

Strategy for Developing the Event and MICE (Meeting, Incentive, Convention, Exhibition) Industry in Bandar Lampung

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Abstract

The Event and MICE (Meeting, Incentive, Convention, Exhibition) industry has become increasingly important in the global economy. Bandar Lampung, as one of Indonesia's developing cities, has significant potential to develop this industry. However, the development of the event and MICE industry in this city remains underexplored and not fully optimized. Data from the Ministry of Tourism and Creative Economy in 2023 indicates that Lampung is not yet among the top 10 event and MICE destinations in Indonesia. The Lampung MICE Forum 2022, held at Polinela, concluded that the development of the event and MICE industry in Bandar Lampung requires the formulation of a development strategy that is academically reviewed to be more systematic and targeted. This research aims to identify the factors affecting the development of the event and MICE industry in Bandar Lampung, identify gaps between ideal and actual conditions affecting this industry, and develop a strategy model for the industry. The research uses both primary and secondary data. Primary data is obtained through observation and interviews, while secondary data comes from literature reviews including books, journals, and policy documents. The research employs qualitative descriptive analysis, gap analysis, and spider chart analysis methods. The results indicate that developing the MICE industry in Bandar Lampung requires strategies such as enhancing human resources for MICE, improving MICE facilities, increasing public awareness of tourism development in Bandar Lampung, supporting MICE-related policies, and strengthening Bandar Lampung's branding as a MICE (Convention City) and Heritage City.

Keywords: Development Strategy, Event Industry, MICE, Convention City

A. INTRODUCTION

The Event and MICE (Meeting, Incentive, Convention, Exhibition) industry has become a crucial sector in the global economy. This industry has introduced significant opportunities in the service sector, involving a range of services including event organizers, food and beverages, accommodation, transportation, and venue rentals. Indonesia is increasingly recognized as a destination for events and MICE, with major global events such as ASEAN Summits, MotoGP Mandalika, Sea Games, and Formula E held in the country. These events reflect the global confidence in Indonesia as a venue for such activities. Various regions in Indonesia are preparing to become event and MICE destinations, with Lampung being one of the areas actively developing its event and MICE industry. Lampung's strategic geographic location, along with its marine and cultural attractions, provides a substantial advantage. Bandar Lampung, as the provincial capital and economic center, is prioritized for MICE industry development. According to the Regional Medium-Term Development Plan (RPJMD) for 2019-2024, Bandar Lampung is designated as a Strategic Tourism Area (KSPD). With 1,400 hotels equipped with meeting spaces, and facilities like Graha Wangsa, Balai Kesenian PKOR, GSG Unila, and Balai Krakatau, Bandar Lampung is well-positioned to host

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Received: Oktober 23, 2024; Revised: Desember 21, 2024; Accepted: Desember 27, 2024;

events. However, accessibility improvements are needed, such as increased ferry services and flight routes.

Research on topics related to the readiness of a region or city to host events and MICE has been conducted several times by a number of researchers, such as the article entitled "Yogyakarta's Readiness as a MICE (Meeting, Incentive, Convention and Exhibition) Tourism City (2010)" written by Yustisia Kristiana, "Bandung City's Readiness as a City to Host MICE Events from the Perspective of Infrastructure and Tourism Facilities (2016)" written by M. Iqbal Katik Rajo Endah, and "Jakarta and Surabaya as Exhibition Development Models for MICE Destinations (2017)" written by Heri Setyawan and Djuni Akbar

The development of Bandar Lampung is still under discussion among stakeholders. The Lampung MICE Forum 2021, organized by the Indonesian Exhibition Entrepreneurs Association (Asperapi) in collaboration with Lampung State Polytechnic (Polinela), revealed that Bandar Lampung is not fully prepared to be an event and MICE city. The data from the Ministry of Tourism and Creative Economy in 2023 indicates that Lampung is not among the top 10 destinations for events and MICE in Indonesia. Several factors contribute to the slow development of the MICE industry in Bandar Lampung, including the lack of large convention centers, specific local government policies, and limited human resources in the MICE sector. The forum recommended further academic research by Polinela to provide a systematic and targeted development strategy.



Figure 1
Documentation of Bandar Lampung Convention City Forum

From the explanation above, it can be seen that Bandar Lampung has enormous potential to be developed into a destination for organizing events and MICE. In addition, Lampung has a number of interesting annual events, which reflect the culture, traditions, and natural potential of the area. Examples of some famous annual events in Lampung are the Krakatau Festival, Way Kambas Festival, Sebuku Festival, Lampung Anniversary, etc.

The development of this potential must continue to be pursued with the cooperation of all parties. If not, Bandar Lampung will miss the opportunity to increase economic growth. Bandar Lampung will lose the opportunity to increase the number of tourists, lose the opportunity to improve the city's image as a business destination, and limit opportunities for business collaboration. Thus, the formulation of the problem in the research is as follows: What are the factors that influence the development of the event and MICE industry in the city of Bandar Lampung, what is the gap between ideal conditions and existing conditions? The factors that influence the development of the event industry and MICE in the city of Bandar

Lampung and what is the strategy for developing the events and MICE industry in the city of Bandar Lampung?

