

## **Automotive Industry, MICE, and Themed Special Event in Indonesia: A Qualitative Exploration**

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### **Abstract**

This qualitative exploration delves into the Indonesia International Motor Show (IIMS), showcasing how thematic event management seamlessly intertwines with the dynamic automotive industry and the strategic principles of MICE (Meetings, Incentive, Convention, and Exhibition). IIMS, as a prime example, masterfully employs thematic event planning, creating immersive experiences for attendees while advancing broader organizational objectives. By aligning thematic principles with automotive showcases, IIMS highlights innovations and strengthens brand presence, all within the context of the influential MICE industry, underlining its role in fostering economic growth, knowledge exchange, and global collaboration. This study offers a holistic perspective on the synergy between special event management, the automotive sector, and MICE, providing valuable insights for event professionals and organizations seeking to excel in the art of creating memorable and impactful events.

**Keywords:** Automotive, Event Management, Special Event, Planning

### **INTRODUCTION**

Thematic Event Management and Planning is an important aspect of the experiential marketing landscape, being a powerful tool for creating memorable and impactful experiences for event attendees while achieving specific organizational goals. In recent times, the field of event management has undergone a transformation, with a shift towards thematic events that provide a coherent and immersive experience. One event that stands out as an example of these principles is the Indonesia International Motor Show (IIMS). Held annually, IIMS is the largest and most prestigious automotive exhibition in Indonesia, attracting the attention of automotive enthusiasts, industry professionals and the general public. This case study explores the rigorous planning and management strategy adopted in IIMS, revealing its thematic approach and the key elements that contributed to its resounding success.

Thematic Event Planning focuses on creating a cohesive and immersive experience for event attendees by aligning all aspects of the event following a central theme. This thematic approach allows for the use of a consistent and thorough narrative, which is reflected in the venue design, decorations, activities and event presentation. This synchronization helps build a sense of unity and allows event attendees to fully engage in the event's narrative, resulting in higher satisfaction and stronger emotional bonds.

The Automotive Industry, being a dynamic and ever-evolving sector, has found the ideal platform to showcase the latest innovations and developments at events such as the Indonesia International Motor Show. Automotive enthusiasts, industry professionals and potential buyers

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eagerly anticipate exhibitions such as IIMS to gain insight into the latest technologies, futuristic designs and eco-friendly initiatives. For automotive companies, events like IIMS offer an extraordinary opportunity to engage directly with target audiences, increase brand awareness and increase product interest. Thematic event management reinforces this benefit by enabling automakers to create compelling narratives about their vehicles, highlighting specific features and advantages in compelling ways.

The MICE (Meetings, Incentives, Conferences, and Exhibitions) industry plays an important role in driving economic growth, knowledge exchange, and global collaboration. Under the MICE umbrella, events such as the Indonesia International Motor Show serve as its prominent exhibitions bringing together industry stakeholders, policy makers and consumers. Such events provide an important platform for networking, information dissemination and business opportunities, thereby playing an important role in driving the growth of various sectors, including automotive. Strategic planning and execution of thematic events is crucial to ensure smooth coordination, facilitate information exchange, and maximize participant engagement.

This case study aims to explore how the Indonesia International Motor Show cleverly uses thematic event management and planning to create an extraordinary experience for attendees while achieving a broader goal. By observing the interplay of thematic elements, automotive innovation and the dynamics of the MICE industry, we can gain valuable insights into best practices applied in event management. In addition, this study will shed light on the impact of thematic events in shaping consumer perceptions, industry trends and the overall economic landscape in Indonesia.

## **LITERATURE REVIEW**

### *A. Special Events*

"Special Events" refers to special occasions or events that are deliberately designed and organized to fulfill a specific purpose outside of the daily routine. Such events cover a wide range of occasions, from celebratory events, exhibitions, conferences, festivals, art shows, sports, to charity events or other promotional purposes. What sets "Special Events" apart from everyday activities is the uniqueness, rare opportunity, and special focus on creating interesting, different, and memorable experiences for participants.

The purpose of "Special Events" varies according to the type of event and its nature. Some common goals include creating strong emotional connections with audiences, increasing brand awareness, promoting products or services, supporting charitable causes, forming business partnerships, and providing entertainment and entertainment for attendees. In addition, special events can also function as a means to strengthen social relations, broaden networks, and facilitate the exchange of knowledge and experiences between participants.

In the world of business and marketing, "Special Events" is an important instrument for achieving strategic goals, increasing customer loyalty and strengthening brand image. A memorable presence at "Special Events" can enhance a brand's active role in consumer memory and experience, helping to create deeper and more lasting bonds.

According to Beatrix (2006), event organizers are parties responsible for managing and organizing events on behalf of clients. Types of event organizers, as mentioned by Megananda (2009), include:

1. One Stop Service Agency: capable of organizing events ranging from small to large scale.
2. MICE (Meeting, Incentive, Convention, and Exhibition): specialized in organizing event meetings.

3. Brand Activation: specifically assists clients in promoting sales, product recognition, and brand awareness among consumers.
4. Music and Entertainment: specializes in music and other entertainment-related events.
5. Private Organizers: specialized in organizing private parties for clients.

Special events are a derivative of regular events. They are called "special" because they are organized outside a company's routine agenda. Holding special events is a tactic to attract media and public attention to a particular organization. Special events organized by event organizers are expected to enhance various aspects like knowledge, awareness, and pleasure, thus creating a positive image in society (Evelina, 2005: 3-4). Special events are created to depict or present performances or celebrations planned to achieve social, cultural, or specific goals and objectives of a company (Bowdin, 2011: 17-18). Special events are also considered effective publicity tools that serve various specific purposes in the economic domain. Examples of special events include World Skate Day, which falls under commemorative events.

#### B. *Automotive*

The automotive industry is currently experiencing rapid growth, evident from the variety of vehicles available in society. The high demand for easy mobility significantly influences the development of the automotive industry. This indicates that the automotive industry faces fierce competition, presenting both business opportunities and threats. To remain competitive, the automotive industry must consistently understand the needs, desires, and preferences of consumers. By definition, the automotive industry involves designing, developing, manufacturing, marketing, and selling vehicles. It is a crucial sector that contributes to the revenue of producing countries, making it essential for countries worldwide. This has led to global competition among automotive producers to boost their respective economies. The growth of the automotive industry worldwide has created intense competition among manufacturers to meet consumer demands.

As is common in trade, when competitors arise in the same sector, competition ensues. The dominant competition in the automotive sector revolves around showcasing technological advancements in the vehicles created. The continuous development in automotive production requires manufacturers to enhance their technologies, creating distinct characteristics for their automotive brands, which can be easily recognized by consumers who use them.

#### C. *MICE*

According to Nasution & Sifatu (2015, p. 113), MICE and Events are described as a series of services for individuals or groups attending a location with a common interest. MICE stands for Meetings, Incentive, Convention, and Exhibition. Meetings refer to gatherings of people in a company or organization with shared objectives, interests, and discussions. Incentives are rewards given by companies to employees for their achievements. Conventions involve meetings related to shared interests and discussions on specific issues. Exhibitions are shows or displays introducing, promoting, showcasing, and disseminating information about something in a specific location and time frame.

The objectives of MICE, as stated by Nasution & Sifatu (2015, p. 34), include:

1. Attracting international guests from various countries/cities to participate in MICE activities.
2. Creating multiple impacts.
3. Encouraging international cooperation.
4. Generating employment opportunities, especially for the unemployed.
5. Upholding national dignity and prestige.
6. Realizing the vision and mission of organizations and institutions.

7. Providing a platform for preserving culture.
8. Enhancing the capacity of Micro, Small, and Medium Enterprises (MSMEs) in the national economy.

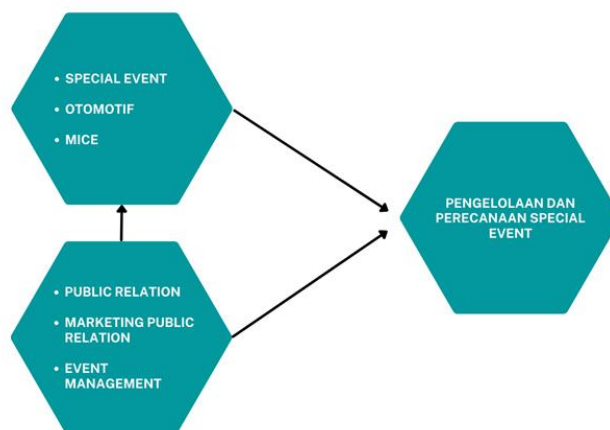
The forms of MICE, as mentioned by Nasution & Sifatu (2015, p. 34), include:

1. International or internationally renowned.
2. Joint promotions.
3. Joint publications by involved parties.
4. Generating multiple impacts for relevant parties and participants.
5. Planned and allocated funding for event organization.
6. MICE & Events require planning with considerations of time, cost, resources, facilities, security, comfort, and evaluation.
7. MICE & Events are service-oriented products resulting from activities between service providers and recipients.

The automotive-themed exhibition event is held at JIEXPO Kemayoran, targeting 600,000 visitors over 11 days.

#### D. Frameworks

Based on the title of this research, namely "Thematic Special Event Management and Planning: Case Studies at the Indonesia International Motor Show", below is a form of presentation of the conceptual framework:



Through the conceptual framework that has been described, it is illustrated that the theories of Public Relations, Marketing Public Relations and Event Management produce concepts namely Special Events, Automotive, and MICE which are the objectives of Special Event Management and Planning: Special Event Management and Planning.

#### E. Data Collection Techniques

Primary data is collected through interviews and observations. The interview technique involves systematically obtaining information in the form of verbal statements about a past, present, or future object or event. Interviews are categorized as planned and incidental. Planned interviews involve preparing an interview guide and selecting relevant informants, while incidental interviews occur spontaneously or unplanned. In this study, non-participatory interviews are used. Observations are used to gather information about visible or sensory-perceptible objects or events. Observations can provide more accurate and reliable data

compared to interviews. Both techniques complement each other in providing comprehensive information.

F. *Data Validity Techniques*

*Triangulation of Results*

Triangulation is used as a research method to combine data collected from various techniques and sources to assess data credibility. By using triangulation, the researcher collects data from multiple sources and techniques to cross-validate the data's credibility. Triangulation of Techniques involves using different data collection techniques for the same data source. The researcher employs participatory observation, in-depth interviews, and documentation simultaneously from the same data source. According to Susan Stanback (1988), the goal of triangulation is not to seek the truth about a phenomenon, but to enhance the researcher's understanding of what has been found.

## **RESULTS AND DISCUSSION**

Rebecca Siregar, the Project Manager of Marketing Communication (Marcomm) for the Indonesia International Motor Show (IIMS), shared valuable insights into the intricate world of event management, particularly in the context of MICE (Meetings, Incentive, Convention, and Exhibition). IIMS is an annual mega-event held at the Jakarta International Expo (JIExpo), catering to a large audience primarily from Jakarta and its vicinity.

Rebecca's approach to event management begins with comprehensive Marcomm planning. Before the event, her team meticulously lays out a strategy that includes elements like promotions, collaborations with Key Opinion Leaders (KOLs), media engagement, and online advertising. This aligns with event marketing theory, emphasizing the importance of effective promotion in attracting attendees and exhibitors.

One of the pillars of Rebecca's success is effective team collaboration. She emphasizes understanding each team's roles and responsibilities, creating a harmonious environment where everyone is aligned with the event's goals. This is in line with the fundamental concept of teamwork in event management, where clear communication and defined roles are crucial for seamless execution.

Venue selection plays a pivotal role in MICE events, and Rebecca's choice of JIExpo reflects this understanding. She recognizes the significance of a venue that caters to logistical needs and provides the necessary infrastructure for an international-scale event. This aligns with the theory that the venue is a critical factor in the success of an event.

Ensuring safety and security during the event is non-negotiable. Rebecca mentions having a dedicated security team and collaborating with local authorities like the police and medical services. This aligns with event management theory, which underscores risk management and the safety of all participants.

Rebecca also touches upon the importance of having a clear vision and objectives for IIMS, which are informed by past experiences and future trends. For instance, in response to the pandemic, IIMS adopted a comeback strategy that featured a large music concert as part of the event. This aligns with the theory that events should adapt to current trends and audience preferences.

Post-event evaluation is a critical aspect of event management, and Rebecca emphasizes the role of Marcomm in this process. Effective promotion and feedback mechanisms are used to gauge the success of the event. This aligns with event management theory, which stresses the need for post-event evaluation to improve future events.

In the face of challenges, such as pending client approvals and team miscommunication, Rebecca's team employs a structured planning process with clear deadlines and proactive communication. This aligns with event management principles that advocate proactive problem-solving and effective communication.

In anticipation of potential challenges, