractors being the reason why visitors choose one particular destination with different types of appeal among nature, culture, events, activities (Goffi, 2013). The attraction provides the basis for an unforgettable experience.

Indonesia as a member of ASEAN countries, is considered quite good with the existence of *Destination competitiveness*, where Indonesia ranks 4th as a country with the number of organizers—*International Business Event* largest among ASEAN member states (ICCA, 2020). For Indonesia as a country, of course, it is important to be able to know whether *Destination competitiveness* Indonesia currently still has good values or, on the contrary, is no longer able to compete with other ASEAN member countries, which, of course, can have an impact on the interest of visiting Indonesia as a MICE destination. With the implementation of MR-TPA in the field of MICE & Events in ASEAN, of course, there are standards that can be used as a

benchmark to determine whether human resources / MICE professionals in Indonesia have met these standards or not. Ahmad & David (2016) describing the concept of competence that aims to build human resource capabilities consisting of knowledge, skills, and behaviors that can be observed and applied, competence focuses on value creation and actual achievement.

The conditions described above are the focus of this study to find out how the perception of event business industry players about the readiness of human resources in the MICE sector in Indonesia, where ASEAN MICE qualification standards will be enforced immediately by the Ministry of Tourism and Creative Economy. The results obtained through this research it is expected to be able to provide an overview of how the readiness of the workforce in the MICE & Event sector in Indonesia is able to compete against other ASEAN countries.

RESEARCH METHOD

This research study using the descriptive survey method is a research method that draws samples from a population using questionnaires as a data collection tool. In this study, data collection and information were collected from respondents using questionnaires (Raharjo, 2010). The steps in running a survey using 7 (seven) processes (Singarimbun, 1995) include: (1) Formulating research problems and setting survey objectives; (2) Establishing concepts and hypotheses and exploring literature theory; (3) Sampling sampling; (4) Creation of questionnaires; (5) Field Work; (6) Data processing; (7) Analysis and reporting. MICE & Event industry

players who master the MICE field and are used as critical informants (*Key informants*). Key informants are those who know and have various main information needed in research (Saleh, 2017). Key informants in the field of MICE & Events are those who have pursued the field of MICE & Events, such as *Professional Conference Organizers* (PCO) or *Professional Exhibition Organizers* (PEO), as well as professionals engaged in other corporate/industrial fields that have MICE / Event division. The key info man gave his perception in the form of a survey responding to the problems in this research study, knowing who the workforce he has and whether he already knows the extent of the MICE competency standards. Refers to the theory expressed by (Benaraba et al., 2022). Perception is thought to refer to consciousness, having understanding, and understanding of something. The concept also refers to the process by which the workforce will organize, select, and interpret their abilities and competencies to develop meaningful career choices in the future. In particular, this study examines the following questions addressed to key informants: 1) View of competency standards in the business sector; 2) The importance of the workforce having MICE competency standards, and also 3) Whether they already know the ASEAN MICE qualification standards.

RESULTS AND DISCUSSION

The key informants in this study are event industry players engaged in *Professional Conference Organizers* (PCO), *Professional Exhibition Organizers* (PEO), *Event Organizers*

(EO), and other companies that have event divisions. The distribution of percentage data based on the field of business, namely 4% engaged in the field of *Professional Conference Organizer* (PCO), 26% in the field of *Professional Exhibition Organizer* (PEO), 33% in the field of other companies that have an event division and 37% in the field of *Event Organizer* (EO). Based on gender, the key information is female at 44%, while male gender is 56% with the highest position in the company, namely supervisor at 37%, then 30% as manager, a position as company owner at 19%, and the rest as director at 15%.

1. Perception of Competency Standards in the Business Field

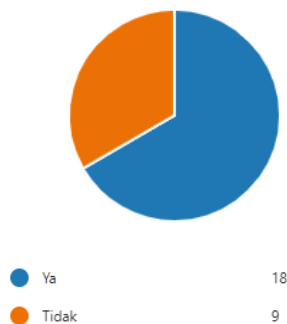
Based on data 1, the results of a survey conducted by most industry players respond to the perception of competency standards in the business field as a collection of skills and knowledge that must be possessed by every worker in a particular business field to achieve good performance of 71%. This is certainly necessary for event companies to have a balance of skills and knowledge possessed by their workforce so as not to hinder the progress of the company.



Data 1. Competency Standard Perspective in the Business Field

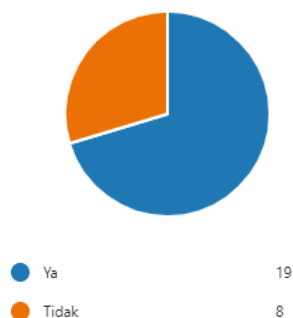
Based on data 2, 67% of event

industry players provide responses that workers are required to have competency certification. With this competency certification, it provides certainty if the workforce is guaranteed of their work credibility. Most important, when doing a job, that is his duty and responsibility. Another perception from event industry players actually gave a response that it was not mandatory to have competency certification by 33%. This could happen because the company considers that competency certification has not provided work standards in accordance with their fields.



Data 2. The Workforce is Required to Have Competency Certification

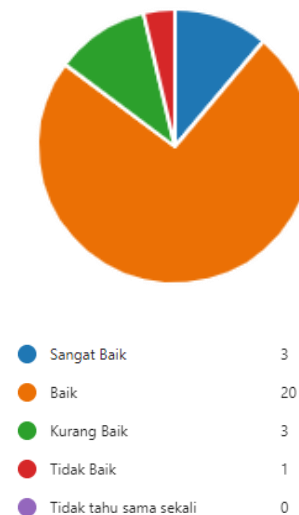
Based on data 3, 70% of industry players responded that the middle of working in the company they own/lead had shown the appropriate certification. This means that the company already has job standards for the workforce in accordance with skills and abilities.



Data 3. The Workforce Has Shown the Certification They Have

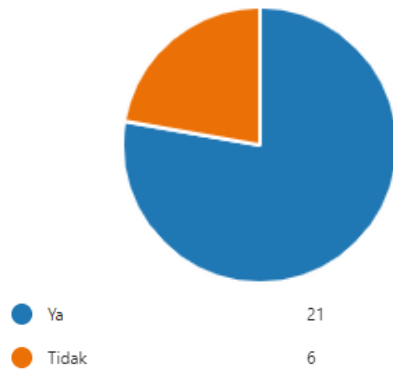
2. Industry players' perception of MICE competency certification in Indonesia

Based on data 4, it shows that the perception of the current condition of competency certification in Indonesia is good; as many as 74% gave a response, then as many as 11% gave an outstanding response, and the remaining 11% and 4% gave a bad and unkind response. This shows that most event industry players know the development of human resource conditions in the MICE & Event field so far, as evidenced by the many positive responses.



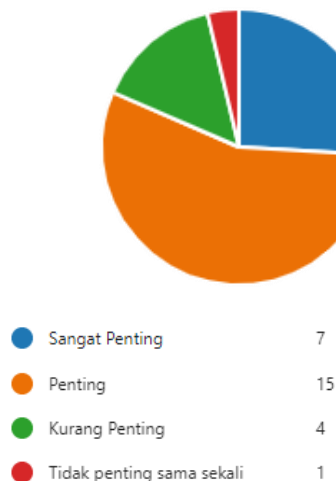
Data 4. Perception of the Current State of Competency Certification in Indonesia

Based on data 5, it shows that the workforce in the event company already has competency certification in the field of MICE; as much as 78% gave positive responses. This proves that key informants do ensure that their workforce must have competency certification in the field of MICE to improve the standard of work carried out already has the suitability of their fields.



Data 5. The Workforce Already Has MICE Competency Certification

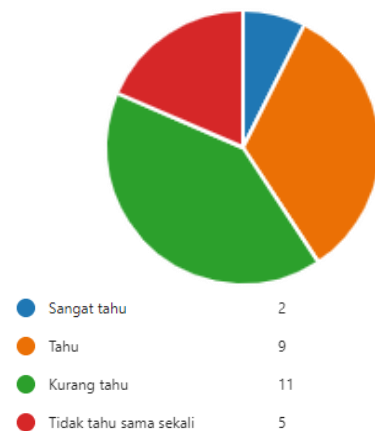
Based on data 6, it shows that as many as 56% of industry players provide **important responses to workers who have competency certification in the MICE field, but only 26% have just given** very important responses, and the remaining 15% and 4% respond less important and not important at all. It can be seen that some event industry players have not simultaneously responded to the importance of MICE competency certification.



Data 6. Perception of the Importance of the Workforce Having MICE Competence Certification

3. Perception of industry players knowing ASEAN MICE competency certification

Based on data 7, it shows that as many as 56% of industry players responded not knowing the implementation of ASEAN MICE competency certification, and only 44% of industry players responded to this. This needs to be reconsidered by policymakers through the Ministry of Tourism and creative economy to conduct effective socialization so that human resources in the MICE sector in Indonesia can catch up with other ASEAN member countries.



Data 7. Perception of Industry Players Knowing the Implementation of ASEAN MICE Competency Certification

CONCLUSIONS

Based on the descriptive results conducted in this study, it illustrates the perception of 27 event industry players responding to the survey that most of them responded that the workforce is indeed required to have competency certification in the MICE field. This means that the work standards already conformity with the skills and abilities possessed. Then, another perception that industry players respond to the importance of having competency certification for the workforce. However, the perception of knowing ASEAN MICE competency certification for industry players is mostly responding to a lack of knowledge. This

still needs to meet the existence of *Destination competitiveness* as expressed by (Vengesai et al., 2013). Competition between destinations is determined by the human resource skills they possess. Based on the overall results of the available data, this study found that the perception of industry players on the readiness of human resources in the MICE sector in Indonesia was responded positively, but other conditions to meet ASEAN MICE qualification standards could still be met in the future, according to the results seen in the study.

SUGGESTIONS

It is expected that research studies on the perception of industry players on the readiness of human resources in the field of MICE & Events in meeting ASEAN qualification standards emphasize more on descriptive survey research; it is hoped that future research can conduct research with qualitative methods with a comparative analysis approach. Further research is expected to analyze Indonesia's position as *a destination competitiveness* against ASEAN MICE qualification standards using the components of these competency standards after the implementation of ASEAN MICE competency standards in Indonesia.

REFERENCES

- Ahmad, J., & David, N. (2016). Determining Innovative Tourism Event Professional Competency for Conventions and Exhibitions Industry: A Preliminary Study. *3rd Global Conference on Business and Social Science*, 219(4), 69–75. <https://doi.org/DOI:10.1016/j.sbspro.2016.04.041>
- Benaraba, C. M. D. B., Bulaon, N. J. B., Escosio, S. M. D., Narvae, A. H. G., Suinan, A. N. A., & Roma, M. N. (2022). A Comparative Analysis of the Career Perceptions of Tourism Management Students Before and During the COVID-19 Pandemic. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 30. <https://doi.org/10.1016/j.jhlste.2021.100361>
- C. Jimenez, A. (2015). EXPLORING MEETING AND BUSINESS EVENTS COMPETENCY STANDARDS AND EVENT PROFESSIONALS' JOB SATISFACTION. *California State Polytechnic University, Pomona*. <http://hdl.handle.net/10211.3/145508>
- Dragicevic, V., Jovicic, D., Blesic, I., Stankov, U., & Boskovic, D. (2012). BUSINESS TOURISM DESTINATION COMPETITIVENESS: A CASE OF VOJVODINA PROVINCE (SERBIA). *Economic Research-Ekonomska Istraživanja*, 25(2), 311–332. <https://doi.org/DOI:10.1080/1331677X.2012.11517510>
- Goffi, G. (2013). A Model of Tourism Destination Competitiveness: The Case of the Italian Destinations Of Excellence. *Turismo y Sociedad*, 14(1), 121–147.
- Mahadewi, N. M. E. (2012). ATTRACTIONS, TOURIST PRODUCTS, AND TOURIST EVENTS FROM THEORY TO PRACTICE. *Journal of Hospitality and Tourism*, 2(1).
- Raharjo, W. T. (2010). Strategy to Improve PSTN Wireline Business Performance of Corporate Customers (Case Study of PT TELKOM Enterprise Service Division). *University of Indonesia*.
- Singarimbun, M and Effendi. (1995). *Survey Research Methods*. Jakarta : PT LP3ES Library
- Sirajuddin, Saleh. (2017). *Qualitative Data Analysis*. Pp (17-18). Ramadan Library. Bandung
- Vengesai, S., Mavondo, F., & Reisinger, Y. (2013). Tourism Destination Competitiveness: The Impact of Destination Resources, Support Services, and Human Factors. *Journal of Tourism*, 14(1).
- Wongnaa, C. A., & Boachie, W. K. (2018). Perception and adoption of competency-based training by academics in Ghana. *International Journal of STEM Education*. <https://doi.org/a> and Boachie International <https://doi.org/10.1186/s40594-018-0148-x>
- Zairil, Z. (2020). The strategy of Improving Tourism Human Resources Based on MICE Competency in Banten Province, Indonesia. *Conference: Proceedings of the 4th International Conference on Management, Economics, and Business (ICMEB 2019)*. <https://doi.org/DOI:10.2991/aebmr.k.200205.041>

Team Building Event Management Activities for PT Pertamina Gas Negara Employees by Konzept Organizer

Amelia Syahnaz Zahra ¹⁾, Tuty Herawati ²⁾

¹⁾ Politeknik Negeri Jakarta, amelia.syahnazzahra.an19@mhs.w.pnj.ac.id

²⁾ Politeknik Negeri Jakarta, tuty.herawati@bisnis.pnj.ac.id

ABSTRACT

Team building is the initial process of forming a work team and at the same time a continuous process in creating an effective and well-functioning work team. If the teams don't know or trust each other, working together is going to be a challenge. And if they can't work together effectively, being productive, getting things done, and making progress towards common goals, is going to be a real challenge. This research was made to find out the stages of team building event management activities organized by the Konzept Organizer for company employees which provide an applicable description of the theories that have been compiled as well as identify and explain the obstacles that occur in the implementation of team building activities for employees. The results of the study explained that the team building activities carried out by the Konzept Organizer consisted of several stages, namely; offering quotations to clients, then negotiating, then fixing dates and series of activities, and carrying out series of events. Based on the analysis of these activities, the Konzept Organizer succeeded in realizing the objectives of the team building activity, they learn what makes their fellow team members tick, what strengths they bring to the table, and how they work best—all information that enables them to work better and more effectively together.

Keyword: *Activities, Employees, Team Building.*

INTRODUCTION

Competition in the business world is currently getting tougher, therefore, company leaders must strive to improve quality not only in terms of products, but also the performance and performance of Human Resources (HR) working in the company to provide satisfactory results. creating pens. Therefore, one way to improve the quality of performance and performance of Human Resources (HR) is by holding activities that build cohesiveness and solidarity among employees. In a company, it usually consists of various individuals of various characters. The characters that each individual has are different, so it requires effort to combine them so that they can become a solid team. Rapid changes in technology have also strengthened the need for a group of people to collaborate and coordinate in order to complete tasks

and to be more competitive in the face of global economic developments which indirectly require diverse teams to combine their knowledge in overcoming new challenges in the future. These problems and challenges raise the perception of how important it is for organizations to develop ways to understand the importance of teamwork and ways to build a team.

Team Building is an ongoing process that helps teams develop into cohesive groups within society. As people learn to support and trust each other, while each person's respect is different, the team is able to solve the problem as a cohesive unit (Bachroni 2011). In a team may experience difficulties as the conflict mode increases. Therefore, the team will or still need team building to maintain and improve the basic relationships within the

group.

This research has the formulation of the problem as follows:

- a. What is meant by the concept of teamwork and team building?
- b. What are the stages of managing team building activities for PT Pertamina Gas Negara employees?
- c. What are the obstacles in the implementation of team building for PT Pertamina Gas Negara employees?

The purpose of writing this research is as follows:

- a. Know the concept of teamwork and team building
- b. Knowing the stages of team building event management activities for company employees which provides an applicable description of the theories that have been compiled
- c. Know and explain the obstacles or obstacles that occur in the implementation of team building activities for employees

Data collection was carried out by field studies conducted on the activities of all field work practice objects which included:

1. Observation

Conducting the observation method by taking part in the implementation of the event and directly observing the implementation of the PT Perusahaan Gas Negara Employee Team Building event

2. Documentation

Documenting through photos or quotes from experts regarding team building event procedures

3. Interview

Conducting a question and answer session to the Konzept Organizer General Manager regarding the constraints, solutions and benefits of holding an event

4. Literature Review

The author collects data by understanding several journals, books, and documents from both printed and digital books originating from sources related to the author's research.

RESEARCH METHOD

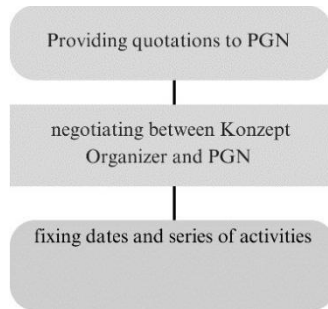
The method used in this research is descriptive qualitative analysis. This is intended to be able to collaborate between some of the data that has been obtained with various literature and other data that has been prepared. With this analytical method, the author tries to describe and analyze descriptively the results of the research that has been done, namely to describe the team building activities carried out by the Konzept Organizer for Pertamina Gas Negara employees. This research starts in September 2022 until October 2022.

Data collection was carried out by field studies carried out on the activities of all field work practice objects which included: the observation method (observation) by looking at several team building activities carried out by the Konzept Organizer for Pertamina Gas Negara employees, as well as the interview method conducted with related employees with the management of team building activities by the Konzept Organizer.

RESULTS AND DISCUSSION

1. Activity Planning

Konzept Organizer plans team building activities for Pertamina Gas Negara employees through the following stages:



Picture 1. Activity Planning by Datasource, 2023

In mid-September, PGN contacted Konzept Organizer to hold a team building event for its employees. They ask for a price quote and also provide other additional needs. Then the Konzept Organizer provides an offer in the form of a quotation and includes the price of the venue vendor, equipment, facilitators and other needs. Offers are sent by e-mail. After compiling offers and requests with the Konzept Organizer, Pertamina Gas Negara asked to hold a virtual meeting to negotiate and ensure the completeness and readiness of the employees and the EO team. At the virtual meeting, apart from negotiating and ensuring the completeness and readiness of the employees, we also discussed the fixation of the implementation arrangement. Then at the virtual meeting, PGN and the Konzept Organizer set a date for the activity which would fall on 7-8 October 2022. After all the discussions had been fixed, the Konzept Organizer began contacting the team building facilitator to guide the event.

2. Implementation of Activities

Arum (2013) describes that in essence team building is a process which helps a team in forming synergy in achieving the goals and objectives set by the team. So in this case the team knows the process that must be followed in

reaching an agreement in making decisions. We can understand the concept of team building in two ways. First, it is the act of forming a team by recruiting, interviewing, and selecting/sorting members into a group with a specific function.

Second, it is an act of carrying out various activities designed to strengthen professional and personal relationships within a particular team/group (David Ingram, 2019). But the author believes that real team building includes both of these things. This means that team building is the initial process of forming a work team as well as a continuous process in creating an effective and well-functioning work team.

So, assuming that team building is only a series of temporary activities involving games that are carried out by several people in a group is very wrong. 'Fun games for group' is only one way to a real team building process.

According to Hughes (2012), teamwork is a collection of people who are able to work together in a team, everyone has the same degree and is important in the organization. Each individual relates to other individuals through a designated leader.

In this case, on the first day, the activities carried out by PGN employees are holding an annual meeting on October 7, 2022. After carrying out the meeting, the employees have dinner together, then rest to prepare for the second day. On the second day, Pertamina Gas Negara employees carry out rafting from morning to noon. In this activity the employees conducted a team building session by playing several games guided by the facilitator to form good teamwork

cohesiveness.

3. Activity Results Analysis

Team Building is an ongoing process that helps teams develop into cohesive groups within society. As people learn to support and trust each other, while respecting each other's differences, the team is able to solve the problem as a cohesive unit (Bachroni 2011).

Based on the achievements that PGN wants to achieve, the Konzept Organizer analyzes that this team building activity is effective enough to build cohesiveness among its employees. Because in every game session held, everything has been designed by the facilitator to be able to win the games, good cooperation is needed in each team.

CONCLUSIONS

1. The Konzept Organizer provides an offer in the form of a quotation and includes prices for vendors, facilitators and other needs. Offers are sent by e-mail.
2. After obtaining an agreement from the negotiations, the Konzept Organizer started contacting the facilitator to help prepare the needs of the EO team for the team building activity.
3. The team building activities ran successfully and smoothly even though there were several obstacles, as one example was the miss communication between the EO team and the facilitating team, the Konzept Organizer got a solution for these obstacles.

SUGGESTIONS

Based on the explanations and conclusions outlined, the author can

suggest in team building, there will be a lot of mistakes and chaos that can occur. Individuals, will make mistakes that may impact the team. If that's the case, sometimes they are blamed and cornered. Likewise, there will be heroes or team members who turn out to do spectacular things. In teambuilding, what is expected is to do reinforcement on the good things. For this reason, appreciation is needed. Of course, mistakes can be pointed out here, but not to magnify the guilt, but to the learning. But don't forget, team members who work extraordinarily need to be appreciated in the hope that what happens on the field will contribute more at work.

Team building is done so that many things can be 'peeled', 'learn' together and finally, can be applied in the workplace. Team building is said to be successful, if there is a lot of learning and meaning that can be brought back to the workplace in fact be continued or needs revision to minimize miss communication.

REFERENCES

- A., Nyoman Dini. (2012). *Pengelolaan Wisata Konvensi*. Yogyakarta: Graha Ilmu.
- Arum, Gregoria dan Fandy. (2013). *Marketing Intelligence & Planning*. Yogyakarta: An enactment theory perspective of corporate social responsibility and public relations.
- Bachroni, M., (2011). Pelatihan Pembentukan Tim untuk Meningkatkan Kohesivitas Tim pada Kopertis V Yogyakarta. *Jurnal Psikologi Volume 38*. No. 1. 40– 51.
- Hasibuan, Malayu S. P. (2010). *Manajemen Sumber Daya Manusia*. Jakarta: PT Bumi Aksara.
- Hughes. (2012). *Leadership*. Jakarta: Salemba Humanika.
- Marciano, Paul L. (2010). *Carrots and Sticks Don't Work Build a Culture of Employee Engagement with the Principles of RESPECT*. Mexico : McGraw Hill.
- Matrix, Ansoff. (2013). *Strategy Skills*. *Open Journal of Business and Management*. Vol.4 No.2.
- Merryana, Selvy. (2018). Strategi Pemasaran Jasa Dalam Meningkatkan Pemakaian Convention Center (Studi Kasus Pada Palembang Sport and

-
- Convention Center). *Other thesis*. Politeknik Negeri Sriwijaya.
- Nurul. (2020). *Team Building For Effective Team Work In Lab*. Banten.
- Panggabean, Mutiara S. (2012). *Manajemen Sumber Daya Manusia*. Bogor: Ghalia Indonesia.
- Peter dan Olson. (2013). *Perilaku Konsumen dan Strategi Pemasaran*. Edisi Kesembilan. Jakarta: Salemba Empat.
- Tjiptono, Fandy dan Gregorius Chandra. (2012). *Pemasaran Strategik*. Edisi 2. Yogyakarta: Andi.
- University of California. Chapter 14: Team Building.
- Zahroti, Elly Nu'ma. (2015). Team Building. *Makalah Manajemen Sumber Daya Manusia*. Vol. 2.1.2 No. 6.

Implementation of Incentive Travel Groovy Event Organizer at Pantai Indah Kapuk (PIK)

Ayu Dewi Puspita ¹⁾, Dewi Winarni Susyanti ²⁾

¹⁾ Politeknik Negeri Jakarta, ayudewipspt@gmail.com

²⁾ Politeknik Negeri Jakarta, dewi.winarni@bisnis.pnj.ac.id

ABSTRACT

Incentive travel is an event organized by companies to strengthen employee relations, increase engagement, and build a positive company culture. This article discusses the implementation of an incentive travel program organized by the Groovy Event Organizer at Pantai Indah Kapuk (PIK) in 2022. This study aimed to investigate the process of implementing an incentive travel program, including preparation, implementation, and results. Qualitative data analysis was used in this study. The results show that the implementation of the Groovy Event Organizer incentive travel program at Pantai Indah Kapuk (PIK) in 2022 is running successfully. The preparations were well-done, including strategic location selection, transportation arrangements, accommodation, and interesting activities. The results of this study can provide information and inspiration for professional event organizers to plan and implement incentive travel programs that are successful and satisfy participants.

Keyword: *Event Organizer, Incentive Travel, MICE, PIK.*

INTRODUCTION

MICE (Meetings, Incentives, Conferences, and Exhibitions) events are activities that are often used by companies for specific purposes, such as sharing information, promoting products or services, building relationships between individuals or organizations, or celebrating an achievement or important moment.

Nining Yuniati (2021) suggests that MICE is an activity that combines business and tourism activities. Business as the main activity in the form of meetings, incentive trips, conferences and exhibitions but it involves a lot of tourism infrastructure and activities.

According to Gita Mahardika Pramuji (2014), incentives are activities held by a company or organization to appreciate employees and colleagues that can be held outside the office or in the form of a trip.

Khofi Alluthfi Muhammad (2019)

for incentives, similar in nature to recreational events where employees from companies are encouraged to attend an event. Incentive events aim to build relationships among employees and increase employee loyalty to the organization.

Incentive Travel is the highest form of appreciation for the winner(s), namely, workers who have high achievements/high performance in the form of travel programs, both individually and in groups. The nature of the program is once in a lifetime and unforgettable moment, meaning that the incentive travel program is a travel tour that is given to have a psychological contract between the employer and the worker, and it is in the form of a tour packed with added value (spectacular) based on the needs, hopes, and goals of the employer (Diana D C Hutagalung & Mawarta Onida, 2014).

The purpose of providing incentives

is to provide encouragement and a sense of responsibility to employees (Firman, 2017). According to Raka A.H & Christina L.R (2021) Incentive travel programs can take the form of tours to tourist attractions or just family gatherings. Apart from traveling, incentive trips can also be held in meeting sessions to evaluate the company and discuss the company's strategy for the coming year.

According to Setiawan (in Ramdhani, Sapitri & Rizkyansyah, 2018), an event organizer (EO) is a business in the service sector that is officially appointed by the client to organize a series of events, starting from the concept creation process, planning, preparation, execution to the completion of the entire series of events, in order to help the client realize the expected goals through the event.

PT Sahabat Pesta Indonesia (Groovy Event Organizer), is a company engaged in organizing events in Jakarta, which also organizes an incentive travel program to Pantai Indah Kapuk (PIK). Pantai Indah Kapuk (PIK) is a tourist destination famous for its natural beauty and various attractive recreational facilities. This program aims to provide participants with an unforgettable experience, strengthen team relationships, and appreciate their contributions that have been made. During the internship, the author was responsible for assisting in the planning and implementation of incentive travel activities in 2022. Based on this, the authors conducted a study titled " Implementation of Incentive Travel Groovy Event Organizer at Pantai Indah Kapuk (PIK)."

This study has the following

problem formulation:

- a. How is incentive travel planning by the Groovy Event Organizer in Pantai Indah Kapuk?
- b. How does the Groovy Event Organizer implement incentive travel in Pantai Indah Kapuk?

The objectives of this study were as follows:

- a. Can understand incentive travel planning by Groovy Event Organizer at Pantai Indah Kapuk.
- b. Be able to understand implementing incentive travel by the Groovy Event Organizer at Pantai Indah Kapuk.

RESEARCH METHOD

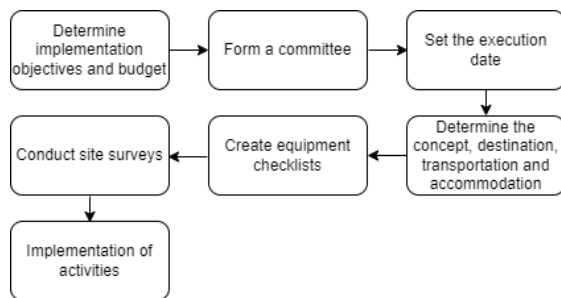
This study used a descriptive qualitative data analysis method. This approach involves in-depth descriptions of the individual experiences revealed in the data. The author used the data collection method through interviews with HRD informants at the Groovy EO, the observation method, and the documentation method, which involves the author directly in the running of the event. The author collects and describes data from planning to implement incentive travel activities at the Groovy Event Organizer in a concluding narrative. This study was conducted in September 2022.

RESULTS AND DISCUSSION

Incentive travel activities are important for motivating employees, Aracelli Evalia et al (2022) argues that providing tourist travel incentives as a form of appreciation to increase the motivation of their employees, which can also affect their performance. Groovy Event Organizer also provides tourist

travel incentives as a form of appreciation, there is a plan in the form of collaboration between interns and Groovy Event Organizer employees to prepare for the event.

1. Planning



Picture 1. Activity Planning Flow

The planning process for this incentive travel activity begins by holding an online meeting on September 19, 2022, to determine the implementation goals and budget prepared by the company. Subsequently, a committee consisting of a chairman, secretary, treasurer, event division, public relations, equipment, and consumption, all of which are filled by interns at the Groovy Event Organizer. The date for the event was set based on a decision from the Groovy EO team, which will be held for two days, one night, on 27-28 September 2022.

To support the convenience and comfort of implementing MICE in Indonesia, it is necessary to provide adequate accommodations, such as quality hotels and lodging facilities. (Chusnu Syarif Diah Kusuma, 2019). PIK is a tourist area that already has many quality accommodations and inns. Therefore, the committee chose this destination. The transportation used in the form of a private car or motorbike from each participant, and where to stay, which is carried out at the Homiestay PIK. The committee

created a checklist and purchased the equipment required for the activity. The committee then conducted a survey of the event location on September 26, 2022, and coordinated with related parties. The participants who participated in this event were Groovy Event Organizer employees, totaling 26 people.

2. Implementation

The incentive travel event was implemented on date 27-28 September 2022 at Pantai Indah Kapuk (PIK), Jakarta. In carrying out this activity, it is necessary to have a rundown. Rundown provides information on potential visitors who want to visit the event. Not infrequently, interested people attend an event after seeing the rundown delivered by the committee. The items that need to be displayed in the rundown are the date, place, time, and series of activities. (Jeaneta J.R, 2018). This series of incentive travel events is organized with the following rundown.

Table 1. Rundown

Day 1		27 September 2022	
Time	Activity	Place	
10:00 - 13:00	Q3 Evaluation	Restaurant	
13:00 - 14:00	Check In All Crew at Homiestay PIK	Homiestay PIK	
14:00 - 15.30	Management Presentation		
15.30 - 16.00	Snack Time		
16:00 - 17:00	Coaching by Simon		
17:00 - 18:00	Surprise Session (Appointments, etc.)		
18:00 - 19:00	Break Time		
19:00 - late	Dinner + Quality Time + Team Show + Games		
Day 2		28 September 2022	
Time	Activity	Place	
08:00 - 08.30	Breakfast	Homiestay PIK	
08.30 - 10.30	Surprise Session (Running Groovy Games)	Pantai Indah Kapuk	
10.30 - 11.30	Check Out	Homiestay PIK	

Here are some documentation during the event.



Picture 2. Management Presentation



Picture 3. Team Show



Picture 4. Dinner



Picture 5. Running Groovy Games



Picture 6. Running Groovy Games

Based on the implementation that was held for two days at Pantai Indah Kapuk (PIK), the program succeeded in providing an unforgettable experience to the participants and strengthening team relationships, and the participants seemed enthusiastic about participating in the entire series of activities. This event can be considered a success for the following reasons and evaluations:

- a. Participation and involvement of participants during the event. With an activity agenda like the rundown above, there are game activities and collaborative discussion sessions that allow participants to interact and share ideas or experiences with fellow participants. Sessions such as these can build team relationships, increase engagement, and create an inclusive climate. After the game session ended, participants who actively participated or excelled in the event were given prizes to increase their motivation and participation.
- b. Support and coordination of the entire organizing team and related partners. The entire Groovy Event Organizer team worked synergistically and coordinated well, such as collaborations between committees and cooperation with event venues and food vendors.

- c. Participant satisfaction. After the completion of the event, participants stated to the committee that they were satisfied with the event and the experience provided; they liked the accommodation, food, activities, and other facilities provided.
- d. Conducting budget evaluations. The committee reviewed the budget used during the event with the Groovy Event Organizer's internal team.

The event went according to the rundown that had been prepared, even though several obstacles were encountered, as follows.

- a. Some committee members were unable to attend and were sick during the event.
- b. The air conditioner of the inn is not sufficiently cold because there are many people in one room.
- c. The amount consumed was lower at breakfast.

The solutions to some of the obstacles encountered are as follows.

- a. Back up the task of the committee that was unable to attend and ensure that all activities were carried out as planned before.
- b. Purchase additional equipment such as fans so that participants feel comfortable participating in a series of activities.
- c. Re-checking the amount of consumption that must be ordered immediately, ordering food that is less immediate through online ordering applications such as grabfood.

The results of the planning compared to the implementation that has been carried out show that there are several successes, such as the committee that works well, and the implementation of

the event is held according to a predetermined date. The concept, destination, transportation, accommodation, equipment, and site inspections were carried out properly according to the plan. Changes that need to be made in the future are to ensure that all committee members are in good condition and can participate in the event, check all accommodation facilities in detail, and ensure that the amount of food ordered matches the participants and committee present.

CONCLUSIONS

The incentive travel program organized for Groovy Event Organizer employee to Pantai Indah Kapuk (PIK) in 2022 has been carried out with sufficiently mature planning, starting from determining implementation objectives and budget, forming a committee, setting the execution date, determining the concept, destination, transportation, and accommodation, and creating equipment checklists to conduct site surveys. Effective steps were taken to prepare and implement the programme. The selection of attractive Pantai Indah Kapuk (PIK) destinations is a key factor in providing positive experiences to participants. An interesting, simple, and collaborative activity agenda, as well as good logistics management, made the implementation of this program run smoothly. This thorough evaluation provides a better understanding of the success of this program and valuable insights for event organizers and organizational leaders in planning and implementing successful incentive travel programs in the future.

SUGGESTIONS

In implementing travel incentives, it is hoped that this will be consistently held every year, of course, with activities that are more useful, varied, entertaining, and select attractive destinations. Strive to personalize the participant's experience as much as possible. For example, offering select activity options, tailoring events to individual preferences or interests, or providing additional facilities or services according to the participant's needs. This can increase participants' satisfaction and involvement in the program.

Dari Event MICE di PT Inti Global99 Advertising Malang.

Yuniati, Nining. (2021). Perubahan Lansekap Bisnis MICE Sebagai Respon Strategi Menghadapi Pandemi Covid-19. *Kapita Selekta Pariwisata (KSP)*, Vol. 1, No. 1, September 2021.

REFERENCES

- Diah Kusuma, C.S. (2019). MICE- Masa Depan Bisnis Pariwisata Indonesia. *Jurnal Efisiensi – Kajian Ilmu Administrasi* Vol. XVI No. 2, Agustus 2019.
- Dwi Hasanti, Inaka. (2019). Analisis Komunikasi Organisasi Antara Event Project Team dan Account Executive di Event Organizer Twisble. *Jurnal Komunikasi, Media dan Informatika* Vol. 8 No. 1/Juni 2019.
- Evalia, Aracelli dkk. (2022). Pengaruh pemberian insentif perjalanan wisata terhadap motivasi dan kinerja agen asuransi (Studi pada PT AXA Financial Indonesia Sales Office Cabang Solo). *Jurnal Manajemen Perhotelan dan Pariwisata* Vol.5 Issue.3, 2022.
- Firman, D. (2017). Pengaruh insentif dan motivasi terhadap kinerja karyawan PT Bunda Asri Lestari Bandar Lampung
- Hidayat, Raka Andita, dan Christina L. Rudatin. (2021). Tahapan Perencanaan Program Insentif Travel (Studi Kasus Program Insentif untuk Loyal Customer PTTelkomsel). *Jurnal Bisnis Event* Vol.2 No.8, November 2021.
- Hutagalung D C, Diana dan Mawarta Onida. (2014). Persepsi Karyawan Politeknik Negeri Jakarta Tentang Incentive Travel Terhadap Motivasi Kerja Karyawan.
- Josefin Rumerung, Jeaneta. (2018). Modul Event Organizer. http://ab.polimdo.ac.id/wp-content/uploads/2019/01/MODUL_Event-Organizer-2019.pdf
- Mahardika Pamuji, Gita. (2014). Pengelolaan MICE I SMK XI.
- Muhammad, Khofi Alluthfi. (2019). Mekanisme Pelaksanaan Perjalanan Insentif Sebagai Bagian

The Objective of the Seminar at the 2022 BEN MVP #3 & VR Lab Launching Event by ITDRI For Fisheries and Marine Students

Arya Kuntara ¹⁾, Heri Setyawan ²⁾

¹⁾ Politeknik Negeri Jakarta, aryakuntaraa@gmail.com

²⁾ Politeknik Negeri Jakarta, herisetyawarwan@bisnis.pnj.ac.id

ABSTRACT

This journal discusses the objectives of holding a seminar which will be held at the launch event of BEN MVP #3 & VR Lab by ITDRI in 2022. This seminar aims to provide the latest insights and information regarding the latest technology in the field of Virtual Reality (VR) and product development for BEN MVP #3. In this seminar, participants are invited to understand the concepts and benefits of VR and gain in-depth knowledge about the latest features contained in the BEN MVP #3 product. The aim of this seminar is to promote Virtual Reality (VR) technology: This seminar is designed to introduce and promote VR technology to participants, including its benefits and potential in various fields such as education, entertainment, and industry then introduces BEN MVP #3 products: This seminar provides opportunity for ITDRI to introduce the BEN MVP #3 product to participants, namely in the form of an online learning course about marine and fisheries. Participants will be given detailed information about product features, advantages and benefits offered and finally build networks and collaboration: This seminar is an opportunity for participants to interact and collaborate with experts and professionals in the field of VR. Participants can forge new business relationships, share knowledge and broaden their professional network. With these objectives, it is hoped that this seminar can provide significant benefits for participants, expand their understanding of VR technology, and increase awareness and interest in the BEN MVP #3 product developed by ITDRI.

Keyword: *Event, Implementation, Inovation, Seminar, Technology.*

INTRODUCTION

According to Rusland Ahmadi (2014) Seminars are activities carried out as a process of solving a problem, or the process of finding a solution which is usually raised from the results of a research/literature, the aim of the seminar is to exchange information from a resource person to others in order to develop it into something wider and more useful.

Since Indonesia and even the world have been hit by the COVID-19 storm which has had a major impact on many industries, one of which is the event industry, resulting in many events having to be postponed or even cancelled. But slowly starting to wake up after being hit by a pandemic, events began to be held offline. This is good news for event

organizers who have been able to hold it again given the progress of the pandemic, which is getting better, and there have been many changes in the organization of events between pre-pandemic, pandemic, and also endemic.

PT Telkom Indonesia is one of the companies that takes advantage of technological advances from organizing events during this endemic period. Indonesia Telecommunication and Digital Research Institute (ITDRI) is an initiative carried out by Telkom Indonesia under the direction of the Ministry of State-Owned Enterprises (KBUMN) to help BUMNs to be able to more quickly build their digital capabilities both in terms of digital talent preparation and innovation that contributes to technological independence

based on a business model canvas that creates economic and social values.

With the opportunity for the development of the digital industry in Indonesia which is still very large, ITDRI is expected to play an important role in becoming a liaison of all integrated ecosystem elements to encourage research, innovation and development of digital talent with global standards. As for this innovation, ITDRI developed the Blue Economy Network (BEN) program in the form of an online learning course specifically for students and cadets in the field of fisheries and marine so that it can be accessed and also used to gain more knowledge easily and practically, then ITDRI launched the product in the form of an online learning course was at a seminar event on December 13 2022 called "Implementation of BEN MVP #3 & VR Lab Launching Event in 2022 by ITDRI".

RESEARCH METHOD

The design or method used in this paper is a qualitative descriptive analysis method. The qualitative descriptive analysis method is to analyze, describe, and summarize various conditions, observations regarding the problems studied that occur in the field. How to collect data during research through observation and documentation which is then processed to produce research conclusions.

The purpose of conducting and writing research is to explore, analyze, and understand a particular topic or problem in a systematic and scientific manner. Writing research is a way to communicate research findings and results in a clear and structured manner to the scientific community and the public. By writing

research, research results can be archived, accessed, and verified by experts and colleagues. In addition, writing research also functions to share knowledge and understanding with others, so that it can contribute to increasing knowledge and solving problems in various fields.

1. Observation

In this method, they will make observations by being directly involved in the implementation of the 2022 BEN MVP #3 & VR Lab Launching Event by ITDRI and will directly observe activities starting from making rundowns, content, feedback, and also the obstacles encountered during the seminar.

2. Documentation

In this method, the author uses the documentation results from the process of preparing and implementing the BEN MVP #3 & VR Lab 2022 Launching Event by ITDRI in the form of related photos.

RESULTS AND DISCUSSION

The seminar which was held by PT Telkom lasted for four (4) hours attended by 1000 participants from the Pasar Minggu AUP Polytechnic (Fisheries Business Expert), this event took place in the AUP Pasar Minggu Polytechnic Hall on Tuesday 13 December 2022. The series of events included technical & crew call, waiting room, opening, talk show, launching VR-Lab, BEN trial, ice breaking, talk show, closing.

1. Open Gate

The waiting room or open gate is held at 07:50 where each participant who enters will be given a set of merchandise containing a drink tumbler, BEN t-shirt, tote bag, and also a guide brochure. And after the participants have received the

merchandise set, the participants are required to fill in the attendance list from the link provided.



Picture 1. Open Gate and Audience's Registration

2. Opening

The opening was carried out by MC Laras Tahira with remarks and reading of the agenda at the event, then followed by remarks by the director of the Pasar Minggu AUP Polytechnic, then continued with remarks by the Head of the KKP Maritime and Fisheries Education Center.



Picture 2. Opening Event by MC

3. Talkshow

The first talkshow was filled by speakers from KKP or directors from the AUP campus (Fisheries Business Experts) themselves by presenting material "Utilization of Digital Technology for Maritime and Fisheries Sciences" and then followed by a question and answer session from the audience to the speakers.



Picture 3. First Talkshow by Speakers From KKP

4. VR-Lab Launching

Virtual Reality or commonly shortened to VR is a technology that is widely used in the game world and is considered to be a real experience for its users. Some game developers who use VR technology also continue to innovate so that the use of VR can be maximized, so this is different from VR which is used to access an online learning course in order to get a more real experience. The MC welcomed the launching of the VR-Lab and invited the Head of the Maritime and Fisheries Education Center of the Ministry of Maritime Affairs and Fisheries and also the selected participants to go on stage, then show the video of the BEN Campus and VR-Lab launching.



Picture 4. VR-Lab Launching

5. BEN Trial

Then the Head of the KKP Marine and Fisheries Education Center and also the participants who have been invited to go up on the stage for the VR-Lab trial. The obstacle encountered when using the VR-Lab was then the next obstacle was

during the VR-Lab trial that was displayed on the videotron a little blurry due to a poor signal which caused the participants in the corner to not see clearly on the videotron screen.



Picture 5. Ben Trial (Trial VR and Product BEN)

6. Ice Breaking

To avoid the boredom of the participants who have been on stand-by since the morning, an ice breaking will be held or play the kahoot game led by the MC for the participants who are already present, the kahoot game is a game about questions about fisheries and marine such as quizzes, then 10 will be taken winners to be awarded prizes.



Picture 6. All Audience Playing a Game and Will Get a Reward

7. Talkshow

The second talkshow will be filled by Sony Rizki Maulan, a speaker with a basic ornamental fish hatchery who is also a content creator who will present material about "Career Path" to the world of fisheries and marine affairs, and then followed by a question and answer session from the audience to the speakers.



Picture 7. The Second Talkshow with Content Creator

8. Closing

At the end of the event, the MC will throw several quizzes with prizes and also conclude the BEN MVP #3 & VR Lab Launching Event, then proceed with the distribution of prizes to the winners and also take a group photo, then end with a prayer.



Picture 8. Closing and Giving a Prize to the Winner and Speakers

At the time the seminar was taking place there were very many audiences who attended the seminar because there were many students and female students who wanted to know about new products to be able to study remotely or online by getting a more real experience, and the seminar was attended by approximately 1000 audiences from Pasar Minggu AUP Polytechnic, Bogor, and Tegal.

Table 1. Number of registered audience

No.	Politeknik AUP	Number of Audience
1.	Pasar Minggu	498 Audience
2.	Bogor	239 Audience
3.	Tegal	243 Audience

With this launching seminar which aims to make it easier for cadets to be able to learn through mobile media at home plus when they use the VR-Lab which makes cadets or customers who are learning feel a real sensation like learning directly with different media. The launching seminar also presented 1,000 cadets from several fisheries campuses in Indonesia which made the reach of the target of this seminar very broad, those who attended this seminar could also see firsthand and feel how much fun it is to learn from home using VR-lab technology.

CONCLUSIONS

At the time the process of implementing this event was going quite well. However, there were several obstacles during the BEN MVP #3 & VR Lab Launching Event. One of the obstacles that arose was during the open gate and distribution of merchandise to participants. Because there is only one entrance and one queue flow, the queue is too long. This causes inconvenience to attendees and slows entry into the event. In addition, participants were also asked to fill in the attendance list via the link provided. However, with a total of 1,000 participants, there were limitations to internet or network access which resulted in difficulties for participants accessing the link. This slowed down the process of filling in the attendance list and increased the waiting time for participants at the entrance. Furthermore, when testing the VR-Lab which was displayed via the videotron, there was a slight blur on the display caused by a poor signal. This caused participants who were in the corner of the room unable to see clearly what was

displayed on the videotron screen. This can reduce the participant's experience of exploring the VR-Lab and limit their opportunities to fully utilize the technology on display.

To overcome these obstacles, several suggestions can be proposed. First, in the next event, it is important to pay attention to queue management and entrance arrangements. Having more than one entrance and dividing participants into several queue lines can help reduce queues that are too long and speed up the process of entering the event. Second, in terms of filling out the attendance list, it is better to consider using alternatives other than online links. For example, providing staff on duty to record participant attendance manually or using a special application that can run without dependence on stable internet access. Third, to avoid problems with display quality on Videotron, it is necessary to ensure that there is a stable and sufficient internet connection in the area. If necessary, testing and technical preparations can be carried out before the event to ensure optimal display quality. By implementing these suggestions, it is hoped that the obstacles that occurred at the BEN MVP #3 & VR Lab launch event can be overcome, so that participants can experience a better experience and make the most of the technology displayed.

SUGGESTIONS

In conclusion, for the BEN MVP #3 & VR Lab Launching Event, it is crucial to address the challenges encountered during the event. Opening more entrances and queue lines will help manage the large number of participants, reducing congestion and entry delays. Providing alternative methods for attendance list

filling, such as manual recording or offline applications, will prevent registration slowdowns caused by internet limitations. Additionally, ensuring stable internet connectivity and having a backup provider will ensure clear videotron displays and an optimal experience for all attendees. Technical preparations before the event, including testing internet connections and coordinating with service providers, will help prevent prolonged disruptions. By implementing these suggestions, future events can run more smoothly, providing participants with a pleasant and obstacle-free experience, maximizing their enjoyment and utilization of the technologies featured.

By carrying out these suggestions, it is hoped that the implementation of the BEN MVP #3 & VR Lab Launching Event can run more smoothly and participants can experience a pleasant experience without any significant obstacles.

1. Improve Queue Management: Address the long queues by providing multiple entrances and dividing participants into several queue lines. This will reduce waiting times and ensure a smoother and faster entry process for attendees.
2. Offer Alternative Attendance List Filling: Provide alternative methods for filling out the attendance list. Consider using manual attendance recording by dedicated staff or utilizing a specialized application that functions offline. This will prevent delays caused by internet limitations and enhance registration efficiency.
3. Ensure Stable Internet Connectivity: Prioritize stable and sufficient internet connectivity in the event area. Conduct thorough testing and technical preparations before the event to ensure

optimal display quality on the videotron. This will enhance participants' VR-Lab experience and enable them to fully utilize the technology on display.

By implementing these suggestions, future BEN MVP #3 & VR Lab Launching Events can overcome the obstacles faced and provide attendees with an improved and seamless event experience.

REFERENCES

- Al Farsi, G. Dkk. (2021). The Practicality of Virtual Reality Applications in Education: Limitations and Recommendations
<http://jonuns.com/index.php/journal/article/view/666>
- Ariatama, S. (2020). USING VIRTUAL REALITY (VR) TECHNOLOGY AS AN EFFORTS TO ESCALATE INTEREST IN ONLINE LEARNING DURING PANDEMIC
<http://jurnal.fkip.unila.ac.id/index.php/JPVTI/article/view/22069>
- CAPATINA A., SCHIN G. C., and RUSU D. (2017). Increasing academic brand awareness through virtual reality. Review of International Comparative Management
<http://www.rmci.ase.ro/no18vol2/04.pdf>
- I Made Winartha (2006:155). "Pengertian metode analisis deskriptif kualitatif"
- J. Theor. Appl. Electron. Commer. Res. (2022). Virtual Reality Experience of Mega Sports Events: A Technology Acceptance Study
<https://www.mdpi.com/0718-1876/17/2/36>
- Mustafa, K. dan Widodo, T. (2018). Perencanaan Dan Penyelenggaraan Event Seminar Nasional Startup Di Industri Kreatif Zaman Now Berbasis Digital Business.
<https://jurnal.polibatam.ac.id/index.php/JABA/article/download/772/553/>
- Noor, A. (2007). "The Globalization of the MICE Industry." (MICE stands for Meetings, Incentives, Conferences, and Exhibitions.).
- Rusland Ahmadi (2014). "Pengertian Seminar Menurut Para Ahli"
- Sugiyono (2018) "Pengertian Observasi"
- Thomson, A. Proud, I. dan Dodds-Gorman, R. (2021). Virtual Reality for Better Event Planning and Management
<https://www.semanticscholar.org/paper/Virtual-Reality-for-Better-Event-Planning-and-Thomson->

[Proud/b31a908e46d3c8401328238be3de2ffe80
95c162](#)

Understanding the Risk, Optimizing the Experience: Managing Crowd Movement at a Conference Event at a Scale of 15,000 Visitors

Davit Ibrar ¹⁾, Devie Oktarie ²⁾, Ellena Mae ³⁾, Irena Livia Dwiputri ⁴⁾, Margareta Grace Tulak Tandidatu ⁵⁾, Shivra Uli Meilya⁶⁾

¹⁾Universitas Prasetiya Mulya, 13422010017@student.prasetiyamulya.ac.id

²⁾Universitas Prasetiya Mulya, 13422010018@student.prasetiyamulya.ac.id

³⁾Universitas Prasetiya Mulya, 13422010032@student.prasetiyamulya.ac.id

⁴⁾Universitas Prasetiya Mulya, 13422010014@student.prasetiyamulya.ac.id

⁵⁾Universitas Prasetiya Mulya, 13422010051@student.prasetiyamulya.ac.id

⁶⁾Universitas Prasetiya Mulya, shivra.meilya@student.pmsbe.ac.id

ABSTRACT

This research begins with a case study of a conference event attended by 15,000 visitors from 20 countries. Through this research, the authors hope to dig deeper into how crowds can move and interact comfortably and effectively and optimize the experience of visitors in a very crowded conference environment. In addition, it is hoped that this research can also bring valuable knowledge and insights on how to manage crowds in dense environments, especially at conferences with a scale of 15,000 visitors in order to create safety and comfort for event attendees. This research was conducted using a qualitative approach with data sources through in-depth interviews and literature review. The results of this study are various types of risks and hazards that can be found at a conference with a large number of visitors accompanied by mitigation of all the risks involved. The hazards and risks that arise come from 4 categories that the researchers found including accreditation and ticketing, safety and security, spectators, and transportation.

Keyword: *Conference, Crowd Movement, Over Capacity.*

INTRODUCTION

This research departs from a case study of a conference event which was attended by 15,000 visitors from various countries. This international scale conference event held by an MLM brand from China is quite interesting because it has successfully invited many delegates from dozens of countries. The conference event was held at a convention venue with a capacity of approximately 12,000 visitors with an auditorium-shaped seating arrangement.

In this case, gathering 15,000 visitors in a venue with a capacity intended for approximately 12,000 visitors is a challenge for both the organizers and the visitors. This is because there is a risk of overcrowding because the visitor settings are classified as having far

exceeded the limit. According to Haghighati & Hassan (2013), Overcrowding itself is a situation when a crowd of people has exceeded the capacity (over capacity) of a certain place and can cause a risk of anxiety, injury, or even loss of life due to poor crowd management. When the conditions of an event are classified as over capacity, event organizers must also be prepared to face the risk of bad publicity, loss of income, obligation to pay compensation, to lawsuits that have a long impact (Haghighati & Hassan, 2013). Therefore, it is necessary to properly implement crowd movement management in order to maintain the safety, comfort and efficiency of the event.

Visitors management is not only

intended to maintain the quality of destinations or the quality of tourist destinations, but is currently also developing as an effort to improve the experience of visitors. According to Glasson et al. (1995) and Newsome et al. (2013), the focus has shifted towards improving the visitor experience. According to Tjiptojuwono, Eko (2013), in the context of Visitor Management, visit management basically aims to ensure that the area is able to accommodate the right number of visits. Therefore, a concept of visitor management is needed which is based on the carrying capacity of the region, which involves the tourism carrying capacity and social carrying capacity approaches. The goal is to control and minimize the potential impact of high visitor numbers, while providing a satisfying tourism experience that is consistent with the wishes of tourists.

Through this research, the authors hope to dig deeper into how crowds can move and interact comfortably and effectively in a very crowded conference environment. In addition, it is hoped that this research can also bring valuable knowledge and insights on how to manage crowds in dense environments, especially at conferences with a scale of 15,000 visitors to increase the safety and comfort of event goers.

RESEARCH METHOD

The research method refers to the scenario of the research being carried out (Darmalaksana, 2020b). Broadly speaking, there are two types of research methods, namely qualitative research (Gunawan, 2013) and quantitative research (Prsetyo & Jannah, 2019). Qualitative research is usually used for

"exploration," while quantitative research is generally used for "measurement." Quantitative research methods are commonly used by academics in mathematics and natural science (Darmalaksana, 2020a). This research was conducted using a qualitative approach which has the main focus on gaining an in-depth understanding of the management of crowd movements at a conference. This research involves in-depth interviews with the Project Director of the event organizer who manages a conference with a scale of 15,000 visitors to gain knowledge related to understanding the context, experience, and perspectives of the informants on the phenomena to be studied as primary data. In addition, literature review is also used as secondary data by collecting various information relevant to crowd movements, such as venue site plans and related journals. Then, the primary data and secondary data obtained will be analyzed holistically which involves searching for patterns, grouping findings, and interpreting the data to describe crowd movements that can arise in a conference with mass visitors.

RESULTS AND DISCUSSION

1. Results

Mass movements or "crowd movements" refer to the collective behavior and dynamics of large groups of people moving together. This phenomenon occurs in various contexts, such as concerts, sporting events, protests, or even in emergency situations. When individuals gather in large numbers, they can exhibit unique patterns of movement and interaction, forming harmonious entities known as "crowds". The movement of the masses can be influenced

by factors such as the purpose of the meeting, the physical environment, social dynamics, and the emotional state of the visitors.

According to Pendit (1999), the size of an event is divided into 3 categories, namely small size which is only attended by 20-50 visitors, then medium size which is attended by 60-200 visitors, and the last category is large size which is attended by more than 200 visitors. So it can be said according to the opinion above that a conference event attended by 15,000 visitors is included in the definition of large size.

Based on the data obtained, there are various types of risks and hazards that can be found at a conference with a large number of visitors. The hazards found cover various aspects, namely accreditation and ticketing, safety and security, spectators, and transportation. According to Puspitasari (2010), hazards are situations that have the potential to cause accidents and damage. According to Ashfal (1999) in research conducted by Puspitasari (2010), it is stated that hazards involve risks or opportunities associated with unknown elements. Risk is the possibility of unwanted results occurring, so that it is only associated with situations where the possibility of negative outcomes can be expected (Basyaib, 2007).

Table 1. Hazards and Risks Related to Crowd Movement

Accreditation and Ticketing		
No.	Hazards	Risk
1.	Crowd Surging	There were stampedes, squeezed visitors, and other physical risks
2.	Wrong Access	Resulting in

		congestion on the access flow
3.	Overcrowded Foyer	There was movement difficulty in the foyer area and caused panic among some visitors
4.	Non-functioning of Accreditation System	Obstruct entry access, the possibility of overcapacity
5.	Fake Ticket	Obstruct entry access, the possibility of overcapacity
Safety and Security		
No.	Hazards	Risk
1.	Bomb Threat	There was chaos among the participants so that the movement was uncontrollable
2.	Stairs and Cable Tripping	Endanger the safety of visitors and hinder movement
3.	Act of Terrorism	Causing fear, panic, uncontrolled movement and obstructing evacuation routes
4.	Fire	Mass panic, possible physical trauma, increased risk of accidents and injuries
5.	Natural Disaster	Disturbances and damage to infrastructure occurred which became obstacles

		in evacuation.
6.	Rioting Spectators Around The Venue	Causing unrest in visitors making it difficult to control the movement of the crowd
Spectators		
No.	Hazards	Risk
1.	Crowd Noises Block Announcement	Safety information and instructions can be missed and cause difficulties in managing movement
2.	Mass movements (ingress, egress, and evacuation)	Overcrowding, Uncontrolled movement, getting lost and trapped in dangerous areas
3.	Injury	Panic, disrupting the flow of movement that has been designed due to medical treatment
4.	No Disabilities Access	Persons with disabilities can hinder the flow of movement, it is dangerous if there is no special flow for evacuation
Transportation		
No.	Hazards	Risk
1.	Lack of Parking Lot	Causing congestion in the parking area, venue access, and obstructed movement
2.	<i>Transportation Accident</i>	Causes jams

Based on the hazard table above found in the conference event which was attended by 15,000 visitors, there are 2 categories of causes for hazards, namely internal causes and also external causes which can cause hazards, especially in crowd movements. The internal cause that is the cause is the insufficiency of incoming and outgoing access provided by the organizers. Access in and out is an important cause that needs attention in an event because it facilitates smooth movement for visitors, increases comfort, and facilitates evacuation in the event of an emergency situation during the event. This lack of access can cause the movement of visitors to become irregular and cause accumulation at one point. This can pose various risks to visitors due to jostling. In addition, the lack of regulation, information and visitor signs provided by the organizers can also be part of the cause of the danger. Organizers need to know the accesses that must be passed by visitors, VIP/VVIP guests, as well as the media, and must clearly inform visitors, either directly or through the organizers. Information that needs to be notified to visitors can be in the form of exits and entrances, toilets, emergency exits, parking access, and others, so that visitors have no difficulty finding their way or directions at this conference event.

Then, external causes that can become a hazard at the conference event come from the visitors themselves, where they take actions that can disrupt the ongoing event. For example, visitors who use fake tickets that hinder the entry process, or visitors who do not follow the instructions and regulations informed by the organizers, such as stopping suddenly, blocking roads, or entering areas or rooms

that should not be passed, so that movement becomes obstructed.

2. Discussion

All events that involve a large number of stakeholders have their own threats and risks to the sustainability of the event if not managed properly. Risk can be connected with the chance of unexpected loss, which indicates uncertainty. This uncertainty can affect efforts to achieve the goals of every organization that faces risk. Therefore, it is important to carry out a risk analysis to identify, measure and formulate strategies as a basis for building a comprehensive risk management system.

Risk management is a management activity or process that is oriented towards proactive action, aimed at anticipating the possibility of failure of some or all of the instruments involved (Tampubolon, 2004). The focus of good risk management is to identify, manage and control risks effectively. According to Sholihin (2010), the main objective of risk management is to provide risk information to regulators, ensure that losses are prevented, minimize the impact of various uncontrolled risks, measure exposure and concentration of risk, allocate capital wisely, and limit risks efficiently. However, this risk can be avoided or minimized by creating an efficient crowd management system, as well as the crowd control included in it. Because basically, mass behavior and movement is something that can actually be predicted in advance, as a result of human physical, psychological and social needs such as adequate space, easy access to venue facilities, feeling safe, availability of information, and so on.

As an effort to mitigate or prevent risks during the event, there are several things that must be considered by the organizers. Hussen (2011: 56) states that the purpose of risk mitigation is to manage or overcome the types of risks that have been identified, thereby enabling the finding of solutions and those responsible for these risks. The first thing that can be done to keep the event conducive is to prepare security equipment in the event area such as barricades and ropes lines. This equipment will greatly help to control the movement of the masses so that they remain orderly in their proper sections.

Furthermore, one of the things that must be considered in a crowd management system is to ensure that everyone knows their position. The person in charge of the event must ensure the availability of clear instructions and information so that visitors can easily get to their intended point. For example, providing information or signs for the ticket check-in process, paths to main locations, or even directions to the toilets will really help to avoid mass buildup at a location which will have a direct impact on the conductivity of the event.

At events with tens of thousands of visitors, such as the conference discussed in this journal, of course, there are differences in visitor categories such as general, VIP, VVIP, or other classifications. This is also one of the methods for organizers to manage crowd movement with queue management. Different access from the ticket exchange location, entrance to the event area, to the exit for each visitor category can be an effective way to avoid irregular buildup or queues.

The last thing that can be done

besides carrying out control through the provision of security equipment, information provision, and queue management is to maintain communication and coordination of the person in charge or event field staff. Communication is the most crucial thing to maintain throughout the event. All security personnel must remain in their respective zones while observing and monitoring the movement of the masses.

CONCLUSIONS

From the results of research conducted at a conference event with 15,000 visitors, the researchers found several hazards that could be the focus of the person in charge of the event and as a form of mitigation in the implementation of the conference event with a scale of 15,000 visitors. These hazards are related to crowd movements which are grouped into four categories, with internal and external causes, including accreditation and ticketing, safety and security, spectators, and transportation.

SUGGESTIONS

Based on the results of this study, there are recommendations that can be proposed for further research. Further research can involve other variables related to crowd management such as crowd behavior and can analyze other types of events besides conference events.

REFERENCES

Abrar Husen, 2011, Manajemen Proyek, Yogyakarta,

- Penerbit : CV. Andi Offset.
- Basyaib, F. (2007). Manajemen Risiko. Jakarta: Grasindo.
- Darmalaksana, W. (2020a). Cara Menulis Proposal Penelitian. Fakultas Ushuluddin UIN Sunan Gunung Djati Bandung.
- Darmalaksana, W. (2020b). Menulis Artikel Cepat Meskipun Tidak Suka Menulis. Kelas Menulis UIN Sunan Gunung Djati Bandung, 1.
- Glasson, J. (1995). Towards visitor impact management: Visitor impacts, carrying capacity and management responses in Europe's historic towns and cities.
- Gunawan, I. (2013). Metode penelitian kualitatif. Jakarta: Bumi Aksara, 143.
- Haghighati, R., & Hassan, A. (2013). Modeling the flow of crowd during Tawaf at Masjid Al-Haram. *Jurnal Mekanikal*.
- Harianto, J. P. (2018). *Analisa Pengelolaan Pengunjung di Kawasan Taman Wisata Candi Borobudur* (Doctoral dissertation, Program Studi Destinasi Pariwisata FTI-UKSW).
- Newsome, D.; Moore, S.A.; Dowling, R.K. (2013): Natural Area Tourism: Ecology, Impacts and Management., 2. Auflage. (Channel View Publications: Bristol, UK).
- Pendit, Nyoman. (1999). Ilmu Pariwisata. Jakarta: Akademi Pariwisata Trisakti.
- Prsetyo, B., & Jannah, L. M. (2019). Metode penelitian kuantitatif.
- Raineri, A. S. (2015). *Behavioural risk at outdoor music festivals* (Doctoral dissertation, University of Southern Queensland).
- Sholihin, A.I. (2010). Buku Pintar Ekonomi Syariah. Jakarta: Gramedia Pustaka Utama.
- Tampubolon, R. (2004). Risk Management: Manajemen Risiko Pendekatan Kualitatif untuk Bank Komersial. Jakarta: Elex Media Komputindo.
- Wardhani, A. (2022, December). Analisis Risiko dan Implikasinya pada Penyelenggaraan Festival/Special Event Berdasarkan Perspektif Attendance Management (Studi Kasus: Event Berdendang Bergoyang 2022). In *Seminar Nasional Riset Terapan* (Vol. 11, No. 01, pp. 396-400).

Event Implementation Process "Indonesia Preparation to Mercury Free 2022" by PT Genesia Convex

Syamsurizal ¹⁾, Anisa Putri Maulina ²⁾

¹⁾ Politeknik Negeri Jakarta, syamsurizal@bisnis.pnj.ac.id

²⁾ Politeknik Negeri Jakarta, anisa.putrimaulina.an18@mhs.pnj.ac.id

ABSTRACT

Mercury is not only found in laboratory items but also in everyday objects. Even in a small dose, mercury can attack nerves and organ function. The government, which is concerned about this, made a regulation, called the National Action Plan for Mercury Reduction and Elimination. To support the government, the Ministry of Environment and Forestry made a program called focus group discussion "Indonesia Preparation To Mercury Free". This program has been held in several big cities in Indonesia and this time it will be held in Batam. The author acts as a part of PT Genesia Convex organizer team that has been directly appointed to organize this event. The purpose of this research is to increase knowledge and to solve the mercury problem in Indonesia. The research method used is qualitative method in the form of interview, observation and documentation. The content of this event includes a presentation session that provides an explanation of each ministry's program as well as the results of the program, discussion session and summarization. The event was held hybrid through the zoom platform and hotel in Batam city. The obstacles faced in this event were in lack of communication between the teams and logistic shortages.

Keyword: Batam, Focus Group Discussion, Mercury, PT Genesia Convex.

INTRODUCTION

Indonesia is in a state of mercury emergency. Mercury could be an exceedingly harmful compound and may be a dangerous overwhelming metal that in little concentrations can be poisonous. It can impact the physiological of the body, nervous system, kidney function and body development. It is widely used for mining, agriculture, manufacturing industries such as chlor-alkali chemical manufacturers which include the lamp industry, batteries, thermometers, tensimeters, barometers, thermostats, vinyl chloride monomers and in the medical world it is used for amalgam mixture to cover dental cavities.

Based on the global mercury assessment, Small Scale Gold Miners (ASGM) in Indonesia is identified as the largest contributor to mercury emissions, because it can be used to separate gold

grains from the mineral rock. The number of ASGM in Indonesia itself is numerous, reaching a total of 850 points in 197 cities or regencies in 32 provinces in Indonesia with more than 250,000 miners. Due to improper handling, it can endanger residents and the environment around the mine.

Worried about the growing danger of mercury, the government made Presidential Regulation No.21 of 2019 regarding the National Action Plan for Mercury Reduction and Elimination with a target of reducing mercury in 50% by 2030. The Ministry of Environment and Forestry, that has the task of carrying out government affairs in environment and forestry, created a program to support the government's target cooperated with PT Genesia Convex by conducting a Focus Group Discussion (FGD) called

“Indonesia Preparation To Mercury Free” to help eliminate mercury that is still used and manufactured in Indonesia. A Focus Group Discussion (FGD) is a qualitative research method and data collection technique in which a selected group of porganizerple discusses a given topic or issue in-depth, facilitated by a professional, external moderator. This method serves to solicit participants attitudes and perceptions, knowledge and experiences, and then shared in the course of interaction with different porganizerple (Peter and Zuzanna, 2017).

The event is planned to be held on November 16th & 17th, 2022 in Batam city and will be attended by representatives from the Directorate General of PSLB3, Ministry of Industry, Ministry of Health and a number of other government agencies.

In this event, PT Genesia Convex became the second party which worked as a contractor under the instruction and direction of the Ministry of Environment and Forestry. PT Genesia Convex is a Professional Conference Organizer licensed to manage Meeting, Incentive, Conference and Exhibition (MICE) events. The purpose of this research is to learn about the proper procedures for government meeting execution, increase knowledge and insight, support the government plan and to solve the mercury problem in Indonesia.

RESEARCH METHOD

This research uses a variety of data gathering, including an interview with the Event Coordinator at PT Genesia Convex, observation, and documentation, all of which involve the author directly in the event's execution. The data analysis

method used is qualitative method. Qualitative research is a type of social science research that collects and works with non-numerical data and that seeks to interpret meaning from these data that help understand social life through the study of targeted populations or places (Ashley,2020). This study was carried out from November 2022 until January 2022. The hybrid event of focus group discussion event "Preparation of Indonesia To Mercury Free" managed by PT Genesia Convex was utilized as the sample in this research.

RESULTS AND DISCUSSION

PT Genesia Convex has been appointed directly as the event organiser for the event, with job desks to plan the budgeting, concept, accommodation, venue, transport, electronic equipment, and souvenirs for the event. Event focus group discussion "Indonesia Preparation To Mercury Free" was held for 2 days on November 16th & 17th, 2022. This FGD is a hybrid event, that for online it will use Zoom platform and for offline, it will be conducted at Aston Batam Hotel and Residence. The event had been held in accordance with the rundown that had been agreed upon by the ministry.

Table 1. Rundown

Indonesia Preparation to Mercury Free 2022 November 16th, 2022	
08.30 – 09.00	Registration
09.00 – 09.05	Opening Ceremony
09.05 – 09.10	Indonesia Raya
09.10 – 09.15	Pray
09.15 – 09.35	Opening Speech
09.35 – 09.40	Photo Session
09.40 – 10.00	Coffee Break
10.00 – 10.25	1 st Presentation
10.25 – 10.50	2 nd Presentation
10.50 – 11.15	3 rd Presentation
11.15 – 11.40	4 th Presentation
11.40 – 12.10	Discussion Session

12.10 – 13.30	Lunch Break
13.30 – 15.00	Evaluation of the Preparation of the Regional Action Plan for Mercury Reduction and Elimination in the Sumatra Region (RAD-PPM)
15.00 – 15.30	Discussion Session
15.30 – 15.50	Summarization

Indonesia Preparation to Mercury Free 2022 November 17th, 2022	
09.00 – 09.30	Re-registration
09.30 – 10.00	Briefing on RAN-PPM
10.00 – 10.10	Coffee Break
10.10 – 10.45	1 st Presentation
10.45 – 11.15	2 nd Presentation
11.15 – 12.30	Discussion Session
12.30 – 14.00	Lunch Break
14.00 – 14.30	Summarization
14.30 – 15.00	Closing Ceremony

1) Execution of the Focus Group Discussion Event “Preparing Indonesia for Mercury Free 2022”. Wednesday, November 16th, 2022

The internal team and organizer team conducted a rehearsal in the morning at 06.00 WIB. Check the completeness and readiness of all electronic devices that will be used. Login to the Youtube account of DITJEN PSLB3 KLHK for Live Streaming adjustments. Activate the cameras and adjust the angle. Preparing the zoom platform and immediately connecting it with Youtube Live Streaming. The event began with opening by the MC, which is followed by singing the Indonesia Raya song and reading prayers. Next is an opening speech from the Secretary of the Directorate General of PSLB3, Mr. Sayid Muhadhar through the zoom online platform.

Entering the first session moderated by Mrs. Yunik Kuncaraning. The first presentation will be presented by representative of the Ministry of Industry, who will present a topic about Commitment of the Business World in

Mercury Reduction, the presentation material contains the direction of green industry policy to support the Presidential Regulation No.21 of 2019 concerning the National Action Plan for Mercury Reduction and Elimination resulted in mercury reduction plan in the industrial sector. Next speaker was the representatives of the Ministry of Health who will present the material on Commitment to the Execution of Mercury Elimination in the Health Sector, contains topic regarding Mercury Regulation in Indonesia that regulated in Permenkes No.41 of 2019 concerning the Elimination and Withdrawal of Mercury Medical Devices in Health Facilities and PemenLHK no. P27 of 2020 concerning Waste Management of Medical Devices containing Mercury, resulted in Ministry of Health role to replace mercury medical devices and stopping the production of mercury medical devices. Next presenter is representatives of the Ministry of Energy and Mineral Resources who will present the material on Commitment to Mercury Reduction in the ASGM Sector contains topics about the background to the establishment of the PETI task force that resulted in the national action plan for mercury reduction and elimination in 32 provinces as well as cooperation project to remediation of mercury-ridden land. After the first session was over, the event continued by entering the 30 minute discussion session, the participants may ask up to 3 questions.

The second session was moderated by Ms. Ria Damopoli. The session will be filled by the Head of the Subdirector of B3 Determination who will present the material Evaluation of the Preparation of the Regional Action Plan for Mercury

Reduction and Elimination in the Sumatra Region (RAD-PPM), that resulted in development, monitoring and evaluation of RAN-PPM and RAD-PPM, evaluation system for mercury reduction and elimination. After the second session is over, moderator will summarize the presentation for today as well as the closing of the event for the first day on November 16, 2022. The summary for each topics are mercury reduction in industry is already well implemented, but there is still a need for development in databases and information as well as strengthening the execution of applicable regulations and policies. In the healthcare sector, the collection of mercury medical equipment is still low and it is necessary to provide storage containers for mercury medical equipment according to mass and type. In handling PETI, it is necessary to coordinate with other ministries and the local police as well as the Ministry of Energy and Mineral Resources need to find a replacement technology for non-mercury gold processing. RAD-PPM needs to be strengthened in monitoring, evaluation and report by each region.

2) Execution of the Focus Group Discussion Event “Preparing Indonesia for Mercury Free 2022”. Thursday, November 17th, 2022

The second day of event will no longer use live streaming and only use the zoom online platform. The Focus Group Discussion on the second day was opened with a 30-minute briefing on RAN-PPM by the Director of Hazardous Waste Management. With today's moderator, Mr. Reno Arif. Followed by the first presentation by representatives from the National Research and Innovation Agency with topic of Assistance for the Mercury

Elimination Plan for the Development of Mercury-Free Technology Transfer for the Sumatra Region, discussed about metallurgical tests for gold ore with output results on how to process gold using direct smelting as an alternative to the mercury. Next presenter was the Head of the Subdirector for B3 Elimination who will present the material on the Submission of Standard Operational Procedures for Medical Device Recall, the presentation contains the basic legal basis, sources in addition to types of medical devices with mercury that resulted in creation of standard operating procedures to handle mercury medical devices and addition of temporary storage for mercury medical devices.

After the presentation session, it continued to the discussion session for 3 questioners. Furthermore, in the next session, the moderator will summarize the conclusions as well as the closing ceremony. The summary for today's presentations are the selection for non-mercury gold processing technologies for ASGM can be complex and unique. Relatively low technical skills and limited funds require the use of alternative technologies to continue to meet market demand, but without significant technical or financial risk. The alternative technologies should have fast processes, simple equipment and low maintenance and the operational and environmental management costs that relatively low. In handling mercury-containing medical devices, there is a need for deeper coordination and cooperation between the national and regional authorities and a more detailed information system about the new standard operational procedures. The 2 days event of Focus Group

Discussion "Indonesia Preparation Towards Mercury Free 2022" in Batam City has been carried out successfully. The participants may take some souvenirs that have been prepared by the organizer as a memento at the exit door.

CONCLUSIONS

The Focus Group Discussion event "Indonesia Preparation To Mercury Free 2022" was successfully held for 2 days on November 16th & 17th, 2022. The RAN-PPM program has been implemented in several regions and is showing a good progress. So far, significant mercury reductions has been seen in the industrial sector, that is in the production of lamps and batteries, they have exceeded the set targets. However, there are certainly other industry that needed to be further developed. Conventional medical devices have been widely circulated in the market, although documents have been issued calling for the removal and recall of mercury-containing medical devices, it is still difficult to manage them in the short term, and the health departments should be more proactive in working with local health authorities to recall such devices. The Department of Energy and Natural Resources with the local police authority should take more decisive action towards the elimination of ASGM to protect the health of the nearby citizen, prevent organizer from returning to illegal mining, and help create new and better jobs. Alternative technologies used in ASGM must fulfil several criteria to avoid significant technical or financial risks. During the execution of the event, there were several problems caused by miscommunication between the internal team and the organizer team. The division

of tasks between the teams was not done effectively, causing there to be a tendency for uneven workloads in one team. The internal team did not provide a detailed explanation of the rundown, but this was still handled well as the organising team brought extra supplies just in case.

SUGGESTIONS

Better cooperation is needed between the teams involved in organising the event to reduce the possibility of communication errors and shortcomings, both in execution details and logistics. The execution of this RAN-PPM support program has taken place in several big cities by several other related ministries, but it would be more optimal if it was conducted annually in smaller cities and open to the general public. This is to raise awareness among social services and local communities about the danger of mercury and support the execution of government strategies to address mercury issues more efficiently.

REFERENCES

- Alan, Iqbal. (2017). *Manajemen Konferensi dan Event*. Yogyakarta : Gajah Mada University Press.
- Bui, Quyen Hue & Tran, Fa Mi. (2017). *Planning and managing a corporate event Case: Event Activation Galaxy Studio Samsung S7/ S7 Edge*. Degree Programme in Business Administration Bachelor's Thesis
- Lazuardi, Bian. (2015). *Proses Event Wonderfield Dalam Rangka Memperingati Ulang Tahun Ke-12 Plaza Ambarrukmo Oleh CV Marvel Indonesia*. Yogyakarta : STIKOM Yogyakarta.
- Peraturan Menteri Pariwisata Nomor 5 Tahun 2017 tentang Pedoman Destinasi Penyelenggaraan Pertemuan, Perjalanan Insentif, Konvensi, dan Pameran.
- Peraturan Presiden No.21 Tahun 2019 mengenai Rencana Aksi Nasional Pengurangan dan Penghapusan Merkuri.
- Peter van Eeuwijk and Zuzanna Angehrn. (2017). *How to ... Conduct a Focus Group Discussion (FGD)*. Switzerland: Swiss TPH

- Siswanto, H. B.. (2014). *Pengantar Manajemen*. Jakarta : Bumi Aksara.
- Syarifa, Rr. Chusnu. (2016). *Modul Manajemen Event*. Yogyakarta : Universitas Negeri Yogyakarta.
- Utama, Rai. (2016). *Pengantar Industri Pariwisata*. Sleman : Deepublish
- Wiestra dalam Febriyanti. (2014). *Pelaksanaan Pemberian Izin oleh Kepolisian*. Lampung: Universitas Lampung.

Aprotik Social Media Marketing Strategy by PT Kemenangan Indah Makmur Event Organizer

Pranindita Daneswari ¹⁾, Dewi Winarni Susyanti ²⁾

¹⁾Politeknik Negeri Jakarta, pranindita.daneswari@mhs.wpnj.ac.id

²⁾Politeknik Negeri Jakarta, dewi.winarni@bisnis.wpnj.ac.id

ABSTRACT

Asosiasi Profesional Teknologi Informasi dan Komunikasi (APROTIK) is a CTO/CIO association that is committed to helping Indonesia use technology to make it better. APROTIK wants to use social media for promotion before holding the event. This research was made to understand the steps of planning and implementation by PT Kemenangan Indah Makmur as the event organizer in utilizing social media to carry out APROTIK marketing activities in order to reach potential members. The method used in this research is descriptive qualitative analysis. The results of the study explained that APROTIK's marketing planning was carried out in several stages; analyzing target audience, posting social media & content types, determining timeline & publications. As well as carrying out promotions by way of advertising by placing digital advertisements and marketing through social media. Based on the analysis of the use of advertising, PT Kemenangan Indah Makmur has successfully implemented the advertising objectives of informing and persuading.

Keyword: *Marketing, Promotion, Social Media.*

INTRODUCTION

The development of technology and information has made the Internet a medium of communication that is in great demand by the public. With technology, it opens our eyes that distance is no longer a barrier. Marketing techniques with the help of technological media do not create boundaries in terms of geography. Since the entry of this technology, various new ways have emerged in marketing or promoting a product or service, such as the use of social media. Social media is a phenomenon that arises along with the development of technology and innovation on the internet.

At the moment, social media have been used for personal communication, education (Abdillah, 2013), promotion (Rahadi & Abdillah, 2013), and knowledge and information sharing (Abdillah, 2014). The rapid development of online social networks has tremendously changed the way of people

to communicate with each other (Bi, Qin, & Huang, 2008).

Promotion strategy is often used as one way to increase demand or sale of goods and services offered, so as to increase the profit earned. Promotional activities also provide convenience in planning the next marketing strategy because usually promotional activities serve as how to communicate directly with potential buyers. (Tjiptono, 2015)

From the various meanings above, the authors underline that social media has certain characteristics in relation to every human being carrying out social relations in the era of the development of communication technology. Social media is an online medium where users can easily participate, share and create content including blogs, social networks, wikis, forums and virtual worlds. Social media is used as a promotional tool because it has a direct response with its users.

Asosiasi Profesional Teknologi Informasi dan Komunikasi (APROTIK) is an association of CTOs/CIOs who want to carry out brand awareness to be known by the general public so that they have many participants when holding their events in the future. Thus, PT Kemenangan Indah Makmur as the event organizer wants to develop and market APROTIK through social media. Therefore the authors conducted research with the title "APROTIK SOCIAL MEDIA MARKETING STRATEGY BY PT KEMENANGAN INDAH MAKMUR EVENT ORGANIZER".

This research has the formulation of the problem as follows:

- How is the plan to promote the Asosiasi Profesional Teknologi Informasi dan Komunikasi (APROTIK) by PT Kemenangan Indah Makmur?
- How promotion implementation of Asosiasi Profesional Teknologi Informasi dan Komunikasi (APROTIK) ?
- What are the results of the promotion analysis through YouTube, TikTok and Instagram social media implemented by PT Kemenangan Indah Makmur?

The purpose of writing this research are:

- To understand the plan of PT Kemenangan Indah Makmur to increase brand awareness of the Asosiasi Profesional Teknologi Informasi dan Komunikasi (APROTIK)
- To understand the implementation of PT Kemenangan Indah Makmur for the promotion of Asosiasi Profesional Teknologi Informasi dan Komunikasi (APROTIK)

- To find out the results of an analysis of the success of promotions through social media YouTube, TikTok, and Instagram APROTIK implemented by PT Kemenangan Indah Makmur

RESEARCH METHOD

The method used in this research is descriptive qualitative analysis. This is intended to be able to synergize between some of the data that has been obtained with various literature and other data that has been prepared.

With this analytical method, the author tries to describe and analyze descriptively the results of the research that has been done, namely to describe the marketing strategy carried out by PT Kemenangan Indah Makmur to promote APROTIK through social media. Research begins in August 2022 until December 2022.

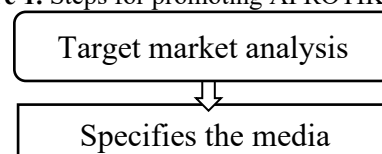
Data collection was carried out by field studies carried out on the activities of all field work practice objects which included: the observation method (observation) by looking at several activities carried out at PT Kemenangan Indah Makmur, as well as interview methods conducted with employees/staff related to promotion management social media APROTIK at PT Kemenangan Indah Makmur.

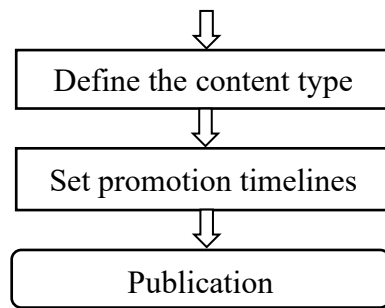
RESULTS AND DISCUSSION

1. Promotion Plan

The steps taken to promote APROTIK are as follows:

Picture 1. Steps for promoting APROTIK





The first steps in promotion planning is analyzing the target market. Targeting is a strategy to enter market segments that are sales targets. Analyze the target market as prospective APROTIK members by using segmentation theory to determine the appropriate target members, namely the demographics aged 17-30 and working as an IT enthusiast. Then the next stage is to build promotional media. At the stage of determining the media that suits the target of prospective APROTIK members; Instagram, TikTok, and YouTube.

Then the next steps is to determine the type of content that is used to maximize promotion. After setting the type of content, the next step is to set a promotional timeline, namely by determining the content timeline, design timeline, and publication timeline for each social media. And in the final stage, namely publication, publishing content or promotional materials via social media, which will be processed at the next point.

2. Implementation of Promotions

Promotion is basically something a form of marketing communication aimed at driving demand. The implementation of the promotion process carried out by PT Kemenangan Indah Makmur is using 2 (two) promotion mixes; direct marketing and advertising. In the direct marketing

process, PT Kemenangan Indah Makmur sends WhatsApp blasts. Then in the advertising process, using social media such as Instagram, TikTok and Youtube. Where PT Kemenangan Indah Makmur publishes all information related to APROTIK on social media, namely Instagram, TikTok and YouTube.

On Instagram social media, take advantage of the Instagram Story, Instagram Feeds, and Instagram Reels features. In Instagram Stories, create interactive content with followers, such as quotes about daily life, games, and also daily tips. Then on the Instagram feed, the content presented is more informative. As well as maximizing some other content such as trivia, tips & tricks, updated technology, and technology news. On Reels Instagram, APROTIK displays videos of a certain duration that present information about the latest technology, with the concept of video using audio and also displaying attractive images.

Then on social media TikTok, APROTIK has an account with the name @talkbyaprotik. Video content created is in the form of short videos regarding information about the latest technology, tips, and also information about technology that is complemented by audio music that is currently on the rise. Furthermore, finally on YouTube social media, PT Kemenangan Indah Makmur creates Video Casting content (VideoCast). The name of the account created is "T-Talk Videocast" which discusses technology and promotes APROTIK. This YouTube content is enlivened by hosts and resource persons in the field of technology who are experts in their fields.

3. Analysis of promotion results

Based on the predetermined target participants, PT Kemenangan Indah Makmur analyzes that the most effective promotional media for advertising this community is through the internet or digital electronic media. So the PT Kemenangan Indah Makmur team prepared visual publication material to be published on each social media, where the majority of users match the predetermined target participants. In using this social media, PT Kemenangan Indah Makmur also runs Instagram Story Ads. It also increases public awareness of this association. Currently PT Kemenangan Indah Makmur's Instagram followers have reached more than 600 people, TikTok has reached more than 18,000 people, and YouTube has reached more than 1,000 people.

CONCLUSIONS

1. PT Kemenangan Indah Makmur promotion for Asosiasi Profesional Teknologi Informasi dan Komunikasi (APROTIK) with several stapes; analyzing target participants, determining social media, and publication with promotions using advertising.
2. Planning the promotion in several ways, which is advertising by placing digital advertisements and marketing through social media.
3. Based on the analysis of the use of advertising, PT Kemenangan Indah Makmur has succeeded in implementing advertising objectives, which is informing and persuading.

SUGGESTIONS

Based on the explanations and

conclusions outlined, the author can suggest that in utilizing promotions through social media, more consideration and thinking about the impact of this promotion can be made. It would be better if the promotions carried out were also able to apply other objectives such as reminding and assisting so that the results obtained could be maximized. The author also suggests taking an approach with other media in order to promote the organization through other media such as television or even holding an event to reach a wider target audience. In the future the author will conduct research using other media.

REFERENCES

- Abdillah, Leon Andretti. (2014). *Social Media as Political Party Campaign in Indonesia*. Jurnal Ilmiah MATRIK Vol.16 No.1
- Afrilia, A. (2018). "Digital Marketing Sebagai Strategi Komunikasi Pemasaran "Waroenk Ora Umum" Dalam Meningkatkan Jumlah Konsumen. Jurnal Riset Komunikasi, 147-157
- Alma, Buchari. (2013). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.
- Asosiasi Profesional Teknologi Informasi dan Komunikasi. Diakses 22 Desember dari <https://aprotik.com/about/>
- Marendra, I. gede. (2018). "Pengaruh Bauran Pemasaran (Produk, Harga, Lokasi Dan Promosi) Terhadap Keputusan Pembelian Konsumen Di Minimarket (Alfamart atau Indomaret) (Studi Kasus Di Universitas Pamulang)." Jurnal Pemasaran Kompetitif, 1(3), 35-38.
- Nasrullah, Rulli. (2015). *Media Sosial; Perspektif Komunikasi, Budaya, dan Sosioteknologi*. Bandung : Simbiosis Rekatama Media.
- Nuraini, L., Putri, S., & Susilowati, I. H. (2017). *Pelaksanaan Promosi Melalui Media Sosial Instagram Pada Toko Zizara Depok*. Cakrawala, Xvii(2), 226-236.
- Umami,Z. (2015). *Social Strategy Pada Media Sosial Untuk Promosi Pariwisata Daerah Istimewa Yogyakarta*. Vol 4 No 2, Juli 2015.

Decision Process of Event Festival KPR Hunian Pemuda as a Strategy to Increase the Perum Perumnas Sales Value

Fatimah ¹⁾, Fauzi Mubarak ²⁾

¹⁾ Politeknik Negeri Jakarta, fatimah.an19@mhsw.pnj.ac.id

²⁾ Politeknik Negeri Jakarta, fauzi.mubarak@bisnis.pnj.ac.id

ABSTRACT

Perumnas organized the festival KPR Hunian Pemuda as one of the strategies to increase the company's sales value after the COVID-19 pandemic. This study aims to understand the function of the decision process at the Festival KPR Hunian Pemuda event and discover the situations in the field. This research uses qualitative descriptive methods such as interview around 15-20 employees. The results showed that the decision process for the event of Festival KPR Hunian Pemuda was carried out efficiently following company rules. The decision structure includes staff, division heads, heads of marketing departments, and marketing directors. It is stated that sales were low during the event and were uneven across all company branches. Do not achieve the target of 25 billion, so the event could be more effective.

Keyword: *Event, Decision, Process, Sales, Strategies.*

INTRODUCTION

MIC Getz and Page (2007) stated in their book "Event Studies: Theory, Research and Policy for Planned Events" that the event industry consists of four main components, namely meetings, incentives, conventions, and exhibitions.

According to Silvers (2004), "The event is all about people coming together to create, operate, and participate in an experience."

Belch & Belch (2012) state, "Event Marketing is a type of promotion in which a company or brand is associated with an event or activity with a theme for creating consumer experiences and promoting products or services.

Decision-making is the process whereby an individual, group or organization reaches conclusions about what future actions to pursue given a set of objectives and limits on available resources. This process will be often iterative, involving issue-framing, intelligence-gathering, coming to conclusions and learning from experience.

Decision-making is the process whereby an individual, group or organization reaches conclusions about what future actions to pursue given a set of objectives and limits on available resources. This process will be often iterative, involving issue-framing, intelligence-gathering, coming to conclusions and learning from experience.

MICE activities or ventures have specific goals following the company's mission in planning an activity. To implement this mission requires the ability to make decisions. Therefore, decision making is an essential element that the company must consider.

Perum Perumnas is a state-owned residential developer company that has managed housing in all parts of Indonesia. Perum Perumnas was established as a government solution to providing decent housing for the lower middle class.

Entering the pandemic in 2020, Perum Perumnas has experienced a decline in the number of enthusiasts

buying houses and apartments. This decline is because the economic crisis that followed the pandemic caused a weakness in the purchasing power of the Indonesian people.

Indonesia's economic conditions and the COVID-19 pandemic are starting to return to normal; this is in contrast to the residential industry, which has yet to recover. Therefore, Perum Perumnas intended to restore and upgrade the company's sales value.

Perum Perumnas held event "Festival KPR Hunian Pemuda". Based on this, the authors observed actual events in the field by implementing the decision-making process functions by raising the research title "Decision Process Event Festival KPR Hunian Pemuda as a Strategy to Improve Sales Value National Public Housing Corporation.

This study has a problem statement in researching as follows:

- a. How is the decision process in the event Festival KPR Hunian Pemuda as a strategy to improve the sales value of National Housing Corporation?

The objectives to be achieved by the author in carrying out the research are:

- a. Understand the decision process for the Festival KPR Hunian Pemuda event to study the situation directly in the field and find out its function in the decision process to increase the sales value of National Public Housing Corporation.

RESEARCH METHOD

The research method used is descriptive qualitative, which examines the status of human groups, objects, conditions, systems of thought, or current

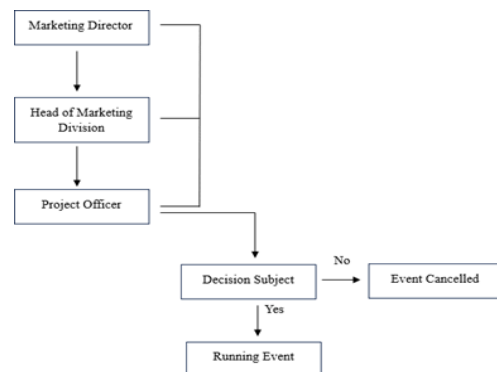
events to make systematic, factual, and accurate descriptions of the facts studied. The informant that I plan on interviewing are project officer event and employees of Perum Perumnas.

The research focuses on the Youth Residential Mortgage Festival activities, held three days from 28 - 30 October 2022, in Sarinah, Jakarta. Implementation of Opening ceremony activities coincided with the youth oath.

The authors collected the research data directly through interviews, observation, discussion, and distribution questionnaires. The data source used by the author is primary data obtained through open and closed questionnaires.

RESULTS AND DISCUSSION

The decision-making process for The Festival KPR Hunian Pemuda has been structured as shown in Picture 1 structure of the decision-making process event.



Picture 1. Decision Making of Structure Event

At the event, The Festival KPR Hunian Pemuda has several stages in making decisions following the mission, vision, goals, strategies, and company policies.

Stages of the decision-making process event Festival KPR Hunian Pemuda as follows:

1. Understanding and formulation of the problem
2. Collection and analysis of relevant data
3. Development of alternative problems
4. Evaluation of problem alternatives
5. Selection of the best alternative
6. Decision implementation
7. Evaluate the results of decisions

Decision-making in The Festival KPR Hunian Pemuda was taken by the Project Officer and decided by the Marketing Director in charge of the event. Some of the crucial decisions include the field of marketing (sponsorship).

Decision-making process event Festival KPR Hunian Pemuda in the field marketing (sponsorship) that is:

- a. Make a Database of potential sponsors for activities consisting of names, social media, email, and company contact numbers.
- b. Request Approval from the head of the marketing division to submit a proposal event, which takes 1-2 weeks.
- c. Waiting for a reply from the sponsor and keep doing follow-up
- d. If you have received a reply and the sponsor agrees to provide support, make a report to the head of the division marketing
- e. Hold a meeting to discuss the event and the support provided
- f. Follow up the results of the meeting to all event committee and hold a meeting
- g. Support check and confirmation

Several parties involved in the decision-making process sponsorship among the staff sponsor division to find and get sponsors, treasurer who takes care of finances and head of marketing division to determine everything related to

sponsorship. The final decision-making party in sponsorship is the head of the division marketing on event The Festival KPR Hunian Pemuda which is known by Project Officer

Decision-making process event The Festival KPR Hunian Pemuda begins with a procurement agreement talk showing the sequence of events. The following is the preparation and determination process for the talk show:

- a. Planning with the program talk show
- b. Idea search for topics talk show
- c. Collection of information on the theme
- d. Do research on the speaker
- e. Approve the head of the program division, project officer, head of the marketing division, along with the marketing director
- f. Confirmation to stakeholders regarding time
- g. Making rundown which has been agreed upon by stakeholder

Implementation Event the Youth Residential Mortgage Festival was planned as a strategy to increase the sales value of the company by targeting sales from all branches including housing and apartments located in Jakarta with a total of 25 billion.

Accumulated data obtained after the implementation event finished. Show that event The Festival KPR Hunian Pemuda succeeded in selling housing and apartments worth 7 billion.

Targets that have been planned on pre-event The Festival KPR Hunian Pemuda worth 25 billion could not be reached at the time during event which is held for 3 days from 28 – 30 October. Facts in the field that occurred were not in accordance with the planning at the beginning and even sales did not reach

half of the target set at the beginning.

CONCLUSIONS

The event Festival KPR Hunian Pemuda's decision-making process is carried out effectively and structured based on applicable company rules. The structure in decision-making is staff, division head, company marketing department head, and marketing director. The company's sales include housing and low-cost apartment events. Sales did not reach the target of 25 billion, and the event became ineffective.

SUGGESTIONS

Based on the findings, the decision-making process is considered adequate, so the process needs to be maintained. Regarding several factors that hinder the achievement of company targets, one of which is promotion, the company needs to make improvements or improvements to the implementation of promotions to support the event's success.

REFERENCES

- Annissa Karni Rachmadhian, R. C. (2021). The Impact Event of Event Marketing on Building Brand Ting on Building Brand Awareness For Fashion Customers. *Asean Marketing Journal*, 53.
- Aulia, S. P. (2021). Event Marketing Sebagai Strategi Peningkatan Volume Penjualan Kayn Label. *Jimfb*, 7–9.
- Friedman, M. (2017). A Brief Overview of Literature on Meetings. *Research Gate*, p. 2.
- J, Russo Edward. (2014). Decision-making, P.1.
- Kusuma, C. S. (2019). MICE- Masa Depan Bisnis Pariwisata Indonesia. *Jurnal Efisiensi*, 54-55.
- Prasanti, D. (2018). Studi Kualitatif tentang Penggunaan Media Komunikasi bagi Remaja Perempuan dalam Pencacrian Informasi Kesehatan. *Jurnal Lontar* Vol.6, 16.

Role Traffic Marcomm in Planning TIIWG Road to G20 by PT Fasen Creative Quality

Muhammad Alfero Juliano ¹⁾, Heri Setyawan ²⁾

¹⁾ Politkenik Negeri Jakarta, muhammad.alferojuliano.an19@mhs.wpnj.ac.id

²⁾ Politkenik Negeri Jakarta, hery.setyawan@bisnis.wpnj.ac.id

ABSTRACT

Marketing communication plays a crucial role in the success of conferences, including the TIIWG ROAD TO G20. It serves to maximize exposure and inform the public about ongoing activities. To ensure effective marketing communication, a clear structure is essential. In this case, traffic marcomms plays a vital role in coordinating and verifying planned tasks to achieve marketing communication objectives. The research process for traffic marcomms involves several stages. First, observations are conducted to review all activities related to traffic marcomms during the planning of TIIWG Road to G20. Second, interviews are conducted with marcomms managers and MICE industry practitioners involved. Finally, documentation is carried out during the report preparation process. Traffic marcomms plays various roles throughout these stages, including coordinating, creating checklists for creative assets, generating job requests, previewing creative assets, receiving feedback, facilitating the revision process, and obtaining approvals. These roles are crucial in planning of marketing communication activities for the TIIWG ROAD TO G20. Based on the findings from the field, it can be concluded that the role of traffic marcomms in marketing communication activities during event planning primarily involves coordinating, creating checklists for creative assets, generating job requests, previewing creative assets, receiving feedback, managing the revision process, and obtaining approvals.

Keyword: *Event, Marketing Communication, MICE, Planning, Traffic Marcomms.*

INTRODUCTION

Based on Regulation of the Minister of Tourism of Indonesia Number 5 Year 2017 on Guidelines for Destination Organizers of Meetings, Incentives, Conventions, and Exhibitions (2017:8), MICE (Meeting, Incentive, Convention, and Exhibition) industry is identified as a driving force behind the development of competitive tourism destinations in Indonesia. MICE industry has proven to be instrumental in boosting revenue, creating job opportunities, and attracting investments. Despite the challenges posed by the COVID-19 pandemic, MICE activities have adapted to online and hybrid formats. However, in recent times, offline events have resumed while adhering strictly to health protocols to prevent the spread of COVID-19.

Notably, Indonesia's selection as the

host country for the G20 Summit in 2022 has further amplified the potential of MICE industry to stimulate the nation's economy. The G20 Summit encompasses conferences that convene a substantial number of participants to engage in discussions on various topics and networking activities.

Moreover, in preparation for the G20 Summit, several site events have been organized, such as the TIIWG ROAD TO G20: SOE INTERNATIONAL CONFERENCE 2022, which is hosted by the Ministry of State-Owned Enterprises (KBUMN). This conference, themed "Driving Sustainable & Inclusive Growth," aims to facilitate knowledge sharing and best practices among government bodies, state-owned enterprises, and the private sector to

promote sustainable and inclusive economic growth. Categorized as a convention under MICE framework, the event adheres to the definition laid out in Regulation of the Minister of Tourism of Indonesia Number 5 Year 2017 (2017:9), which describes a convention as a formally organized large-scale gathering where representatives or delegates from government, associations, or industries come together to discuss specific issues of common concern, exchange information, and take collective actions.

Effective communication plays a pivotal role in coordinating conferences involving multiple stakeholders, including associations, private companies, ministries, and other participants. Clear and efficient communication is essential to ensure smooth coordination during the organization of large-scale conference events. Additionally, effective communication also aids targeted marketing efforts to reach a wide audience, making it a vital aspect of event organization and promotion.

According to Anang Firmansyah (2019:2), communication can be defined as the process of conveying thoughts and understanding between individuals or organizations. Furthermore, apart from effective communication, organizers must consider how to raise public awareness about the event. One approach is through the implementation of a marketing mix strategy, as described by Kotler (2009:101). The marketing mix comprises four key elements: product, price, promotion, and place, as emphasized by Lynn Van Der Wagen (2007:96).

Marketing communication serves as a critical factor contributing to the success of events, including conferences, by

maximizing exposure and informing the public about ongoing activities. A well-structured marketing communication plan is essential to support efficient and effective work in this regard. In the case of the TIIWG ROAD TO G20, traffic marcomms plays a crucial role in coordinating and double-checking planned tasks to ensure the objectives of marketing communication are met effectively.

The multitude of tasks involved in marketing communication activities necessitates the role of traffic marcomms in supporting each process efficiently. PT Fasen Creative Quality's understanding of the role of traffic marcomms has been instrumental in the planning of TIIWG Road to G20, ensuring the success of the event.

RESEARCH METHOD

This section provides a comprehensive overview of the research methods employed to understand the role of traffic marcomms in marketing communication activities during the TIIWG Road to G20 event. The data for this study was collected using a combination of different methods.

The first method utilized was the observation method, which involved a systematic and recorded observation of event developments, specifically focusing on the planning phase of marketing communication activities. Over the course of the two-month event planning period, which was organized by PT Fasen Creative Quality, the author diligently observed and documented various aspects related to the role of traffic marcomms.

The research process encompasses the following stages:

1. Observation

Thorough observations were conducted to review and analyze all activities associated with traffic marcomms during the planning of TIIWG Road to G20. This involved closely monitoring how traffic marcomms was integrated into the event planning process.

2. Interview

In-depth interviews were carried out with marcomms managers and MICE industry practitioners who were actively involved in the event organization. These interviews provided valuable insights into the strategies and practices adopted in the context of traffic marcomms.

3. Documentation

Throughout the research, comprehensive documentation was undertaken during the report preparation process. This ensured that all relevant data and findings were recorded accurately for further analysis.

By employing these research methods, the study aims to gain a comprehensive understanding of how traffic marcomms plays a pivotal role in marketing communication activities within the context of TIIWG Road to G20.

RESULTS AND DISCUSSION

According to Sahya Anggara (2012:13), traffic marcomms serves a similar function as an administrator in an organization, whose main task is to facilitate the achievement of organizational goals. Broadly speaking, the responsibilities of traffic marcomms include managing and overseeing organizational processes, acting as a liaison, and supervising ongoing tasks.

The traffic marcomms activities in marketing communication planning for the upcoming event are crucial in accommodating all the needs of effective and efficient marketing communication activities.

In its stages, the traffic marcomms plays a role in coordinating, creating a checklist of creative assets, generating job requests, previewing creative assets, receiving feedback, facilitating the revision process, and obtaining approvals. The role of traffic marcomms in the planning of marketing communication activities for the TIIWG ROAD TO G20 can be visualized through the following flowchart:

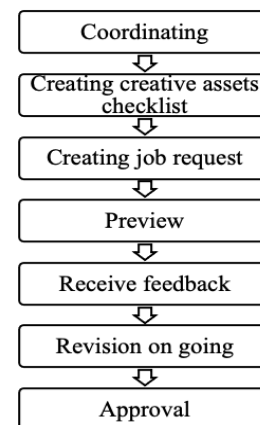


Chart 1. Stages of the Role of Traffic Marcomms in planning the TIIWG Road to G20 by PT Fasen Creative Quality

1. Coordinating

Specifically, the coordination activity can be defined as managing dependencies between activities. Dependencies occur when the actions taken by one system affect the actions or outcomes of other systems. In the coordination stage, the role of traffic marcomms is to receive information about the necessary requirements to support marketing communication activities,

ensuring they can achieve their goals.

Traffic marcomms is associated with several other sub-divisions, including the design division (related to the list of items to be created), the sponsorship division (related to the placement and distribution of company logos), and the public relations division (related to the content that will be displayed).

2. Creating creative assets checklist

During the checklist creation stages, the role of the traffic marcomms is to record all promotional and production needs for marcomms. These requirements are documented in a comprehensive table that includes item types, sizes, distribution, previews, approvals, and final materials. In the checklist creation process, it is imperative for the traffic marcomms to maintain the production timeline to ensure that the workflow remains on schedule and can be completed within the designated time frame.

Additionally, the traffic marcomms also plays a part in preserving sponsor value by incorporating a column dedicated to items that entail reciprocal obligations from sponsors, ensuring that sponsor benefits are effectively conveyed through appropriate media channels.

3. Creating job request

Traffic marcomms will undertake a simplification process regarding the information to be distributed to the marcomms sub-divisions. This information will be compiled into a PowerPoint, containing instructions regarding the tasks to be completed along with detailed sections.

This document is referred to as a job request. In creating the job request, the

traffic marcomms must be capable of maintaining accurate records. The position of the traffic marcomms is crucial as the job request created must fulfill three requirements to minimize errors, namely clarity, conciseness, and accuracy.

4. Preview

In the process of previewing creative assets, the traffic (administrator) in marcomms will step forward to meet with the client and provide a preview of the creative assets that have been created according to the given instructions.

The preview of creative assets is consolidated through an approval form that includes a table containing the created creative asset images, details of sizes, and specific placement on the relevant items for preview purposes. It also includes a notes column (for feedback if the created creative assets are not yet aligned with the client's expectations and require revisions) and an approval column (for the client's signature indicating that the creative assets have been approved and meet the client's expectations).

5. Receive feedback

In these stages, the traffic marcomms plays a role in receiving feedback provided by the client regarding the outcomes of the creative assets that are deemed not aligned with the given instructions. The client will provide feedback by filling in the note column in the approval form. The client will provide comments in the form of a list detailing what needs to be added or subtracted. This feedback is typically related to design execution errors, ranging from minor scale issues such as typos in the copy to major changes in design style.

6. Revision on going

In the revision process, the traffic marcomms once again plays a role as an information processor based on the feedback provided by the client after previewing the outcomes of the creative assets. The creative assets that received feedback for immediate improvement will be compiled by the traffic marcomms into a job request along with the corresponding detailed information. The revision process prioritizes major changes to the creative assets over minor ones.

7. Approval

Approval is the final stage of the traffic marcomms role in marketing communication activities for the planning of the TIIWG ROAD TO G20. Approval can be granted if all the requirements for marcomms creative assets are aligned with the client's expectations and encompass all the objectives targeted to achieve marketing communication goals. Creative assets that adhere to the client's given instructions will be signed in the approval form's approval column.

CONCLUSIONS

Based on the findings obtained in the field, it can be concluded that the role of traffic marcomms in marketing communication activities during event planning primarily involves coordinating, creating creative assets checklists, creating job requests, previewing creative assets, receiving feedback, managing the revision process and approval.

SUGGESTIONS

Understanding the role of traffic marcomms in marketing communication activities during event planning, should

serve as a valuable tool for event organizers or MICE-focused companies to leverage the role of traffic marcomms in marketing communication activities to ensure the optimal execution of MICE events.

REFERENCES

- Anggara, Sahya. (2016). *Ilmu Administrasi Negara*. Bandung: CV Pustaka Setia.
- Firmansyah, Anang. (2020). *Komunikasi Pemasaran*. Jawa Timur: CV Penerbit Qiara Media.
- Fitri, A., & Kongrat, E. (2020). *Proses Registrasi Visitor pada Event Indonesia International Hospital Expo 2018*. *Bisnis Event*, 1(1), 21-24.
- Hurriyati, R. (2008). *Bauran pemasaran dan loyalitas konsumen*. Bandung: Alfabeta.
- Kementerian Pariwisata RI. (2017). *Peraturan Menteri Pariwisata RI Nomor 5 Tahun 2017 Tentang Pedoman Destinasi Penyelenggara Pertemuan, Perjalanan Insentif, Konvensi Dan Pameran*. Jakarta: Kemenpar.
- Kotler dan Keller. (2009). *Manajemen Pemasaran*. Jakarta: Erlangga.
- Lawson, Fred. (2000). *Congress, Convention & Exhibition Facilities: Planning, Design and Management*. UK: Elsevier Ltd.
- Shimp, Terence A. (2003). *Periklanan Promosi Aspek Tambahan Komunikasi Pemasaran Terpadu*. Jakarta: Erlangga.
- Swastha, B., & Handoko, T. H. (2002). *Manajemen pemasaran. Edisi Kedua. Cetakan Kedelapan*. Jakarta: Penerbit Liberty.
- Wagen, Lynn Van Der. (2007). *Event Management: For Tourism, Cultural, Business and Sporting Events*. Australia: Pearson Education Australia.

Event Utilization for Brand Activation by PT Vivo Mobile Indonesia

Ridhwan Shidiq Fathoni ¹⁾, Christina Lipuringtyas Rudatin ²⁾

¹⁾ Politeknik Negeri Jakarta, ridhwan.shidiqfathoni.an19@mhsw.pnj.ac.id

²⁾ Politeknik Negeri Jakarta, christina.lr@bisnis.pnj.ac.id

ABSTRACT

This research examines the planning, execution, and post-event process of the Vivo V25e Exclusive Preview from PT Vivo Mobile Indonesia's perspective. The objective is to gain insights into how the event was conceptualized, organized, and evaluated by the principal. Data collection involved observations, interviews with the project manager, and analysis of event documentation. Collected data were compared with existing theories for meaningful insights. The planning stage comprised nine steps, with Brand Activation playing a crucial role in developing the initial plan and making revisions based on feedback. The concept development involved collaboration with the Event Organizer to create a compelling deck proposal. During event execution, Brand Activation closely monitored the Event Organizer's handling to ensure a smooth event. The post-event report documented media coverage, social media engagement, and attendee feedback, providing valuable insights for evaluation. The findings emphasize the importance of thorough planning, effective execution, and comprehensive evaluation in creating successful events. Insights from this study can enhance future event strategies, leading to improved brand activation and audience engagement for PT Vivo Mobile Indonesia.

Keyword: *Brand Activation, Event Execution, Event Planning, Post-Event Evaluation, Principal Perspective.*

INTRODUCTION

Products cannot be separated from humans in daily life. According to Sunyoto (2014:69), a product is anything that can be offered to a market to be noticed, requested, used, or consumed in a way that satisfies desires or needs. Products can take the form of physical objects, services, people, places, organizations, and ideas.

Marketing a new product is not easy because it is not yet known to the public. It requires a strategy that can make the new product accepted by the public. One of them is through Brand Activation.

Brand Activation according to Simbolon (2017), is defined as a form of brand promotion activity that involves closer interaction with users through various experiential activities that attract their attention. In creating this brand activation, the brand must be able to build an emotional connection with consumers.

The stronger the emotional connection, the higher the quality of interaction.

PT Vivo Mobile Indonesia produces smartphones and smart devices under the Vivo brand. They have five production centers across China, South Asia, and Southeast Asia, with an annual capacity of nearly 200 million smartphones. Vivo's sales network spans over 50 countries, boasting a global user base of over 400 million.

Product launches are integral to PT Vivo Mobile Indonesia's activities, serving as part of their Brand Activation efforts to introduce new products. The Vivo V25e 5G is one such product, with a dedicated event called the Vivo V25e Exclusive Preview that targets media and key opinion leaders (KOL).

The Vivo V25e Exclusive Preview is an activity that falls under the responsibility of Brand Activation at PT Vivo Mobile Indonesia. In this event,

Brand Activation plays the role of the principal (client) who organizes the event.

The research problem of this study is how is the planning, implementation, and post-event process of the Vivo V25e Exclusive Preview from the principal's perspective.

The definition of an event according to Noor (2013:8), is an activity organized to commemorate important aspects of human life, whether individually or as a group, bound by customs, culture, traditions, and religion, held for specific purposes and involving the community, taking place at a specific time.

Event success relies on stakeholder involvement and satisfaction. Their perspectives, expertise, and resources enhance the event experience. Understanding stakeholder needs ensures a tailored event strategy that truly connects with the audience. This emphasizes the significance of considering stakeholder interests throughout the event's lifecycle.

The definition of stakeholders according to IAPCO (International Association of Professional Congress Organizers, 2023) is individuals or organizations that have an interest in a specific project or investment.

Evelina (2013:276) states that when organizing an event, there can be over 10 stakeholders involved. These stakeholders encompass various entities such as the principal (client), event organizer, government, associations, media, community, sponsors, participants, catering services (caterer), venue providers, accommodation providers, legal and finance personnel, production, and transportation providers.

The principal (client) is the company that initiates the event. According to

Evelina (2013:275-276), events are considered more effective compared to promotional activities through expensive advertisements with uncertain audience reach. Therefore, companies often utilize events as a marketing tool. The client can be seen as playing the role of the initiator and conceptualizer of the event.

As the principal initiates and conceptualize the event, they recognize the need to maximize its impact and engage their target audience effectively. This is where brand activation comes into play. As defined by Simbolon (2017), involves promotional activities that create closer interaction with users through experiential events that capture their attention. Brand activation becomes a crucial strategy to build emotional connections with consumers, strengthen brand loyalty, and differentiate themselves in a competitive market. By incorporating brand activation elements into the event, the client can create memorable experiences that resonate with attendees, leaving a lasting impression and forging a deeper connection between their brand and the audience.

Event management plays a vital role in the successful execution of brand activation strategies. Once the brand activation concept is established, event management takes charge of turning the vision into reality. Event managers are responsible for planning, organizing, and overseeing the logistical aspects of the event, such as venue selection, vendor coordination, budget management, and timeline implementation. They ensure that all elements of the event, including brand activation initiatives, are seamlessly integrated and executed. According to (Suhendra, 2016) (2016:2), there are three

stages in event management: pre-event, event execution, and post-event.

The pre-event stage consists of activities conducted before the event takes place, focusing on planning and preparation. Some of the activities involved include: (1) Setting event objectives, (2) Event planning, (3) Financial planning, (4) Pitching, (5) Operational planning, (6) Finalizing details, (7) Contract signing and event legality, (8) Coordination meetings with the event team regarding preparation, and (9) Production.

The event execution stage is where the event is carried out. It involves the realization of the pre-event stage, including participant management, MC hosting, speaker arrangements, following the event schedule, and setting up the previously produced set.

The post-event stage involves evaluating whether the event met the desired targets and preparing the final report on the event implementation.

The objective of this research is to understand and examine the process of planning, execution, and post-event of the Vivo V25e Exclusive Preview from the perspective of the principal.

Building upon this, the research benefit of this study is obtaining an evaluation report on the effectiveness and challenges of using the Vivo V25e Exclusive Preview event for brand activation and offering an informative resource on how PT Vivo Mobile Indonesia leverages the Vivo V25e Exclusive Preview event as a powerful platform for brand activation.

RESEARCH METHOD

The research method used is data

reduction, where the data collected through observations, interviews, and documentation are carefully analyzed and compared with existing theories to analyze and interpret the findings. The research process is consisted of the following stages:

1. Data collection using various methods, which included the following methods:
 - (1) Conducting observations by actively observing and directly participating in the activities related to Brand Activation department's work, specifically in the Vivo V25e Exclusive Preview event,
 - (2) Conducting an interview with the project manager of the event, who also served as the brand activation manager at PT Vivo Mobile Indonesia.
 - (3) Examining the documentation of the event, including written and electronic materials.
2. The data collected from observations, interviews, and documentation have been obtained and reduced to extract key information. These data are then compared with existing theories or frameworks to analyze and interpret the findings.

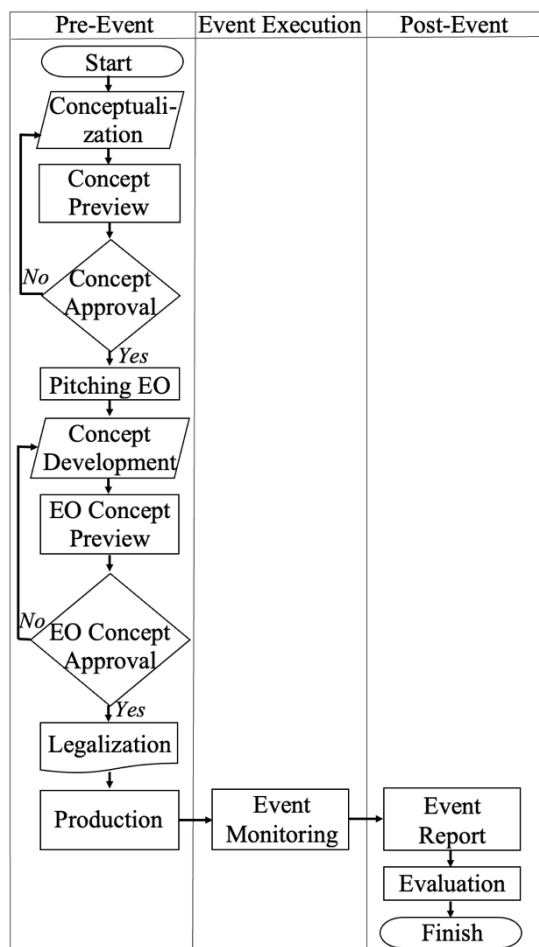
RESULTS AND DISCUSSION

1. The process of planning, execution, and post-event of the Vivo V25e Exclusive Preview from the perspective of the Principal

The Vivo V25e Exclusive Preview event is organized by the Brand Activation division of PT Vivo Mobile Indonesia to introduce and showcase the latest Vivo V25e product before its official launch to the media and key opinion leaders (KOLs) of PT Vivo Mobile Indonesia. This research is conducted from the principal's perspective as the Brand Activation

division acts as the principal. The data for this research is collected through observational research, interviews, and documentation.

The organization of the event can be divided into three stages: pre-event planning, event execution, and post-event. These stages can be illustrated in the form of a flowchart as shown in Picture 1 below.



Picture 1. Flowchart of the Vivo V25e Exclusive Preview Event Execution Process

a. Pre-Event

The pre-event stage of the Vivo V25e Exclusive Preview is divided into nine stages, which will be explained as follows:

1) Conceptualization

In the process of conceptualization, Brand Activation uses a project brief

provided by the Content & PR Director to design the Vivo V25e Exclusive Preview event. The brief includes an event mood board and the features of the Vivo V25e product. This information guides the development of a captivating concept that aligns with the desired ambiance and effectively showcases the product's key highlights.

During concept development, Brand Activation faced challenges in applying the product feature brief of the Vivo V25e to exhibition materials for the Vivo V25e Exclusive Preview event. The proposed durability test was not approved, leading to a revised concept focused on product display and LED displays.

2) Concept Preview

The concept preview involves a proposal deck that serves as the initial plan prepared by Brand Activation. During the concept preview stage, Brand Activation presents the initial plan to the Content & Public Relation (PR) Director for approval. A challenge encountered during this stage is that a specific aspect of the initial plan, which is the exhibition material for product durability testing, did not receive approval.

3) Concept Approval

In this stage, the initial plan can proceed to further stages once it receives approval from the Content & PR Director. If the initial plan is not approved, the next step is to revise the conceptualization stage. In this case, Brand Activation received revisions due to the lack of approval for the exhibition material related to product durability testing. As a result, the concept was modified accordingly.

4) Pitching to Event Organizer (EO)

Pitching to Event Organizers is conducted to fulfil the event handling needs of the Vivo V25e Exclusive Preview. During the pitching process, Brand Activation considers Event Organizers who have a proven track record of collaboration with PT Vivo Mobile Indonesia. This consideration is based on the time constraint between the event brief and the event execution, requiring a pitching method with the shortest possible timeframe. The selected Event Organizer to execute the Vivo V25e Exclusive Preview is Thirty Events.

5) Concept Development

This stage involves the Event Organizer developing the initial plan presented by Brand Activation during the pitching stage. The output of the concept development is a deck proposal that serves as the foundation for further planning and execution of the event.

6) Event Organizer Concept Preview

The Event Organizer Concept Preview consists of a deck proposal prepared by the Event Organizer during the concept development stage. During the Event Organizer Concept Preview, the Event Organizer presents the deck proposal to Brand Activation for the approval of the EO concept

7) Event Organizer Concept Approval

The final deck proposal moves forward upon Brand Activation's approval after the Event Organizer Concept Preview. If not approved, the concept development stage is revised, and another Event Organizer Concept Preview is conducted. Up to three revisions are

allowed.

8) Legalization

This stage is the final deck proposal legalization, which has been approved by Brand Activation at the Event Organizer concept approval stage. The legalization involves obtaining signatures from the PR & Content Director and Head of Business Department on the Approval of Event Execution for Vivo V25e Exclusive Preview document.

9) Production

In this stage, the Event Organizer carries out the production of materials for the Vivo V25e Exclusive Preview event, including both physical and digital materials. After the production is completed, the next stage is the loading in phase. The production process is supervised by Brand Activation. However, there was a constraint during the production stage, as the colours of the materials used did not align with the plans outlined in the final deck proposal. This required several adjustments to be made.

b. Event Execution

There is only one activity conducted by Brand Activation during the event execution, which is event monitoring. In this stage, Brand Activation closely oversees the event handling conducted by the Event Organizer at the event venue.

c. Post-Event

The post-event stage is the phase after the completion of the Vivo V25e Exclusive Preview event. In this stage, there are two steps involved.

1) Event Report

The event report is a document that presents various information related to the

conducted event. The event report for the Vivo V25e Exclusive Preview includes several reports, such as:

- a. Three media coverages featuring the showcased products during the event. These media outlets include Tech Id, KumparanTech, and Oketechno.
- b. Six Instagram Stories coverage uploaded by four Key Opinion Leaders (KOLs). The four KOLs are Arrinish, Taufik Nobo, TheLazy Gadget, and Kenjoytv.
- c. Twenty-three media representatives attended out of twenty-five invitations sent, and fifteen KOLs attended out of twenty-five invitations sent.
- d. Comments from five media outlets and five attending KOLs regarding the Vivo V25e product, compiled into a video asset for the PR division.

2) Evaluation

The evaluation of the Vivo V25e Exclusive Preview event is conducted to assess whether the event was executed according to the planned objectives. The evaluation is carried out by the project manager and presented to the PR & Content Director.

2. The analysis of the planning, execution, and post-event processes of the Vivo V25e Exclusive Preview from the principal's perspective

The process of planning, execution, and post-event for the Vivo V25e Exclusive Preview was carried out in three stages, as suggested by Suhendra: pre-event, event execution, and post-event.

In the pre-event stage, the Vivo V25e Exclusive Preview went through nine steps, including conceptualization, concept preview, concept approval,

pitching to event organizers, concept development, event organizer concept preview, event organizer concept approval, legalization, and production. Brand Activation played a key role in developing and revising the initial plan, eventually creating the event brief for the Event Organizer. However, a revision was required as the proposed concept of a durability test did not receive approval from the Content & PR Director. It was replaced with the concept of product display and LED display.

After the pitching to event organizers, the concept development stage followed. The Event Organizer developed the initial plan provided by Brand Activation into a deck proposal, which underwent revisions until it became the final deck proposal upon approval. The next step was the legalization of the approval document for event execution, signed by the PR & Content Director and Head of Business Department, indicating that the deck proposal was finalized and ready for production. Brand Activation monitored the production process to ensure alignment with the final deck proposal.

During the event execution of the Vivo V25e Exclusive Preview, Brand Activation conducted event monitoring to oversee the Event Organizer's handling of the event.

In the post-event stage, Brand Activation prepared an event report that documented various information related to the event.

CONCLUSIONS

Based on the discussion on the 'Utilization of Event Vivo V25e Exclusive Preview as a Medium for Conducting

Brand Activation by PT Vivo Mobile Indonesia', it can be concluded that the planning, execution, and post-event process of the Vivo V25e Exclusive Preview from the principal's perspective is divided into three stages: pre-event, event execution, and post-event.

1. The pre-event stage of the Vivo V25e Exclusive Preview consists of nine steps, including conceptualization, concept preview, concept approval, pitching to event organizer, concept development, event organizer concept preview, event organizer concept approval, legalization, and production.
2. The event execution stage of the Vivo V25e Exclusive Preview involves event monitoring.
3. Lastly, the post-event stage is divided into two steps: event report and evaluation.

SUGGESTIONS

To create a compelling and engaging experience for attendees, it is essential for conceptors and organizers to consider the unique selling points, target audience, and desired impact of the products or services being showcased.

REFERENCES

- Armstrong, P. K. (2014). *Principle of Marketing, 15 Edition*. Pearson Pretice Hall.
- Evelina, L. W. (2013). Keterlibatan event stakeholders pada keberhasilan event PR. *Humaniora*, 4(1), 275-276.
<https://journal.binus.ac.id/index.php/Humaniora/article/view/3438>
- IAPCO. (2023). *IAPCO Terminology Search*. IAPCO.
<https://www.iapco.org/publications/on-line-dictionary/dictionary/?ds=Stakeholders>
- Noor, A. (2013). *Manajemen Event*. Alfabeta.
- Prameswari, A. S. (2019). *Strategi Brand Activation Untuk Meningkatkan Brand Awareness (Studi Kasus Event Dextone Goes To School Di Sekolah Dasar Negeri 13 Jakarta Utara)*. Universitas Bakrie.

- Priansa, D. J. (2017). *Komunikasi Pemasaran Terpadu Pada Era Media Sosial*. CV Pustaka Setia.
- Sari, D. R., & Gietty Tambunan, S. M. (2021). Representasi Brand Activation Ruangguru Periode 2018 – 2019. *JSRW (Jurnal Senirupa Warna)*, 8(1), 56.
<https://doi.org/10.36806/.v8i1.82>
- Simbolon, F. P. (2017). *Brand Activation: Pengertian, Manfaat Dan Contohnya*. Binus University Business School.
<https://bbs.binus.ac.id/gbm/2017/07/03/brand-activation-pengertian-manfaat-dan-contohnya/>
- Suhendra. (2016). *Event Management: Timeline & Action Plan*. Universitas Mercu Buana.
- Sunyoto, D. (2014). *Dasar-dasar Manajemen Pemasaran*. CAPS.

Design of Tourist Routes to Integrate Tourism Villages in Tanjungsang District, Subang Regency

Muhammad Iqbal Katik Rajoendah ¹⁾, Firman Syah ²⁾, Meisa Sofia ³⁾

¹⁾Politeknik Negeri Jakarta, muhammad.iqbalkatikrajoendah@bisnis.pnj.ac.id

²⁾Politeknik Negeri Jakarta, firman.syah@bisnis.pnj.ac.id

³⁾Politeknik Negeri Jakarta, meisa.sofia@bisnis.pnj.ac.id

ABSTRACT

Planning and designing tourist routes in Tanjungsang District, Subang Regency, aims to integrate available tourist attractions in tourist villages, namely the Buniara Tourism Village, Tanjungsang Tourism Village, Kawungluwuk Tourism Village and Cibuluh Tourism Village in order to increase the distribution of tourists, extend the stay in tourist destinations that will improve the welfare of the local community. Tourist attraction points are confirmed by utilizing the Global Positioning System (GPS) tool and combined with the use of applications related to the Geospatial Information System (GIS), namely ArcGIS 10.8 and the Google MyMaps website. The condition of existing tourist attractions, amenities and accessibility is assessed based on secondary data, such as data from previous research, government policies and information available via the internet and then confirmed through primary data in the form of field observations and interviews with related parties, such as the government, tourism awareness groups (Pokdarwis) and officers at each tourist attraction. Descriptive analysis, policy analysis, analysis of determining potential attractiveness using indicators and spatial analysis were carried out in this study. This study resulted in a design of a tourist route in a region, namely Tanjungsang District in the context of developing tourism in the southern part of Subang Regency.

Keyword: *Attractions, Tanjungsang District, Tourism Village, Tourist Route.*

INTRODUCTION

Tourism development is currently one of the strategic sectors for Indonesia. The Gross Domestic Product (GDP) growth rate of 3.5% is proof of how significant the contribution made by the tourism industry is, based on the World Travel and Tourism Council (WTTC) report, 2020. Mason (2003) states that tourism is an industry that does not stand alone, but is related to other fields, namely travel (travel agents, airlines, cruises, taxis, etc.), accommodation and catering (hotels and all the staff in them), recreational facilities and entertainment (museums, art galleries, zoos, sports centers, etc.) and tourism organizations (national, regional-level tourism organizations to staff at local tourism information centers). This is the reason why tourism provides a high contribution

to GDP.

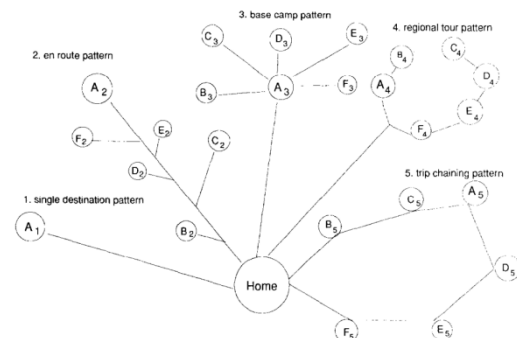
Tourism development is inseparable from how a tourist destination is planned with a good understanding of the fundamental factors, such as 1) providing a framework for improving people's lives through the economic benefits of tourism; 2) developing infrastructure and providing recreational facilities for visitors and residents; 3) ensure the type of development carried out is in accordance with the objectives of the area; 4) establish a development program that is consistent with the cultural, social and economic philosophy of both the government and the local community; and 5) Optimizing visitor satisfaction (Goeldner & Ritchie, 2012). In line with the statement above, the southern part of Subang Regency and its surroundings are designated as a

Regional Tourism Strategic Area (RTSA) based on the Subang Regency Tourism Development Master Plan (Rencana Induk Pembangunan Kepariwisata Kabupaten (RIPPARKAB) Subang) 2022-2025 with the aim of developing the RTSA in the form of integrated tourism among ecotourism areas and tourism villages with surrounding tourist areas that have primary and secondary tourist attractions, including tourism villages.

A destination is the core of a wider tourism system as it represents the mix of tourism products that collectively offer visitors a destination 'experience'. (Fletcher et al., 2018). There are five key elements in identifying spatial schemes in regional planning to plan destination areas according to Gunn (1993) in (Dredge, 1999), namely definable regional boundary, access from markets and internal circulation corridor, community attraction complexes, a non-attraction hinterland and entrance or gateways to the regions.

In the context of developing Tanjungsang District which is one of the Districts in the southern part of Subang as a tourist destination, a tourism development strategy is needed which can be carried out by drawing up a tourism route to spread tourist activities to other areas and offer several opportunities, namely 1) entrepreneurship development; 2) increasing demand for goods and services; 3) creating employment and income; 4) conservation and rejuvenation (culture and nature); 5) Increasing community capacity; and 6) infrastructure development (Meyer, 2004). Meanwhile, UNWTO (2014) states that a tourism route can create opportunities for cross-border cooperation, collaborative destination

marketing, product development, public-private partnerships, and protection of natural and cultural heritage.



Picture 1. Alternative Spatial Patterns of Pleasure Vacation Trips by Lue et al., (1993)

The tourism route in a destination includes three spatial elements (Meyer, 2004), namely the tourist gateway (entry point), the tourism service center (staging area), and the clustering of attractions (grouping of tourist attractions). Lue et al., (1993), see Picture 1, classifies tourism routes into 5 patterns, namely 1) single destination, attractions which stand alone as single destination places without relating to other attractions; 2) en-route, there are places of interest to which tourists may detour and invest time and money resources; 3) base camp, tourists can stay at the primary destination throughout their vacation, and use it as a “base camp” from which to visit places within the area; 4) regional tour, tourists travel to a region and sequentially visit a series of tourist attraction in the area before returning to their origin; and 5) chain travel, visiting several destination or destination diversification types.

This research aims to be able to map and integrate the potential of tourist objects in Tanjungsang District (one of the districts in the southern part of Subang Regency as a tourist destination which has

4 of the 15 tourism villages that have been inaugurated by the Regent of Subang (subang.go.id, 2019), namely Buniara Tourism Village, Tanjungsang Tourism Village, Kawungluwuk Tourism Village and Cibuluh Tourism Village. In addition, this study also assessed conditions including but not limited to accessibility, distance and travel time connecting between tourist attractions as well as the availability of facilities and accommodation in each tourist village and compile it in the design of a tourist route map.

RESEARCH METHOD

The research methods uses a qualitative approach (Creswell & Creswell, 2018) to analyze primary data in the form of semi-structured interviews with tourism actors (government and communities), field observations (done around November 2022) in four tourism villages in Tanjungsang District to assess available tourist attractions which are documented visually using photographs and using the Global Positioning System (GPS) tool in determining the coordinates of the location of attractions and the accompanying spatial elements. Meanwhile, secondary data was obtained through literature studies, government policies, reports, and other media from related agencies, mass media and the internet.

This study uses a qualitative descriptive analysis method and map analysis that utilizes Geospatial Information System (GIS) technology that combines the use of the ArcGIS 10.8 application and the Google MyMaps website. The study area in this research is limited to Tanjungsang Tourism Village;

Buniara Tourism Village, Kawungluwuk Tourism Village and Cibuluh Tourism Village in Tanjungsang District. The data and information obtained are then processed for data input and data management (coordinate transformation, digitization and editing).

RESULTS AND DISCUSSION

The southern part of Subang Regency has a topography with hilly contours in almost all of its territory. This makes the southern part of Subang Regency very rich in natural tourism potential, such as waterfalls (curug), fast-flowing rivers which are used as tubing rides (crossing the river with a series of car tires), hills that offer very attractive panoramas, as well as holding annual events located at the estuary where seven rivers meet.

1. Tourism Villages in Tanjungsang District

a. Buniara Tourism Village

Buniara Tourism Village which is one of the tourist villages that has been registered in the pilot tourism village category on the website jadesta.kemenparekraf.go.id (2022), has several potential tourist attractions, namely Curug Wangun and Wisata Air Indah Alam.

1) Curug Wangun

This waterfall (curug) has an enchantment with the cascading flow of the waterfall and there is a gazebo for resting and a mushalla complete with running water for ablution. To reach Curug Wangun, visitors must walk from the vehicle parking area along the rice fields and forest for +/- 40 minutes. Around the vehicle parking area there are

several stalls and toilet facilities belonging to the local community.



Picture 2. Curug Wangun

2) Wisata Air Indah Alam

Wisata Air Indah Alam is an artificial tourist attraction in the form of a swimming pool complete with a playground and supporting facilities, such as changing rooms, toilets, prayer room, canteen and a large parking area.



Picture 3. Wisata Air Indah Alam

b. Tanjungsang Tourism Village

Administratively, Tanjungsang Tourism Village is directly adjacent to Buniara Tourism Village on the west side, has several potential tourist attractions, namely Crystal Jambu Hill and Ciung Wanara Waterfall.

1) Bukit Jambu Kristal (Jamkris Hill)

Bukit Jambu Kristal is a tourist attraction that provides the charm of a hill with plantations mostly planted with guava trees as the main attraction managed by Pokdarwis (tourism awareness groups). In addition to the agro-tourism concept, Bukit Jambu Kristal also provides several accommodation facilities such as a guest house equipped with supporting facilities such as toilets and a prayer room.

When the observation was carried

out, access to the location was still quite difficult to reach because the available path was still dirt and it was very dangerous if it rained. This also causes the path to be passed only by motorcycles and cannot be traversed by 4 or more wheeled vehicles so visitors have to park their vehicles quite far from the location and continue on foot for +/- 30 minutes.



Picture 4. Bukit Jambu Kristal

2) Curug Ciung Wanara

Curug Ciung Wanara is one of the tourist attractions in the form of a waterfall located in the Tanjungsang Tourism Village. Yet, during the field observation, the access to the Curug Ciung Wanara was closed by shrubs so that the observation could not be continued to the location where the Curug Ciung Wanara is located.

c. Kawungluwuk Tourism Village

Kawungluwuk as a tourism village has a tourist attraction which is the prima donna for the southern part of Subang Regency, namely Bukit Pamoyanan. The entrance gate to this attraction is on the edge of the provincial road that connects Subang Regency and Sumedang Regency.

1) Bukit Pamoyanan

Bukit Pamoyanan offers the beauty of a carpet of white clouds that can be seen from its peak. The facilities available are quite complete, such as a camping area (including rental of all camping needs), public toilets, prayer rooms, to a row of stalls selling snacks and food for visitors. Anyhow, the parking area is quite far and not too wide, so visitors have to walk up

the road that has been shaped like stairs and takes 30-45 minutes.



Picture 5. Bukit Pamoyanan

d. Cibuluh Tourism Village

Cibuluh Tourism Village has a homestay area where Saung Mulan is an information center if visitors want to stay at a homestay. Not far from Saung Mulan, there is a starting point for other attractions, namely Leucir Tubing which ends at Muara (estuary) 7 Sungai where an annual event called Festival 7 Sungai is held.

1) Saung Mulan

Saung Mulan is a homestay that is a center for information and management of several other homestays in the Cibuluh Tourism Village. The services provided are in the form of providing rooms in a house where the owner of the house also lives there. There is a fairly spacious area, gazebo and canteen that can be used by tourists, whether they are just visiting or staying overnight.



Picture 6. Homestay Saung Mulan

2) Leucir Tubing

Leucir Tubing is an attraction in which a group of tourists wade through the river using a series of inner tubes of tyre. The starting point of Leucir Tubing is not far from Saung Mulan (can be reached with walking in 20 minutes) and ends at a

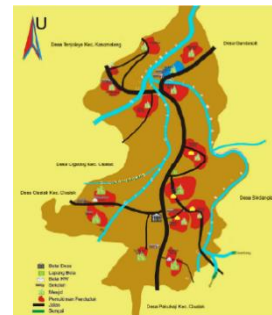
point where seven rivers meet.



Picture 7. Leucir Tubing

3) Muara 7 Sungai

The people of Cibuluh Village still take great care of the river culture, because in that village quite a lot of rivers cross it which meet at a large river called the Cipunagara River and is called the Estuary of the 7 Rivers (Muara 7 Sungai). The streams that meet at this estuary are Cikembang River, Citeureup River, Cilandesan River, Cinyaro River, Cileat River, Cikaruncang River, and Cipunagara River.



Picture 8. Estuary of 7 Rivers by Festival 7 Sungai Proposal

Aware of continuing to maintain river culture as well as the development and promotion of Cibuluh Village as a tourism village, a group of youths gathered in the Pokdarwis initiated a cultural event which has been held since 2015 under the name of the Festival 7 Sungai. In its 7th implementation in 2022, the Festival 7 Sungai has the aim of building awareness of the importance of protecting and preserving rivers as one of the community's life resources, advocating wise and creative use of rivers, and also promoting the tourism potential

of Subang Regency in general and specifically in Cibuluh Tourism Village.

2. Tanjungsang District Tourism Route Design

Tourism routes are one of the deployment strategies that are generally developed by the government and the private sector in an effort to increase the product and attractiveness of tourist areas with the aim of generating income from tourism (Meyer, 2004). This is in line with the aim of this study to compile a tourist route in Tanjungsang District, due to the tendency of visiting tourists to only focus on one or two attractions, while Tanjungsang District itself has 4 villages which have been formalized as tourist villages.

Udan Karyawan, Coordinator of Pokdarwis Tanjungsang District stated that there is a need for a strategy so that every visiting tourist can enjoy all available tourist attractions in order to increase public awareness that tourism can make a significant contribution to the economy.

Tanjungsang District does not have a specific entry, according to the three spatial elements (Meyer, 2004) that are included in the tourism route, because it is a district that is officially located in the eastern and southernmost area of Subang Regency. The Subang Toll Gate, on the other hand, can be regarded a gateway because it is directly connected to the provincial road that passes through Tanjungsang District. Cibuluh Tourism Village can be used as a staging area because many of its residents have set up homestays for tourists visiting the region. Because the amenities are complete and the owner is one of the principals of

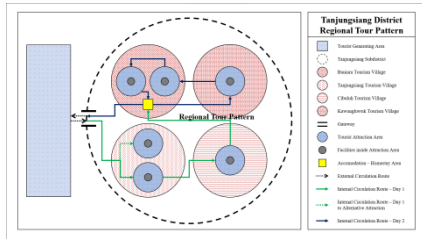
Pokdarwis in Tanjungsang District, one of the houses utilized as a homestay can also be used as a tourism service center. According to Tanjungsang District's categorization of four villages as tourist villages, these four settlements can be classified as grouping of tourism attractions (clustering).

The design of tourism routes in Tanjungsang District does not only consider the factors of tourist attraction, but also the availability of infrastructure and ease of accessibility in reaching each tourist attraction in tourist villages. Accommodation and other facilities in the aspect of tourism supply in the form of tourist information centers, lodging, restaurants, to the availability of parking areas are also determining factors in designing a tourist route design.

The tourism attractions of Tanjungsang District are dispersed over four tourist settlements. According to Lue et al. (1993), who proposed five spatial patterns of pleasant vacation trips, four of the five patterns were unsuitable for development as tourism route designs in Tanjungsang District. The Single Destination Pattern cannot be employed since Tanjungsang District has several tourism attractions. Because there is no singular location of interest as the final mission, the En-Route Pattern is also inapplicable.

The Base Camp Pattern is also unsuitable for implementation in Tanjungsang District because tourists would find it cumbersome to return to the basecamp before viewing other sites. The fourth design, Trip Chaining Pattern, is equally unsuitable for use as a tourist route pattern since tourist sites are not distributed along the same path, allowing

for branching in the pattern established.



Picture 9. Tanjungsang District Regional Tour Pattern Adopted from Lue et al., (1993)

As a result, only one pattern, the Regional Tour Pattern (Lue et al., 1993), is suitable for use as a tourist route design in Tanjungsang District, because it can integrate all tourist attractions in four tourist villages, as well as the facilities and amenities provided. The full design overview (see Picture 9) of the Tanjungsang District tourist route scheme is formed by 9 spatial elements, namely:

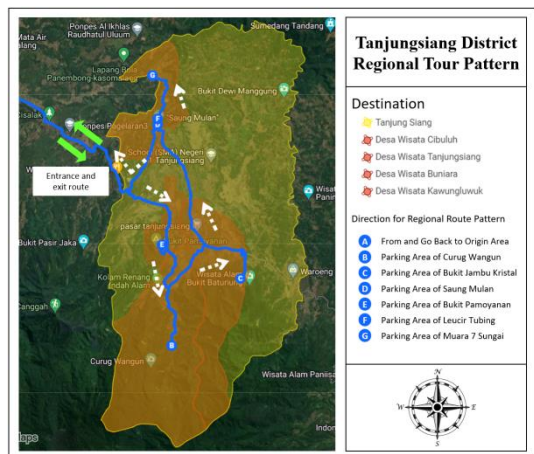
- a. Tourist Generating Areas, places where tourists come from before visiting tourist destinations originating from outside the Tanjungsang District area.
- b. Tanjungsang District area as a tourist destination;
- c. The Tourism Village Area, divided into four tourism villages in Tanjungsang District, namely the Buniara Tourism Village, Tanjungsang Tourism Village, Kawungluwuk Tourism Village, and Cibuluh Tourism Village.
- d. Entrance and Exit (Gateway), is the entrance and exit to accommodate tourists who come from outside the Tanjungsang District area;
- e. The tourist attraction area within the tourism village, is an area where tourist attractions are available in every tourism village.
 - 1) Buniara Tourism Village, has two tourist attractions, namely Curug Wangun and Wisata Air Indah Alam;

- 2) Tanjungsang Tourism Village, has one tourist attraction, namely Bukit Jambu Kristal;
- 3) Kawungluwuk Tourism Village, has one tourist attraction, namely Bukit Pamoyanan; dan
- 4) Cibuluh Tourism Village has two tourist attractions, namely Leucir Tubing and Muara 7 Sungai, as well as one annual event, namely the Festival 7 Sungai.

- f. Supporting facilities, several types of supporting facilities available in all tourist villages are relatively the same, namely vehicle parking areas, restaurants/snack stalls, public toilets, and prayer rooms;
- g. Accommodation – homestay area, is an area where residents provide or make their homes into homestays as accommodation facilities for tourists who will stay overnight;
- h. External Circulation Route, is accessibility that can be passed by tourists from the place where they came from to the first tourist village visited and back again to where they came from; and
- i. The Internal Circulation Route is an accessibility that can be passed by tourists in Tanjungsang District as a tourist destination. This circulation route is divided into two parts, the first is the circulation route for the first day's visit, and the second is the visit route for the second day.

Based on the profile of tourist attractions in each tourism village and the spatial elements contained in the Tanjungsang District regional tour pattern, then implemented in the tourism

route map design in accordance with field conditions that combine the use of the ArcGIS 10.8 application and Google My Maps.



Picture 10. Design of a Tourist Route Map for the Tanjungsiang District

The Tanjungsiang District regional tour pattern is designed to spread tourist visits to tourism villages and increase the length of stay while doing tours in Tanjungsiang District. The tour route is designed to be enjoyed with a 2-day 1-night visit time assuming tourists arrive at Curug Wangun (Buniara Tourism Village) in the afternoon (after lunch time) then enjoy the charm of a cascading waterfall. In the late afternoon, tourists are directed to visit Bukit Jambu Kristal (Tanjungsiang Tourism Village) to do agro-tourism while waiting to enjoy the sunset. Furthermore, tourists can enjoy dinner while relaxing and then rest at homestays available in Saung Mulan and its surroundings.

In the morning of the second day, tourists can visit Bukit Pamoyanan (Kawungluwuk Tourism Village) to enjoy the enchanting white clouds that stretch while waiting for the sunrise and continue with breakfast. After breakfast, tourists can enjoy tubing rides at Leucir Tubing and end their tour activities at Muara 7

Sungai (Cibuluh Tourism Village), followed by lunch before returning to their respective areas of origin.

CONCLUSIONS

Based on five spatial patterns of pleasure vacation trips (Lue et al., 1993), the Regional Tour Pattern is most suited for implementation in Tanjungsiang District since the distribution of tourist attractions is fairly even among the four current tourism villages. This pattern can direct tourists not only to focus on a few tourist objects, but also to explore other tourist objects and stay longer, so that people in the vicinity of the tourist objects can enjoy the economic benefits of tourism and are expected to improve their welfare.

SUGGESTIONS

This study focuses on designing a tourist route map that integrates tourist attractions in four tourist villages in Tanjungsiang District, so further study is needed to determine the extent to which the designed tourist route patterns can increase the number of visits and length of stay of tourists visiting Tanjungsiang District, as well as how much influence it has on improving the economy of the people in the tourist village.

REFERENCES

- Creswell, J. W., & Creswell, J. D. (2018). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches 5th Edition (5th ed.). SAGE Publication, Inc.
- Dredge, D. (1999). Destination place planning and design. *Annals of Tourism Research*, 26(4), 772–791. [https://doi.org/10.1016/S0160-7383\(99\)00007-9](https://doi.org/10.1016/S0160-7383(99)00007-9)
- Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2018). *Tourism: Principles and Practice* (6th ed.). Pearson.
- Goeldner, C. R., & Ritchie, J. R. Brent. (2012). *Tourism*:

- principles, practices, philosophies (12th ed.).
John Wiley & Sons, Inc.
- jadesta.kemenparekraf.go.id. (2022). Desa Wisata
Tanjungsang.
<https://jadesta.kemenparekraf.go.id/desa/tanjungsang>
- Lue, C.-C., Crompton, J. L., & Fesenmaier, D. R. (1993).
Conceptualization of multi-destination pleasure
trips. *Annals of Tourism Research*, 20(2), 289–
301. [https://doi.org/10.1016/0160-7383\(93\)90056-9](https://doi.org/10.1016/0160-7383(93)90056-9)
- Mason, P. (2003). *Tourism Impacts, Planning and
Management*. Butterworth-Heinemann.
- Meyer, D. (2004). Tourism routes and gateways: key
issues for the development of tourism routes and
gateways and their potential for pro-poor
tourism. ODI Discussion Paper.
- Rencana Induk Pembangunan Kepariwisata
Kabupaten Subang Tahun 2022-2025, (2022).
https://jdih.subang.go.id/website/web/page/detail/produk_hukum/644
- UNWTO. (2014). Thematic discussion: The Role of
Tourism Routes in Fostering Regional
Development and Integration. In Executive
Council. UNWTO. <https://www.e-unwto.org/doi/pdf/10.18111/unwtoecd.2014.1.1671v811w3771u14>

Enhancing Sustainable Tourism Practices in Destination: A Theoretical Perspective from Incentive Travel

Wulan Riyanti ¹⁾

¹⁾Politeknik Negeri Jakarta, wulan.riyanti.an19@mhs.wpnj.ac.id

ABSTRACT

Tourism is a wide-ranged business that has a promising future which is why most countries often relied on it as a source of income, not to mention Indonesia. While giving a significant benefit, tourism also creates serious problems. From excessive use of natural resources to environmental effects. To solve this problem, The UNWTO announced sustainable tourism guidelines in 2017 which has been actively promoted in Indonesia. However, this practice has not reached every destination in Indonesia. The inability to practise sustainable tourism in Indonesia's destination is mainly because of the absence of a sense of belonging by tourists that come to that destination, making it hard for the local people to maintain the area. Incentive travel is a part of the MICE industry that lays more on the companies/businesses side as the clients. Incentive travel is the most promising tool to solve the sustainability tourism problem because it offers a continuous impact both in internal companies and also external. Through the formulation of the programmes, incentive travel establishes a link between culture and business, which in turn raises the attractiveness of a region's tourist destinations. With professionals as the participants, it will be easier to direct the participant to take positive actions which lead to sustainability on the destination. Karimunjawa has a huge potential to be the next superior destination in Indonesia. Yet, they are still unable to fully implement sustainable tourism practice. Incentive travel is then used to increase the sustainable level and bring forward improvements and innovations.

Keyword: *Incentive Travel, Karimunjawa, MICE, Sustainable Practice, Tourism.*

INTRODUCTION

Sustainable tourism is a practice that most countries have been trying to promote. Travelling has been an inherent part of every human life. The United Nations World Tourism Organization (UNWTO) records that tourism in 2021 has grown by 4% (UNWTO, 2022). Although it remains low compared to the pre-pandemic, 1.9 billion people travelled all around the world (Streimikiene et al., 2021). However, tourism not only has a positive impact but also creates serious problems. For instance, due to tourism, energy, water, and other natural resources are excessively consumed, which subsequently increases negative environmental effects such as climate change. To alleviate this problem, in 2017, UNWTO announced sustainable tourism with development guidelines and

management practices that are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments (UNWTO, 2017). As a member of the UNWTO since 1975, Indonesia has actively promoted this practice too. However, sustainability has not yet reached every destination in Indonesia. This is proven by the Indonesia Sustainable Tourism Award (ISTA) that was held by the Ministry of Tourism of Indonesia and has a process of analysis using criteria and indicators based on the Regulation of Tourism Ministry No. 14 Year 2016 on Guidelines for Sustainable Tourism Destinations to measure the sustainability of the destination.

The data show that while there are 18% of highly sustainable destinations,

49% are still in the early stages of planned initiatives to implement sustainable tourism practices (Lemy, 2019). The reason for this was probably mainly because the tourists that were coming to the destination did not have an awareness of belonging, which made it hard for the local people to maintain the destination.

Incentive travel, as part of the Meetings, Incentives, Conventions, and Exhibitions (MICE) industry, is considered an important segment of business-related travel. Described by the Society for Incentive Travel Excellence (SITE), Incentive Travel is a powerful business tool to reward and unlock human potential to achieve corporate objectives (SITE, 2023). According to Kesrul (2004) and Rossi (2020), the purpose of incentive travel is to motivate employees or management. Additionally, Rossi (2020) adds that incentive travel has the power to boost sales, production, and customer purchasing power. Not just on the internal side, incentive travel also has impacts on economic, cultural, and environmental aspects. With professionals as the participants, incentive travel offers a promising impact for sustainable tourism since it will probably be easier to direct the participant to take positive actions. Furthermore, incentive travel could also help with the environmental aspect through marine tourism and ecotourism.

The purpose of this research is to investigate the potential of developing sustainable tourism as a result of incentive travel, using Karimunjawa as a case study due to its low level of sustainability despite the potential of being a superior destination. Aside from that, incentive travel is not common for Indonesian companies. Therefore, this research will

help companies as well as destinations who intend to improve their business productivity and overall results and become more aware of its benefits

RESEARCH METHOD

1. Theoretical Perspective of Incentive Travel

The theoretical perspective of incentive travel provides a foundation for understanding the underlying motivations, behaviours, and social dynamics that make this type of travel such a powerful tool for incentivising and rewarding individuals or groups in a variety of professional and organisational settings.

Incentive travel has therefore been considered to have its root in **motivation theory** (Klinthongchai, 2016), which seeks to investigate the elements that motivate people or groups to pursue specified goals in exchange for a reward. Researchers have so far adopted principles from psychology, sociology, and organisational behaviour to understand the intricacies of incentive travel, such as internal and extrinsic motivation, goal setting, and rewards systems.

Incentive travel may be seen psychologically via the lens of behaviourism, which studies the link between stimuli and reactions. This viewpoint emphasises the significance of incentives as external cues that impact people's behaviours and choices, eventually influencing their travel decisions and actions. Furthermore, the idea of motivation is examined through the lens of **self-determination theory** (Kelly et al., 2020), emphasising the significance of autonomy, competence, and relatedness in driving intrinsic motivation within incentive travel

contexts.

Sociologically, incentive travel is studied as part of **social exchange theory** (Jeffrey, 2009), which investigates the reciprocal connections and advantages between people or groups. This viewpoint throws light on the significance of incentives as methods for developing social ties, improving cooperation, and maintaining participant loyalty and commitment.

2. Research Design

This research will adopt a qualitative approach. Data collection, literature review, and study documents will all be carried out. A comprehensive literature review on incentive travel will first be conducted focusing on one of the theories mentioned (e.g., motivation theory, behaviourism, self-determination theory, social exchange theory). The review is also going to include topics about infrastructure and environment of Karimunjawa, as the case study, in order to provide incentive travel with a focus on sustainability.

Study documents will include several studies and journals about incentive travel, sustainable tourism, and connection on those topics. It will help in shaping and describing sustainability in an incentive travel perspective. The findings will be linked to create a comprehensive explanation about incentive travel which eventually leads to improvement of sustainability level in destinations.

Finally, the main findings will be summarised and drawn a conclusion based on the evidence gathered before implications for theory and future work based on the insights gained from the documents and the theoretical perspective

employed are discussed.

RESULTS AND DISCUSSION

The discussion is divided into two topics as follows.

1. Incentive Travel as a Powerful Tool to Promote Sustainable Tourism

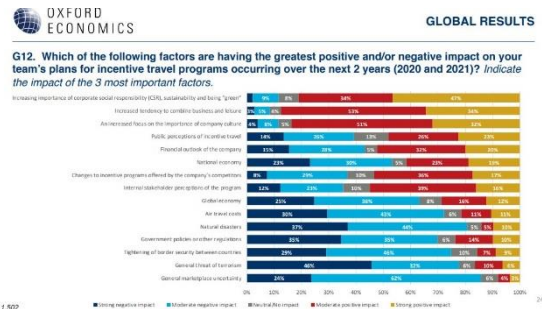
Although acknowledged for its economic benefits, tourism is sometimes blamed for harming the environment (Dixon et al., 2001). In an effort to address those weaknesses, sustainable tourism was developed to improve the worst impacts of tourism on the environment. The United Nations World Tourism Organisation (UNWTO) defines sustainable tourism as a model for resource management that meets economic, social, and aesthetic requirements. Edgell (2019) said that the rapidly expanding global tourist sector has made sustainability one of the business's top concerns in the twenty-first century.

However, the implementation of a sustainable development strategy is considered difficult (Khan et al., 2020). Not only is the development of sustainable tourism still a hard problem, but the COVID-19 outbreak also posed a significant challenge to the standard idea of sustainable tourism. The external business environment rapidly changed and became uncertain, especially during the pandemic, which led to the threat of sustainability in a business (Gaffar et al., 2022). Given the complexity of the sustainability idea, its application cannot be done rapidly. Therefore, it requires effective communication and a comprehensive strategy from the many stakeholders in the tourism industry (Khan et al., 2020).

Incentive travel has a very

distinctive difference from other types of travel and tourism. This type of travel is not just a regular business trip which is categorised as regular tourism that creates damages. Incentive travel is posed as a reward to employees, partners, and customers once particular objectives have been met. Rewarded person/team, or usually be called “winner”, will be able to get an extraordinary travel experience after delivering excellent results as the requirements. The program will help in recognising these high achievers to their peers and publicly validating their achievements which will motivate and create a sense of determination from other team members to do the same.

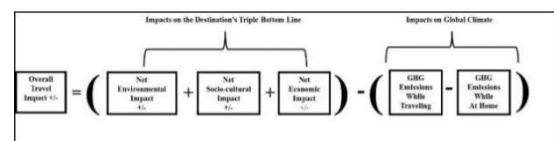
The motivation is also directed to the company and organisers where they are able to get an equal benefit by increasing their sales, building morale, and keeping loyalty. Incentive travel is considered as part of the Business to Business (B2B) sector which then gives benefits to every party involved, not to mention, the destinations. Besides being visited and able to increase their income as a destination. Incentive travel also help in developing the area. Australian Tourism (2008) as cited in Sood et al. (2023) explained that incentive travel is giving a substantial impact on sustainability. This is proven through a survey by SITE (2019) that shows the strongest positive impact for stakeholders' incentive travel programs for the next two years is sustainability and being “green” in 47% which took almost a half from the bar.



Picture 1. Survey result of incentive travel impact for stakeholders' the next 2 years (SITE, 2019).

Incentive travel is one that could bring a higher purpose. Quoted from SITE (2023) that stated if planned well, incentive travel can be deeply impactful, even transformational for the qualifier. Through the formulation of the programmes, incentive travel establishes a link between culture and business, which in turn raises the attractiveness of a region's tourist destinations (Smagina, 2017).

That formulation can be made by using a proposed framework by Boley (2015) that was created in a help of making a tourism program more sustainable. The sustainability aspect that this research highlights is GHG emission against what the researcher called ‘triple bottom line’ which are economic, socio-cultural and environmental.



Picture 2. Sustainable tourism framework (Boley, 2015).

The framework highlights two focuses that could be looked at while using the framework:

1. Increasing tourism's benefits to the destination's triple bottom line and making tourism's GHG emissions worthwhile.

2. Increasing sustainability and reducing net GHG emissions.

Boley (2015) also stated that the framework will be effectively applicable towards ‘responsible tourists’ with what incentive travel is able to have. Not to mention the programmes that would be created fully by the organiser and company as the client. It will be much easier to implement the sustainability aspects because that way both parties can increase their value

2. Shaping Sustainability in Karimunjawa Through Incentive Travel

Having been located near the metropolitan island of Java, Karimunjawa has a higher rate of supporting the growth of the SDGs in Indonesia. This is also added through UNWTO News 2022, which states that domestic tourism and travel close to home, as well as open-air activities, nature-based products, and rural tourism, are among the major travel trends that will continue shaping tourism in 2022. According to the statistics of Jepara Regency, the number of visitors to Karimunjawa in 2019 reached 147.523 which can be seen in Table 1, making it the most popular tourist destination (BPS Jepara, 2021). This resulted in more social and economic exchanges between visitors and locals.

Table 1. Number of Tourism Object Visitors (Person) in Jepara (Statistics of Jepara Regency, 2021).

Tourism Object	Number of Tourism Object Visitors (Person) in Jepara		
	Foreign Tourist	Domestic Tourist	Total
	2019 ¹⁾	2019	2019
Karimunjawa	9.630	137.653	147.523
Pantai Bandengan	5.234	263.410	268.644
Pantai Kartini	4.599	199.606	204.205
Wisata Industri Mulyoharjo	3.925	56.480	60.305
Pantai Teluk Awar	1.727	174.742	176.469
Pantai Ombak Mati/ Bando	550	160.255	160.805
Pantai Empu Rencak	246	65.217	65.463
Pulau Ronggong	135	39.631	39.766
Pantai Sibaki	99	83.787	83.886
Desa Wisata Kurir	87	16.023	16.110
Jepara Outland Park	60	65.711	65.771
Pantai Palas	42	30.261	30.323
Songgodirengi	-	23.886	23.886
Desa Wisata Tempur	-	15.239	15.239

Despite the potential, the government of Karimunjawa is still unable to fully develop a sustainable tourism industry. The research of Ismanto et al. (2019) showed that Karimunjawa is still using non-renewable natural resources, such as diesel, for the purpose of utilising its electrical powers. In a recent study, Wijaya et al. (2021) also said that there is still an ecological problem at Karimunjawa, such as damaging coral reefs due to the illegal practice of snorkelling and diving and plastic waste along the coastline, which derives from the apathy of tourists.

The apathy is coming from lack of sense of belonging which is common in regular tourism since people tend to ‘take a holiday’ from their eco-friendly behaviour while travelling. But, incentive travel is different since this type of travel can help in creating social exchange between participants to participants and participants to local people at Karimunjawa which will build a sense of belonging for the participants. As the “Paradise of Java”, Karimunjawa is a place that would give a ‘once in a lifetime’ moment which is important for Incentive Travel. This is consistent with the Davidson and Cope (2003) indicator of Incentive Travel in Gilsdof (2009) and Rossi (2020), which is experiencing something different. The travel programme can be formulated in giving the benefit not only for clients but also for Karimunjawa. There are a lot of places and activities for incentive travel that are listed in Table 2 which could help in supporting sustainability in Karimunjawa.

Table 2. Places/activities in Karimunjawa to Support Sustainable Tourism.

No.	Places/Activities
1.	Halo Sustainable Resort Karimun Jawa
2.	Mangrove Tracking
3.	Turtle Conservation (Menjangan Kecil & Besar Island)
4.	Shark Conservation (Sintok Beach & Legon Lele Beach)
5.	Marine Conservation
6.	Coastal Clean Up
7.	Stigi Workshop
8.	Coral Reefs Preservation
9.	Cycling Activities
10.	Sustainable Snorkelling

Incentive travel could not be held in just any destination; according to Mair et al (2016), the first factor to identify a suitable destination for incentive travel is destination image. With incentive travel, it is not only going to bring up the sustainable impact but also creates follow-up benefits such as increasing the destination's image. Based on research by Gaffar et al. (2022), it is clearly shown that the destination image is related to the intention to visit the destination. The image grew as a result of the marketing done by the destinations. In agreement with Suwena (2010), who stated that attraction is an important component for incentive travel destinations, Gaffar et al. (2022) stated that part of the marketing that is suggested for destinations should highlight what makes that destination attractive while also making it interesting and engaging.

Through incentive travel, it will create a loop of process. After sustainable tourism is reached through incentive travel, then the destination, in this case is

Karimun Jawa, will have their image increased as well as their visit intention, making them to be the leading destination and more suitable for tourism destination which one of it is incentive travel.



Picture 3. Incentive Travel Impacts.