B. RESEARCH METHOD

The research was spent one month, from June to July 2024. The time allocated will be used for data collection, processing, and reporting. The data needed includes primary and secondary data. Primary data is collected through observation and interviews with 3 sample selected using the purposive sampling method that is from the government, namely the Secretary of the Lampung Province Tourism and Creative Economy Office, Mrs. Dian Ekawati, S.E., MM, Chairman of the Indonesian Exhibition Entrepreneurs Association (Asperapi)/Business Actors, Mr. Yusuf Kohar, S.E., MM, and Chairman of the Lampung Wedding Event Organizer Association (Hastana), Mr. Ruland Rachmat Mantiri, S.Ikom., Furthermore, secondary data was obtained from documentation techniques. The secondary data required are statistical data related to the Event and MICE industry, literature and library studies and policy documents related to tourism, especially in the field of Events and MICE.

The analysis methods used are qualitative descriptive analysis, gap analysis, and spider chart analysis. These methods will help summarize and address the research objectives.

1. Qualitative descriptive analysis

Descriptive analysis is used to identify the opinions of experts or institutions from various sources regarding the factors that influence a city to become a venue for events and MICE. The opinions of these experts or institutions are explained, then conclusions are drawn.

2. Gap analysis

Descriptive analysis is used to explain the reality of factors that influence events and MICE in a city. Gap analysis is used to identify the match between ideal conditions and the reality of Event and MICE supporting components. Gap analysis is a process for measuring the distance between where an item currently stands and where it should be (Murray, 2000). Next, expert judgment is used for each supporting factor to determine the actual condition (within a range of values indicating good and bad conditions).

C. RESULTS AND ANALYSIS

The research on the MICE industry in Bandar Lampung reveals data from observations, interviews, and documentation. Observations involve systematic data collection, while secondary data includes statistics, literature, and policy documents.

1. Factors influencing the development of the event and MICE industry in Bandar Lampung city

The results of sample data on the condition of the MICE industry in Bandar Lampung City based on the total achievement value of the indicators contained in the Indonesian MICE industry standard scheme, show the following results:

Table 1
Table of results of MICE industry achievement scores in Bandar Lampung City

Variables	Indikator	Weighting	Information
Supporting Factors for Events and MICE	Accessibility	4	Good
	Local stakeholder support (government/business actors/academics)	2	Enough

Tourist attraction	4	Good
Accommodation	4	Good
Building/meeting/exhibition room	2	Not enough
Destination image	3	Enough
Environmental conditions	3	Good
HR Professionalism	2	Enough
Total Value	24	

The analysis shows that factors influencing the development of the MICE industry in Bandar Lampung include:

- a) Accessibility: While accessibility in Bandar Lampung is rated good, Radin Inten II Airport is not very busy with limited flight frequencies. Increasing flight frequencies and local accessibility is necessary.
 - b) Local Stakeholder Support: Support from local government, businesses, and academics is lacking due to budget constraints and insufficient understanding of MICE.
 - c) Tourist Attractions: Bandar Lampung has good tourist attractions with a variety of natural and cultural destinations.
 - d) Accommodation: Accommodation facilities are adequate to support the MICE industry, with a range of star-rated and non-starred hotels.
 - e) Meeting Venues: There is a shortage of large-capacity venues for MICE. Efforts are needed to meet the required venue standards.
 - f) Destination Image: Bandar Lampung's rich cultural heritage supports the MICE industry through cultural performances and events.
 - g) Environmental Conditions: Ensuring security during events is crucial and needs more attention.
 - h) Human Resources: There is a lack of competent MICE professionals, requiring strategies for capacity building through training and certification.
2. Analysis of the gap between ideal conditions and real conditions (existing) of factors that influence the development of the event and MICE industry in the city of Bandar Lampung.
- The data obtained and showing the % achievement value against the criteria value requested in the venue standard were then analyzed using the GAP Analysis method, where this method is used to see the % value obtained against the % minimum achievement of each indicator requested in the standard. The results of the analysis show several conclusions represented in the form of a table of results and achievements with the following formula calculation:

Table 2
Results of Percentage Achievement Analysis

$$\begin{array}{c} \text{\% Standar Achievment} = \frac{\text{existing conditions}}{\text{minimum standard target}} \times 100 \% \\ \\ \text{\% Standard Achievement} = \frac{24}{32} \times 100\% \\ \\ = 75\% \end{array}$$

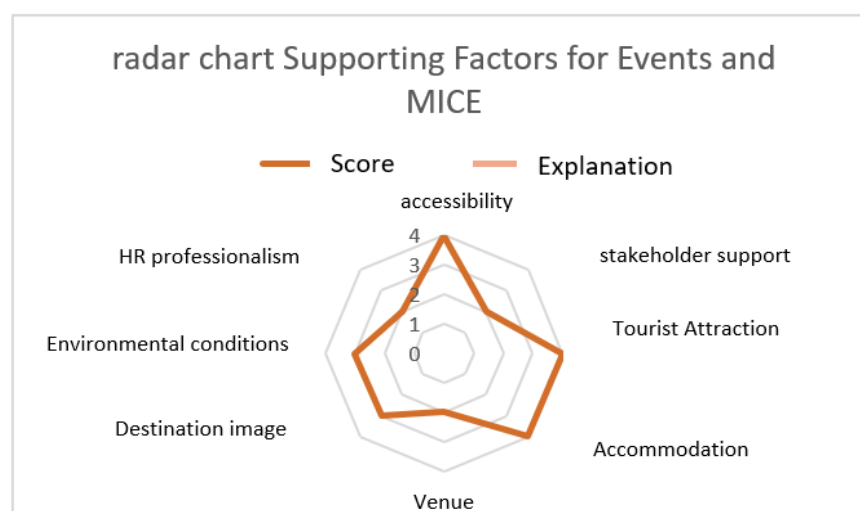
Source: Personal data processing results 2024

Overall, the assessment analysis of the existing conditions of the Supporting Factors of the Event and MICE Industry in Bandar Lampung City reached 75% of the minimum target of achievement requested. Where overall Bandar Lampung City still has the possibility to meet the ideal target of supporting factors for the event and MICE industry requested with several efforts that must be carried out and Fulfillment of the standard criteria of "Event and MICE" requires great effort if you want to make Bandar Lampung City a Convention City.

3. Development strategy for the event and MICE industry in Bandar Lampung city

To determine the priorities and relationships between strategies, a Spider Web analysis is carried out to sort the priority values of supporting factors for event and MICE development as in the diagram below.

Figure 2
Spider Web Analysis of Event and MICE Supporting



Source: Personal data processing results 2024

Based on the priority supporting factors in diagram 1, the development strategy for the event and MICE industry in Bandar Lampung City is as follows:

- 1) Human Resource Development for MICE Support
 - a) Specialized training for professionals in the MICE industry
 - b) Standardization of MICE-related business sectors, including event organizers, tour guides, hotels, destinations, tourism events, culinary businesses, and travel agencies
 - c) Collaboration with educational institutions to provide human resources for MICE
- 2) Enhancing MICE Support Infrastructure
 - a) Implementing online registration for MICE events (e-MICE) integrated with the Police, Tourism Office, and the Office of Communication and Information
 - b) Construction of a suitable venue or hall for MICE activities with a capacity exceeding 10,000 people
 - c) Collaboration with agencies responsible for MICE security, particularly the Police, Satpol PP, TNI, and BPBD
 - d) Establishment of exhibition spaces to showcase Bandar Lampung's superior products
- 3) Raising Public Awareness of Tourism Development in Bandar Lampung
 - a) Creation of regional regulations on MICE and tourism development
 - b) Formation of tourism awareness groups in every village
- 4) Policies to Support MICE Implementation
 - a) Creation of a dedicated institution for MICE management
 - b) Provision of tax incentives for MICE business stakeholders
 - c) Offering incentives for art studios involved in performances
 - d) Providing accommodations such as meeting venues, overnight stays, and city tours for MICE participants from around the world
- 5) Strengthening Bandar Lampung's Branding as a MICE and Heritage City
 - a) Extensive promotion of Bandar Lampung as a MICE destination through events like the Krakatau Festival and Lampung Fair
 - b) Promoting Bandar Lampung to domestic and international private companies
 - c) Encouraging production houses to create films set in Lampung's cultural context
 - d) Promoting internet-based platforms (Lampung Destination) to provide tourism information supporting MICE activities
 - e) Offering packages featuring typical Lampung souvenirs such as tapis, coffee, and local cuisine

Overall, to establish Bandar Lampung as a successful MICE city, comprehensive efforts and cooperation among various stakeholders are required.

D. CONCLUSION

Based on the research results, it was concluded that based on observations made on the supporting factors for the development of the event and MICE industry in the city of Bandar Lampung, it was found that the city of Bandar Lampung has the ability to achieve a standard value of 75% of the ideal achievement target requested. To be able to meet the national MICE supporting standard factors that will be implemented, the City of Bandar Lampung must have a strategy to be able to meet the required standards, especially if you want to make the City of Bandar Lampung a Convention City.

The recommended strategy based on spider web analysis based on research data is increasing human resources to support MICE, improving MICE supporting facilities, increasing public awareness of

the tourism development of Bandar Lampung City, policies to support the implementation of MICE and branding Bandar Lampung City as a MICE City (Covention City).) and Heritage City

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