PREPARATION PROCESS PT. DEBINDO ITE PARTICIPATION IN PRE-UNIVERSITY OF EXHIBITION EVENT INDOBUILDTECH 2017

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ABSTRACT
The focus of this study is discussing about pre-event exhibition preparation process of universities in Indonesia Building Technology Expo (Indobuildtech) 2017 PT. Debindo ITE, as well as the implementation and solution for the obstacle. PT. Debindo gave chances for 23 universities as the exhibitors for indobuildtech to show their works and abilities as a part of the architectural industry which has the same theme as the exhibitor itself.

Keywords: MICE, Preparation Process, Exhibition, Indobuildtech 2017

Kata kunci: MICE, Proses Persiapan, Pameran, Indobuildtech 2017
INTRODUCTION

Indonesia is one of the developing countries that have a large area and is divided into islands, making this country has a culture and diverse natural resources. The condition causes Indonesia to be one of the main destinations of foreign tourists. Indonesia tourism on the theme "Wonderful Indonesia" has made a variety of promotions to continue to promote this industry in the international world. Indonesian Tourism Ministry in 2017 saying that the growth of tourism has increased by 5.81%, which contributes to the national economy of 4.23%. Tourism Indonesia targets so that more number of tourists coming to Indonesia amounted to 277 million tourists, which is divided into 12 million tourists and 260 tourists nusantara1. Indonesia has begun to be taken into account by the MICE travel market as one venue for MICE events.

It can be seen from a number of major international events which began to be held in Indonesia as a form of public confidence in the world to Indonesia. MICE tourism in Indonesia is growing because of the state of economic growth, political stability and security is increasingly improved. This situation led to increased interest in local and foreign investors to invest in organizing the event and just participate as a participant in an event MICE (DitjenPen, 2011). The government has set a potential of 10 provinces in Indonesia MICE destination. 10 provinces are Jakarta, West Java, Riau, East Java, Aceh, South Sulawesi, Banten, Yogyakarta, Samarinda, and Bali. However, the development of the MICE industry is not confined to the cities, but all cities in Indonesia.

Development of adequate infrastructure in Indonesia, especially in big cities in Indonesia will indicate the rapid progress of MICE industry in Indonesia. Infrastructure form of accommodation, transport, and also the venue owner into one plaintive terms the implementation of a MICE event. Venue owner himself is the implementation of a raw material MICE activities. Jakarta as the capital city has more than 3 venue owner terbsar with the capacity to accommodate thousands of tourists in one place, for example Jakarta Convention Center (JCC) which is located in the city center, Jakarta International Expo (JIExpo) Kemayoran, Indonesia Exhibition Convention (ICE) BSD. The venue owner has facilities such as a transit hotel and close to the airport which is transportation support MICE activities coupled with some convention and exhibition hall provided by the five-star hotel for MICE travelers usually a guest walking. Besides in Jakarta, infrastructure development such as venue owner also done in several big cities in Indonesia, for example Diamond solo convention center (Solo), Jogja Expo Center (Yogyakarta), Bali Nusa Dua Convention Center (Bali), Sumatra Conventio Center (Batam), Celebes Convention Center (Makassar), Sasana Budaya Ganesha.
Convention Hall (Bandung), Manado Convention Center (Manado), Gramedia Expo (Surabaya), and Marina Convention Center (Semarang).

THEORETICAL OVERVIEW

Tourism

Tourism is travel activity undertaken by the time of their original places to the destination with no reason to settle or make a living but merely to satisfy curiosity, to spend free time or holidays as well as other purposes (Kodhyat, 1989).

MICE

According Pendit (1999: 25), MICE interpreted as convention tourism, with restrictions: services business convention, incentive and exhibition is an attempt by the activities of providing services for a meeting of a group of people (statesmen, businessmen, scholars, etc.) To discuss issues related to the common interest.