CONCLUSIONS

Incentive travel, as part of Meeting, Incentive, Convention, and Exhibition industry is one of the powerful tools to rewarding and creating impacts for the business involved. As part of the Business to Business (B2B) sector, incentive travel offers greater benefits than regular travel. Sustainable tourism is one of them. The practice is very important considering that tourism causes serious problems such as excessive use of natural resources and environmental effects. The inability to practise sustainable tourism in Indonesia's destination is mainly because of the absence of a sense of belonging by tourists that come to that destination, making it hard for the local people to maintain the area. This is proven through the fact that Karimun Jawa is being not properly run through the apathy of the tourists.

Incentive travel could be a promising tool to solve the damaging tourism issue by giving an equal benefit to stakeholders involved. Incentive travel is proven to have an impact on sustainability. Since there are

requirements to get an incentive to travel, the participant of the trip will be much more professional and categorised as a 'responsible tourist'. Using the theoretical lens mentioned above, incentive travel also helps in motivating stakeholders and increases the determination to gain specific goals. The social exchange in incentive travel also improved because this type of travel builds a relationship between participant to participant and participant to local people at the destination.

SUGGESTIONS

The research has the potential to improve sustainable tourism practices in the MICE industry by identifying specific strategies to promote more environmentally friendly activities by incorporating it into incentive travel programmes. The findings can contribute to the development of guidelines and best practices for incorporating sustainability principles into incentive travel programmes. This can assist MICE industry professionals in designing and implementing initiatives that align with sustainable tourism objectives, thereby promoting responsible and ethical practices. Organisations may gain a competitive edge and improve their image among clients, workers, and the wider community, particularly in Karimunjawa, by implementing sustainable tourism practices in the MICE business.

REFERENCES

- Boley, B. B. (2015). To travel or not to travel? Both have implications for sustainable tourism. *Tourism Planning & Development*, 12(2), 208-224.
- BPS Kabupaten Jepara. (2021). Number of Tourism Object Visitors (Person) in Jepara 2019.
- BPS Kabupaten Jepara. Dixon, J., Hamilton, K., Pagiola, S., & Segnestam, L. (2001). Tourism and the environment in the Caribbean: an economic framework.
- Edgell Sr, D. L. (2019). Managing sustainable tourism: A legacy for the future. Routledge.
- Gaffar, V., Tjahjono, B., Abdullah, T., & Sukmayadi, V. (2022). Like, tag and share: bolstering social media marketing to improve intention to visit a nature-based tourism destination. *Tourism Review*, 77(2), 451-470.
- Gaffar, V., Tjahjono, B., Abdullah, T., Sari, M., & Rofaida, R. (2022). Unfolding the Impacts of a Prolonged COVID-19 Pandemic on the Sustainability of Culinary Tourism: Some Insights from Micro and Small Street Food Vendors. *Sustainability*, 14(1), 497.
- Ismanto, A. et al. (2019). The Potential of Ocean Current as Electrical Power Sources Alternatives in Karimunjawa Islands Indonesia. 4. 126-133. 10.25046/aj040615.
- Jeffrey, S. A. (2009). Justifiability and the motivational power of tangible noncash incentives. *Human Performance*, 22(2), 143-155.
- Kelly, C. M., Strauss, K., Arnold, J., & Stride, C. (2020). The relationship between leisure activities and psychological resources that support a sustainable career: The role of leisure seriousness and work-leisure similarity. *Journal of Vocational Behavior*, 117, 103340.
- Khan, A., Bibi, S., Ardito, L., Lyu, J., Hayat, H., & Arif, A. M. (2020). Revisiting the dynamics of tourism, economic growth, and environmental pollutants in the emerging economies—sustainable tourism policy implications. *Sustainability*, 12(6), 2533.
- Klinthongchai, C. (2016). Determinants of decision making in choosing tourism destinations of incentive travel for Malaysian Companies to Andaman Cluster.
- Mair, J., Xin, J., Yoo, J.J.E. (2016). Exploring the site selection decisions of incentive travel planners. *Event Management* Vol 20, 353-364.
- Rossi, F. (2020). IDENTIFIKASI TAMAN SAFARI BOGOR SEBAGAI DESTINASI INCENTIVE. *Jurnal Pariwisata*. 7. 2. 10.31294/par.v7i2.8647.
- SITE Global. (n.d.). What is Incentive Travel? <https://siteglobal.com/what-is-incentive-travel>
- Smagina, N.N. (2017). The Internationalization of the Meetings - Incentives - Conventions - and Exhibitions - (MICE) industry: Its Influences on the Actors in the Tourism Business Activity.
- Sood, D., Sajjani, M., & Gautam, P. K. (2023). Unlocking the Benefits of Outbound Incentive Travel: A Comprehensive Review Study. *International Journal of Professional Business Review*, 8(4), e01655.

- Streimikiene, D, Svagzdiene, B, Jasinskas, E, Simanavicius, A. Sustainable tourism development and competitiveness: The systematic literature review. *Sustainable Development*. 2021; 29: 259– 271.
- Suvena, I Ketut & Widyatmaja, I Gst Ngr. 2010. *Pengetahuan Dasar Ilmu Pariwisata*. Bali. Udayana University Press.
- Wijaya, A., Pramono, S. E., Melati, I. S., Zamzuri, N. H., & Hanafiah, M. H. (2021). *Ecological Problem Behind Marine Tourism in Karimunjawa: A Threat to Local Community?* AtVlantis Press.

The Implementation of Tourism Village Event Activities in Tanjung Siang District, Subang Regency

Firman Syah ¹⁾, M. Iqbal Katik Rajoendah ²⁾

¹⁾ Politeknik Negeri Jakarta, firman.syah@bisnis.pnj.ac.id

²⁾ Politeknik Negeri Jakarta, muhammad.iqbalkatikrajoendah@bisnis.pnj.ac.id

ABSTRACT

This research aims to explore business in a tourist village in Tanjungsang District and explain events that can be implemented for a tourism village in Tanjungsang District. By using a qualitative research approach, the results showed that businesses in the tourism village in Tanjungsang District put forward the concept of ecotourism. Thus, all tourism activities in villages introduce local culture as proof of maintaining local wisdom. The events implemented in Tanjungsang District, especially digital based such as the Seven Rivers Festival in Cibuluh Village and the Dewi Manggung Cultural Collaboration.

Keyword: *Event, MICE, Pokdarwis, Tanjung Siang, Tourism Village.*

INTRODUCTION

After the pandemic, tourism is more or less familiar with various applications, especially to support tourism activities such as travel tour applications online or holding virtual exhibitions. Several tourist villages in Tanjungsang District, have started using applications that support tourism activities both during the pandemic and after the pandemic. One of them was holding a local wisdom event which was originally able to invite thousands of tourists, changed in a virtual form.

Previous research findings related to the potential of tourism villages in Tanjung Siang District, Subang Regency, showed that tourist villages that have the potential for tourism trips (such as incentive travel activities) can visit Kawungluwuk Village with camping ground activities while enjoying the "country above the clouds" in the morning day. People can also visit Cibuluh Village to enjoy the morning atmosphere at Saung Mulan followed by tubing activities (Syah et al., 2021).

Meanwhile, for meeting

activities, people can take advantage of Rancamanggung Village, where there is a venue on Manggung Hill. Besides being used for meetings, the venue is also used for special event activities. This concept is similar to Depok City which has several venues for meetings and special events, such as in Sukmajaya and Beji Districts (Syah, 2022). If taken from the point of view of the tourism business (especially MICE business services), it is clear that tourist villages in the southern part of Subang, especially Tanjung Siang District have great potential.

The potential in several tourist villages in Tanjung Siang District can basically be implemented in the form of an event. Hence, in addition to introducing tourism villages, the event can build new potential in existing tourist villages in Tanjung Siang District. It is not only limited to natural potential (leisure) but also introducing business activities to the community in tourist villages. This means that it requires the cooperation of all parties such as the village government and local communities to manage event

activities, especially in preparing competent human resources who can implement tourism activities and events (Syah, 2015).

This concept is also a challenge for the Bogor Regency government when research is carried out to implement MICE as a business development in the tourism industry. Apparently, several venues in Bogor Regency can be conducted as MICE products, such as Cisarua, Megamendung, Tamansari, Tenjolaya, Sukajaya, and Nanggung for meetings, as well as incentive travel activities in Kemang and Nanggung (Syah, 2019). This means that there is a possibility of the potential to hold events owned by tourist villages in Tanjung Siang District.

Utilizing events as an alternative and new potential can generate income, including maximizing HR activities in the business sector that does not only rely on leisure. Therefore, the researcher is interested in exploring the implementation of the event by taking the title “*The Implementation of Tourism Village Event Activities in Tanjung Siang District, Subang Regency*”.

The research question posed in this study is:

1. How is the tourism village business in Tanjung Siang District?
2. How can the event be implemented for a tourism village in Tanjung Siang District?

RESEARCH METHOD

The approach taken by researchers was qualitative. The approach is inseparable from the data that will be explored while in the field. The qualitative approach is intended to understand the

phenomenon of what is experienced by the research subject as a whole. The data collection methods used as described include interviews, observation, and documentation of several tourist villages in Tanjung Siang District.

The research method used was the qualitative method with inductive data analysis. Thus, this research obtains facts from existing phenomena and seeks factual information, starting with the data collection stage in Tanjung Siang District with several stages consisting of:

First, primary data was collected directly from the main source, namely the Chairperson of Pokdarwis in several tourist villages in Tanjung Siang District. Furthermore, it groups the data according to the results of interviews and observations related to the implementation of MICE activities. The characteristics of the data were presented in the form of descriptions in the form of narrative text, words, expressions, opinions, and ideas collected by researchers. Then, the data were grouped based on needs with an interpretive approach to the subject and then analyzed.

Second, the data used was secondary. It was internal data from the profiles of tourist villages in Tanjung Siang District. It was also conducting discussions with Pokdarwis (Tourism Awareness Group) in Tanjung Siang District to find out the concept of the event. It consisted of external data from literature studies to obtain a clear description of theoretical aspects by collecting related written materials, such as library books, newspapers, journals, laws, and other supporting writings.

The last was data analysis. This is an important step to obtain research findings. Data analysis was carried out in a descriptive qualitative manner, namely by systematically arranging interview guidelines and bibliographical data, then formulating descriptively, then processing the data with data reduction stages, presenting data, and concluding. Data analysis techniques used the following steps (Bungin Burhan, 2019):

1. Data reduction as a selection process from the field.
2. Displays data that provides the possibility of concluding.
3. Verification and affirmation of conclusions in the form of interpretation activities.

Efforts to maintain credibility in research are through the steps below:

- a. Extension of observation by going into the field again for re-observation.
- b. Increase the persistence of observations more carefully and continuously.
- c. Triangulation. Checking data from various sources in various ways, and at various times.
- d. Negative case analysis, where the researcher looks for different data.
- e. Using reference materials as supporting data to strengthen.
- f. Conduct member checks with data providers (discussions).

RESULTS AND DISCUSSION

1. The Tourism Village Business in Tanjung Siang District

The tourism village business located in Tanjung Siang District related to MICE is basically owned by several tourist villages. The Potential tourist trips (incentive travel) in Kawungluwuk

Village or Cibuluh Village. Meanwhile, meeting activities can take advantage of Rancamanggung Village, which is also commonly used as a special event activity. This is because the MICE business will continue to grow and at the same time be able to provide an assessment of the city's tourist destinations where the MICE is held. In Indonesia, especially Bandung city, the attributes of a MICE destination can enhance the city's image as well as open up the possibility for Bandung to compete with other MICE destinations in Indonesia (Suryadana, 2018). Similar findings also explain that Bandung is trying to attract by developing in terms of price/cost affordability, tourist attraction, accessibility, amenities, activities, and accountability. (Raga, 2020).

The interest of tourists to MICE destinations, basically helps tourists to come back because of an event. It also brings benefits to MICE destinations (Fitri, 2021). Thus, MICE destinations are proven to have a significant role in shaping the image of a tourist destination for several tourist villages in South Subang. Citing the Push-Pull theory of the importance of attributes, MICE can have implications for event planners, event organizers, and other stakeholders such as Jordan (Khong Chiu & Ananzeh, 2012). Therefore, the branding consisting of tourist villages offers a good concept when entering the MICE industry. New insights for a tourist destination organization are carried out through branding in a different context (Hoque, 2016). An example for Thailand, the image and reputation of a tourist

destination are built from the perceptions of MICE tourists (Kerdipitak, 2019).

That's why the MICE industry, including events, is part of sustainability in tourism. Planning for these tourist destinations involves various social, economic, legal, and technological factors, which greatly influence tourism destination policies. MICE is also considered an opportunity. An area also benefits from the popularity of a MICE activity (Ostrowska-Tryzno & Muszyńska, 2018). As in Busan, it also utilizes the development of the core industry in the maritime sector and integrated with MICE. From this MICE activity, the environment where MICE is held presents and introduces to tourists the location, attractive climate, safe environment, transportation infrastructure, and cooperation for industry players (Oh et al., 2021).

Meanwhile in Ubud Bali, for activities that can bring old tourists to stay with MICE activities, so far, the implementation of MICE activities in Bali has been dominated by incentive tourism (56.57%), exhibitions (31.72%), and meetings (11.71%) (Mananda & Dewi, 1970). For Cirebon City, the MICE industry can develop and have an impact on the economy. These include increasing income, expanding employment and employment opportunities, and encouraging investment. The developments such as infrastructure, workforce readiness, and other driving factors must be addressed so that the development of MICE destinations can develop sustainably (Dirgantara & Febriana, 2020). Through this readiness,

for example, Medan city, bringing City can get an increase in income, one of them is the investment growth strategy (Siregar, 2017).

The events that can be implemented for tourism villages in Tanjung Siang District can be based on Community Based Events (CBE). Those events are able to bring a country, city, and even a village in a positive direction. This can be seen from the income obtained from MICE activities. The events carried out by tourism villages are still relatively new, especially if they are directed at a community (Pokdarwis) in a tourist village located in Tanjung Siang. For example Cibuluh Village, as usual since the COVID-19 outbreak, there have been changes in business activities.

For the MICE industry, survey results show that several destinations are starting to build the image of MICE destinations such as online events. Like Thailand as a MICE destination, it builds its image by building exhibition facilities. Thus, people can still enjoy it online (Rittichainuwat et al., 2020). This is because the tourism system in an area must still be implemented, one of which is the MICE industry as a sub-sector. MICE destinations are affected by multiple factors which are defined as MICE destination products, satisfaction, image, promotion, and their impact on tourist visits (Mahadewi et al., 2019).

2. The Event be implemented for a Tourism Village in Tanjung Siang District

Since 2016, Cibuluh Village has collaborated with several villages in

Tanjungsang District, such as Kawungluwuk Village, and Rancamanggung Village. The collaboration is packaged in the form of the 7 Rivers Festival (F7S). Kawungluwuk Village as a supporter of the event has entered its seventh year. Meanwhile, Rancamanggung Village, facilitated by the private sector, is Bukit Manggung village (Budemang) provided the venue for the F7S event. Udan, an employee of the Pokdarwis of Cibuluh Village explained that at the peak of the 2022 event which entered the 7th F7S held on the 7th of the 7th month, he collaborated with the Pokdarwis Banyumas, Central Java.

On this occasion, a cultural exchange was held. Thus, the two regions understand the cultural richness that exists in their respective regions. This includes introducing the culture in Banceuy, such as *ruwat bumi* or other terms for overtime once a year. The F7S event, enlivened by various cultural attractions, is basically a means of socializing the importance of river conservation. Incidentally, Cibuluh Village is the meeting point of 7 rivers. This means that cultural wealth in tourist villages in South Subang, especially Cibuluh Village, can already be implemented. It's just that it still needs further guidance so that people begin to be aware of the concept of events that are used as tourist attractions. The selection of events is also related to the potential of each village.

Initially, events organized by tourist villages such as Cibuluh Village must be able to maintain and preserve the concepts that are made sustainably. After seeing the

information and potential of the river owned by Cibuluh Village, Pokdarwis can develop it by giving it a name. The festival is also based on river culture by treating the river as it should. Initially, they asked the local community not to throw garbage in the river anymore, and not to use bathing, washing clothes, and washing dishes. Gradually, now, the local people in Cibuluh Village are starting to become aware. In fact, the estuary of the 7 rivers is a place for selfies.

Furthermore, F7S activities have a positive impact by providing the latest information to tourists, such as the exchange of local fish species in the river and how to catch fish while still environmentally friendly (traditional). When catching fish using a stun gun, the development of the fish until the eggs can be hampered. This step, admitted Udan, was initially very difficult, especially when the socialization was formal, and the pros and cons emerged from society. Thus, it is taken with a more relaxed approach such as drinking coffee together. This is because the majority of people do not know the ultimate goal of the river rescue program and think the event will cost a lot.

CONCLUSIONS

1. The tourism village business located in Tanjung Siang District related to MICE is basically owned by several tourist villages. The Potential tourist trips (incentive travel) in Kawungluwuk Village or Cibuluh Village. Meanwhile, meeting activities can take advantage of Rancamanggung Village, which is also commonly used as a special event activity.

2. Since 2016, Cibuluh Village has collaborated with several villages in Tanjungsang District, such as Kawungluwuk Village, and Rancamanggung Village. The collaboration is packaged in the form of the 7 Rivers Festival (F7S).

SUGGESTIONS

After Pokdarwis has undergone the F7S event, the budget can be obtained from anywhere. It is because precisely what is needed at the beginning is reckless capital and most importantly the people of Cibuluh Village can feel proud to have 7 rivers. Challenges and obstacles during the events from the first, second, and third years were not easy. In the fourth year, local people are starting to get interested and they are starting to ask when the F7S event will be held again. In terms of entertainment, the F7S event also did not bring in well-known artists. Because it is based on local culture, it presents arts that are owned in the surrounding villages. Thus, local people feel valued, feel proud, and can help increase their income from their work.

Including exhibition activities, F7S only displayed river culture exhibitions. It is to introduce traditional tools for catching fish in rivers and for irrigating rice fields. With the hope that the younger generation from both the local community and tourists know the creative ideas that people used to have when catching fish or irrigating rice fields. It is not only based on the knowledge of modern tools. The use of existing nature is also very good for the younger generation to know now. With this potential, both in terms of human resources and logistical needs, this

F7S event does not require a large amount of money. During the COVID-19 pandemic, we also held an online F7S event using a live streaming platform with activities to plant trees on the right and left of the river and put 5,000 fish seeds in the river. Further, this event will not stop and will continue to provide more benefits. Creative ideas can be added according to support from various parties, as long as they don't take away the essence of the F7S event.

REFERENCES

- Bungin Burhan. (2019). Metodologi Penelitian Kualitatif: Aktualisasi Metodologi Ke Arah Ragam Varian Kontemporer. In *Metodologi Penelitian Kualitatif Aktualisasi Metodologis ke Arah Ragam Varian Kontemporer*.
- Dirgantara, A. R., & Febriana, F. (2020). Pengembangan Destinasi Mice Kota Cirebon dalam Perspektif Pariwisata Berkelanjutan. *Jurnal Ilmiah Pariwisata*, 25 No. 2(J. Ilm. Pariwisata), 108–120.
<http://jurnalpariwisata.stpttrisakti.ac.id/index.php/JIP/article/view/1365>
- Fitri, N. (2021). Effects of Novelty Seeking, Destination Image, and Perceived Value Through Satisfaction on Revisit Intention to MICE Destinations. *Proceedings of the 2nd International Conference on Science, Technology, and Modern Society (ICSTMS 2020)*, 576.
<https://doi.org/10.2991/assehr.k.210909.012>
- Hoque, M. E. (2016). "MICE Destinations Branding from Corporate Branding perspective." *Procedia - Social and Behavioral Sciences*, 219, 307–315.
<https://doi.org/10.1016/j.sbspro.2016.04.035>
- Kerdpitak, C. (2019). The influence of destination attributes on the MICE tourism industry in Bangkok, Thailand. *International Journal of Innovation, Creativity and Change*, 10(1), 76–98.
- Khong Chiu, L., & Ananzeh, O. A. (2012). The role of MICE destination attributes on forming Jordan touristic Image. *Academic Research International*, 3(1), 267–277.
- Mahadewi, N. M. E., Bendesa, K. G., & Antara, I. M. (2019). Interrelation Multifactors of MICE Destination to Tourist Revisit. *International*

- Journal of Advanced Science and Technology*, 129, 99–110.
<https://doi.org/10.33832/ijast.2019.129.09>
- Mananda, I. S., & Dewi, L. G. L. K. (1970). Strategi Pemasaran Desa Ubud sebagai Destinasi MICE. *Jurnal Bali Membangun Bali*, 1(1), 27–52.
<https://doi.org/10.51172/jbmb.v1i1.9>
- Oh, C., Nam-Jo, S. K., & Kim, K. B. (2021). Convergence and Integration of the MICE and Maritime Industries: An Analysis of the MICE Industry of Busan. *Journal of Coastal Research*, 114(sp1). <https://doi.org/10.2112/JCR-S1114-074.1>
- Ostrowska-Tryzno, A., & Muszyńska, A. (2018). Sustainable Tourism Services As an Exceptional Product for the Mice Destination . Case Study Reykjavik1. *Usługi Zrównoważonej Turystyki Jako Wyjątkowy Produkt Dla Celów Turystyki Biznesowej. Studium Przypadku Reykjaviku.*, 55(1), 164–174.
- Raga, M. (2020). Peran Atribut Destinasi Terhadap Pembentukan Citra Kota Bandung Sebagai Destinasi MICE di Indonesia. *Jurnal Kepariwisata: Destinasi, Hospitalitas Dan Perjalanan*, 3(1), 41–53.
<https://doi.org/10.34013/jk.v3i1.31>
- Rittichainuwat, B., Laws, E., Maunchontham, R., Rattanaphinanchai, S., Muttamara, S., Mouton, K., Lin, Y., & Suksai, C. (2020). Resilience to crises of Thai MICE stakeholders: A longitudinal study of the destination image of Thailand as a MICE destination. *Tourism Management Perspectives*, 35.
<https://doi.org/10.1016/j.tmp.2020.100704>
- Siregar, I. (2017). STRATEGI PENGEMBANGAN KOTA MEDAN MENUJU KOTA MICE (MEETING INCENTIVE CONVENTION EXHIBITION). *Jurnal Ilmiah INTEGRITAS*, 3(2).
- Suryadana, M. L. (2018). Destination Attributes – Its Role on Constructing Image of Bandung as A MICE Destination in Indonesia. *Kontigensi: Jurnal Ilmiah Manajemen*, 6(2), 67–75.
<https://doi.org/10.56457/jimk.v6i2.55>
- Syah, F. (2015, October 15). Mengoptimalkan Sumber Daya Desa (SDD). <https://News.Detik.Com/Opini/d-3045194/Mengoptimalkan-Sumber-Daya-Desa-Sdd>.
- Syah, F. (2019). Pemetaan Potensi Destinasi Wisata MICE di Kabupaten Bogor. *Visioner Jurnal Penelitian Komunikasi*, 1(2).
- Syah, F. (2022). Pemetaan Destinasi MICE di Kota Depok. *EPIGRAM (e-Journal)*, 19(2), 129–149.
<https://doi.org/10.32722/epi.v19i2.4877>
- Syah, F., Syafganti, I., & Muharram, A. T. (2021). Komunikasi Pemasaran Pariwisata Desa Wisata Subang Selatan, Kabupaten Subang, Jawa Barat. *Lugas, Jurnal Komunikasi*, 5(2), 73–82.