Implementation Considerations MICE events

According Kesrul (2004: 9), the organizers of MICE events, there are a few things to consider, among other things: (1) Determination of location and space MICE (2) Equipment facilities in the MICE (3) Application Transport (4) Handling of Food and Beverage (5) Accommodation

Exhibition

Solomon (1988) stated the exhibition is a visual representation of objects in two and three dimensions, with the purpose of conveying an idea or information to many people.

Type of Exhibition

According Menparpostel Decree No. KM. 108 / HM. 703 / MPPT-91, Chapter I, Section 1c, cited by Pendit (1999: 34) The exhibition is an activity to disseminate information and promotion that has to do with the organization of a convention or nothing to do with tourism. In its activities, MICE has two types according to Arismiyati Nasution (2014), the following two types of exhibition: (1) Business to Business (B2B), namely, the exhibition has the purpose of selling products or services of the company as an exhibitor to the company as a visitor / buyers. Usually B2B selling products and services on a large and spacious that they targeted only to a particular company. The aim in particular to establish cooperation as business partners in an exhibition held. (2) Business to Customers (B2C), ie, exhibition which has the goal to sell products or services commercially from exhibitors to visitors / buyers are coming. This exhibit more transactions on the spot in comparison with B2B.

Pyramid Exhibition Industry Stakeholders

Stakeholder is a phrase that is made up of two words, namely "stake" and holder ". The word "stake" has the meaning of "interest", while the "holder" could mean "holder". It can be concluded that the meaning of the stakeholders are stakeholders, in the Indonesian language is often translated into stakeholders (Estaswara, 2010: 2).

University

According to Big Indonesian Dictionary (KBBI III: 2005) university can be interpreted as follows: college / uni · ver · si · bag / n college composed of the faculty organizes scientific education and / or professional in a number of specific disciplines: after graduating high school, he intends to continue to -; - open university that is open to anyone origin having high school diploma, with no age limit, no entrance examination, indefinitely learning, without a fixed study hours, and held indirect, face to face, but through the sale or delivery of diktat, brochures, and lectures to students.

RESEARCH METHODS

The method of writing the author in writing the final work of this task is to use some techniques related to the end of the work assignment writing method. The data collection was carried out for undergoing job
training at PT. Debindo-ITE on February 1 until May 30, 2017, following several taknik in data collection, namely:

(1) Field Study author did a field study and review of the way went to the field and interact directly with the exhibitor especially in 3-3A hall university arena. Through this method, the authors obtain the data necessary for the writing of this final work assignments,

(2) Interview author conducted interviews with directors, managers and staff of PT. Debindo-ITE regarding questions related to the end of the work assignment. The author proposes some questions as outlined in completing the task of writing this thesis.

(3) Library and Internet Literature and intenet is a technique that I did for gathering information and data in the form of theory and references associated with the task of writing this thesis. Data and information about MICE, tourism, maintenance of membership through books, articles, and websites.

DISCUSSION AND FINDING
UNIVERSITY OF PREPARATION PROCESS ON STAND 2017 INDOBUILDECH EXHIBITION IN JAKARTA
Profile Event Indobuildtech 2017
Indobuildtech is the largest trade exhibitions in Asia covering the main sectors of the industry of building materials, finishing materials and interior like equipment, design & décor, ceramics, bathroom and sanitary ware, plumbing, ventilation, natural stone, kitchen, flooring, paint, cement, as well as lighting and electricity. Total exhibition area covers 50,000 sqm, coupled with the target 55,000 participants, the number of exhibitors as many as 550 participants that included more than 1,500 brands, and attended by 20 countries. Indobuildtech 2017 held at the Indonesian Jakarta Convention Exhibition (ICE), BSD for 5 days on May 17-21, 2017. In 2017 Indobuildtech are co-located events include:

1) Indonesia Contraction Technology Expo (Indoconstech)
2) Indonesia Sport Expo & Forum (ISEF)
3) Indonesia interior furniture show Debindo cooperation with multinational companies global International Trade Exhibitions (ITE) with the vision and mission with Debindo, agreed to make a firm.

PT Debindo International Trade Exhibitions are located in Jakarta specifically responsible in international exhibitions including Indobuildtech. Indobuildtech have been held since 2002, or 14 times at the Jakarta Convention Center (JCC). And only 2 times held in Indonesia Convention Exhibition (ICE) since 2016 and the second time it became routine held in ICE. Many factors affect the movement of the exhibition of the JCC to ICE that is, the extent of exhibition space is needed because the more years of the exhibitors who participated in the exhibition Indobuildtech are increasing in number agreed to create a firm PT Debindo International Trade Exhibitions are located in Jakarta specifically responsible in international exhibitions, including Indobuildtech.
### Pyramid level of the Exhibition Industry

<table>
<thead>
<tr>
<th>No</th>
<th>Pyramid level PEO</th>
<th>Information</th>
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<tbody>
<tr>
<td>1.</td>
<td>Level 1: Visitors / Buyers</td>
<td>targets in the crosshairs in the exhibition hall Indobuildtech 2017 specifically in 3-3A where there are 23 exhibitors from various universities participated. Visitors / buyers that is targeted in particular is a student / i universities, professors, art lovers and visitors in general Indobuildtech 2017</td>
</tr>
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<td>2.</td>
<td>Level 2: exhibitors</td>
<td>exhibitors occupying each university stand in hall 3-3A. The exhibitors who participated in the university is a university and public and private institutes that have majors architects and interior design and landscaping. The participants of this university a special exhibition featuring works of art and works of architecture and simulations latest technology they've created to support and promote young Indonesian architecture. There are 23 universities as exhibitors, namely: 1. University of Indonesia 2. Indonesian Christian University 3. University of Pancasila 4. University Pembangunan Jaya</td>
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Level 3: Professional Exhibitor Organizer (PEO) | That is an exhibition organizing company called Professional Exhibitor Organizer. PEO on Indobuildtech exhibition in 2017 was PT. Debindo ITE which is a subsidiary of PT. Debindo Multi Adhiswasti located in Tebet G9 building, Jl. KH. Abdul Shafi, as the founder and organizer of the exhibition proficiency level. PEO is the responsibility of designing, planning and organizing an event including controlling or monitoring processes in the pre-event. |

Level 4: Venue / Hall Owner | is the place or the exhibition hall Indobuildtech 2017. Venue in use is the Indonesian Convention Exhibition (ICE) in BSD City. Indobuildtech use the entire hall and convention room with the activities of each event. Especially for university only be in hall 3 to hall 3A near the foodcourt. Venue provides various facilities in support of the exhibition namely Loading dock, bounded |
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<th>Level 5: Stand Contactors</th>
<th>warehouse, parking areas, restrooms, places of worship, a VIP lounge, hotel, etc.</th>
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<tr>
<td>Level 6: Freight Forwarder</td>
<td>namely service providers on an exhibition stand construction. Stand in use by the university in cooperation with PT. Dyan Ocean Praga handling hall 3 to hall 3A where the university stands into the exhibitors in the hall. Stand contactor build standard booths at the university use of 3x6m.</td>
</tr>
<tr>
<td>Level 7: Suppliers</td>
<td>That company that is a supplier or suppliers as supporting exhibitions such as: audio-visual, sound system, florist, rental vehicles, video operators, security, transportation, accommodation, hotels, temporary agency staff. etc</td>
</tr>
<tr>
<td>Level 8: Government</td>
<td>The purpose of the function of government is to issue regulations related to the licensing organization of MICE events. In the university's stand crowds permits</td>
</tr>
<tr>
<td>Level 9: Association</td>
<td>already in the process by the organizer. Therefore exhibitor does not have to bother to take care of back.</td>
</tr>
<tr>
<td>Level 10: Service</td>
<td>namely, the association that oversees the exhibition organizing company in Indonesia. Use of this association is to help the company organizing the exhibition to inspire, educate, and mobilize their members to more actively promote the industry, MICE. In the university's stand is fully supported by: Architecture Student Communication Forum Jakarta (FKMAJ)</td>
</tr>
<tr>
<td>Level 11: Payment</td>
<td>Namely, the shape of a pyramid PEO services are seen from below tinggat are suppliers to the top level that visitors such as when the exhibitor provides the service as well as excellent service to visitors / buyers by providing souvenirs such goodiybag whenever visitors / buyers to buy their products.</td>
</tr>
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The preparation process of participation in the university stand Indobuildtech pre-event 2017

Based on the definition of the process according to Soewarno Handayaningrat that is something the changing demands of an event the development of something that is done continuously (Aoewarno, 1981: 2) it can be concluded that the process is something the demands of activities or actions taken to
achieve the objectives that have been predetermined through step by step. Therefore, the preparation process of membership university as an exhibitor in hall 3 to hall 3A through the stages will be described as follows:

1) Step 1: Create a database in the process of preparation for membership in the university as an exhibitor, the author is given the responsibility as a Person in Charge (PIC) replacing Robby who is on leave for two months. Author communicate via email and phone to avoid the miss communication with Robby time of preparation of the university database.

2) Step 2: Creating and Sending form of cooperation deals in the process of inviting and offers a university to become an exhibitor in the exhibition Indobuildtech 2017, the author submitting the form via email complimentary booth that has been already registered in the database. Previous authors create form letters and their partnership offers complimentary booth. The author first create a number of letters that get from Ika. The format of a letter writer get from the usual division Affairs Exhibitor handle creating a kind letter.

3) Step 3: To follow up after sending a letter along with the partnership offers complimentary form booth, authors then follow up with a way mengubungi PIC directly to the respective universities. Authors must be active in the follow up because if it is not active then the university will follow up the long form of letter mail and complimentary booth invitation that was sent via email.

4) Step 4: Return Form. After 23 universities agreed to cooperate become an exhibitor in the exhibition Indobuildtech 2017 each PIC already submit the form complimentary booth and already in stampel therewith in the signature university as evidence of the availability of co-operation and sent via email, the author then began to record back university already collect the form.

5) Stage 5: Technical Meeting. Next, perform technical Meeting is meeting organizer PT. Debindo ITE with PIC of each university. Technical Meeting in langsungkan on the 2nd and March 3rd, 2017 held at the Nusantara Hall, Indonesia Convention Exhibition (ICE). The purpose of the Technical Meeting is to avoid a miss communication on both sides, so there is no misunderstanding later.

6) Step 6: Submitting floor plan. At this stage, the author sends floorplan via email of each PIC university, Floorplan submitted 2 copies. The first is the overall floorplan in hall 1-3a and the second only university booths and each booth is given the appropriate sign to be delivered floorplan university.

7) Step 7: Making data types stand next stage is to make the data regarding the type of university stand. The author contacted by phone and group wasatsapp PIC university to ask about the type of stand that they use. Inside booths are university will display works of art as well as works of architecture, simulation rooms, and emergency room.

8) Step 8: Make a checklist, the next step is the process of making a checklist already after the needs of exhibitors and has been on the run in accordance with the provisions of the existing. Inside there is a checklist of participants who are already sending university attendees complimentary form booth, stand type in use by the participant universities, and other needs that require participants. Here is a checklist tables exhibitors. The author contacted by phone and wasatsapp group PIC university to ask about the
type of stand that they use. Inside booths are university will display works of art as well as works of architecture, simulation rooms, and emergency room.

Flow university preparatory process of membership stand in the pre-event Indobuildtech 2017

Preparation of participation in the university stand Indobuildtech 2017 pre-event through various stages that can be seen as the subject:

<table>
<thead>
<tr>
<th>PROCESS FLOW</th>
<th>INFORMATION</th>
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<tbody>
<tr>
<td>1. Creating a Database</td>
<td>This database contains a list of all university PIC architecture and interior design that must be in contact to offer cooperation as a supporter of the exhibition</td>
</tr>
<tr>
<td>2. Constructing and Sending form of cooperation deals</td>
<td>Creating a form letter in the form of cooperation offers complimentary booth leads to a university in question via email with the conditions that are set by PT. Debindo ITE</td>
</tr>
<tr>
<td>3. Followup</td>
<td>Conduct follow-up associated with the offer of cooperation on offer PT. Debindo ITE to the university. Follow up on the do continue to confirm the participation of the university as an exhibitor in the exhibition Indobuildtech 2017.</td>
</tr>
<tr>
<td>4. Submit the form back which has been approved both sides</td>
<td>Complimentary booth submit a form that has been signed and stamped by the organizer after the university approved the entry form as an exhibitor by filling out the form below signature complimentary booth and head of department of the university stampel</td>
</tr>
<tr>
<td>5. Technical Meeting</td>
<td>Conducted meetings with the Person in Charge who was sent by the university related technical perhial participation includes the construction and pembongan stand as well as the rules and regulations.</td>
</tr>
<tr>
<td>6. Send Foorplan</td>
<td>Send a manual book along floorplan via email each PIC university</td>
</tr>
<tr>
<td>7. Data-type stand</td>
<td>Ask about the use of the type of stand that will be used by the university exhibitor</td>
</tr>
<tr>
<td>8. Checklist</td>
<td>Make a checklist exhibitor needs university then coordinated with operational divisions.</td>
</tr>
</tbody>
</table>

Source: Processed Affairs Program Business Division PT. Debindo ITE, 2017

Implementation of the preparatory process of membership in the university stand Indobuildtech pre-event 2017

In the implementation of the process of preparation of participation in pre-university stand exhibition event, Programmer Business Affairs division duties and supervise participants in following the rules and regulations that have been submitted at the time of the technical meeting. However, during the pre-event taking place, that from stage 1 to stage 8 many participants who violate the rules of participation that have been written in the book exhibition participation guide or manual book that is sent via email.

Here are some of the violations committed by the university stands as a participant in the 2017 Indobuildtech ranging from stage 1 to stage 8:

1) Problems that arise are many contact numbers and e-mail was not valid so it is difficult to contact prospective
participants. In making the database must be followed to actively ask and look for a phone number and email prospective participants.

2) Based on the existing database, the author of complimentary booth submit the form to email prospective participants of the university. Apparently a lot of unregistered email so that email should have sent provide feedback that the email is not there. Searching for emails need more time to ask FKMAJ as associations which provide direct or database telephone university.

3) Another problem is the time to follow up, a lot of PIC not pick up the phone when I want offers of cooperation.

4) When the refund form many complimentary booth PIC are not eager to send back the form that the author must actively ask about the return of the form to be used as documentation of corporate administration.

5) The second problem is one of many universities that provide a signature and stampel dikolom not supposed to be filled by the exhibitor. Column exhibitor is on the left complete with captions as an exhibitor, while the organizer column is on the right, but many PIC that provides signature and the column stampel organizer so that the university is required to send back the form that has been repaired.

6) In addition, many of the participants universities that do not fill in the fields as well as the phone number in charge of the stand. Columns and stuffing shall be filled by the participant universities. So the PIC is required to send back the form that has been completed.

7) At the time of asking the type of stand that will be used by the participant universities, many participants that are difficult to contact and request their spare time to discuss about the type of stand that will be used.

8) In floorplan delivery, many universities are asking participants to move the stand and request the size of the stand so that the division must reshape floorplan design that has been created with the size and location of the stand.

9) Participants University who wear long special booths to send back the form D & E that must be completed for the administration documentation that will be used by the contractor in the construction of special stand.

10) At the time of loading and set up many find booths if adjusted with the data using standard booth but in reality they build their own stand universities into special stand. That forced the standard booth that has been built by the contractor is then disassembled so that the university can build using special booth booth with no record out of the limits specified location.

11) Furthermore, there are some miss communication between the contractor and the ownerhall that resulted in some booths already installed partition request is not wearing a partition so that when it comes exhibitor, they ask to remove the partitions on demand is already promised in advance.

12) At the time of the last loading h-1 exhibits, there is a university exhibitor that has not been set up and display their work in the booth. So the organizers continue to try to contact the person in charge of the stand in order to arrive as soon as possible because the h-1 exhibits, set up and loading will be in closes at 23:59 pm
and then had to leave the stand because it will be enacted until the cleaning protocol gangway. The solution will be undertaken within the above problems are:

1. The solution will be undertaken by the authors when creating a database that is not valid is contacting directly related university and inquire the latest updates from FKMAJ as related associations are on the database. After performing the process, the telephone number in to many already can be in contact so that the manufacturing data base is valid phone or email.

2. The phone is not in the lift by the author is given pause for a day to call back. So it does not interfere if there was a flurry of blocking the participants are difficult to contact. Author contact through phone and email.

3. Solutions for a long participants gather booth complimentary form is given a grace period to return the form. The reason they give is the difficulty to meet the head of department of their majors, so they long to return the form, especially when participants are wrong sign and stampel in fields that are not supposed to fill in the columns and telephone numbers liability booths that given the time limit again to return the form.

4. When floorplan delivered many participants are requested to move the location of stand and increase the size, booth solution is to provide a grace period for 3 days from the delivery date floorplan so if there are universities that do not provide any further information would not be handled by the organizers and the consequence of participants in the location and size of the stand so that they long to return the form, especially when participants are wrong sign and stampel in fields that are not supposed to fill in the columns and telephone numbers liability booths that given the time limit again to return the form.

CONCLUSION

In this chapter, the authors draw conclusions on the whole the results of field work practice in PT. Debindo ITE especially in the preparatory process of membership in the pre-university Indobuildtech 2017 exhibition event held in Indonesia Convention Exhibition (ICE) BSD City. Writers get the experience, knowledge, and insight in the MICE industry, particularly in the field of exhibitions. The following conclusions can be author to convey by the duties and responsibilities involved in the division writer for Business Programmer Affairs:

1. PT. Debindo specifically gives the location in hall 3-3A to universities that have departments of architecture and interior design and related departments to become exhibitors as an exhibitor in the exhibition Indonesia Building Technology in Expo 2017. This stand is given in particular without any entrance fee charged, the purpose of the university in the wake booths in the exhibition is to promote architecture in Indonesia by providing student confidence / I dare to show their work to the general public.

2. Stand university is expected to attract visitors, especially among students, student / I, and the architecture industry players in the field of education.

3. The participants of the university also played a role in building relationships and a good image of PT. Debindo ITE as the organizer of the exhibition with the public.
4. Professionalism organizers such as reprimand for violations committed by the exhibitors stand universities in overcoming the existing problems is done properly so the work went smoothly without any significant obstacles.

RECOMMENDATION

Based on observations of the process of preparation of various universities in the pre-event Indobuildtech 2017 exhibition held in Indonesia Convention Exhibition (ICE) BSD City, the author wants to give positive suggestions as the closing of this writing. In the exhibition there are definitely little things that escaped the attention of the organizers and become a problem. The author hopes that these suggestions can help the development of PT. Debindo ITE to become even better in the next year and thereafter. The recommendations of this study are as follows:

1. In the process of preparation of the participants various universities in Jabodetabek improved, including better coordination with the design team, operational team, and with the university participants in order to avoid data input errors, and everything needs to be examined more carefully so it will not cause problems when close to the time of the exhibition.

2. Coordination between the core team Programmer Business Affairs division is improved so that such events a miss communication within the database will not be repeated in the exhibition participants hereinafter. Assertiveness in the team are also always on guard so as not to easily give leeway time to participants, which resulted thes specified time.

3. The latest innovation in getting various universities so that the future will be more festive booths were filled by university.

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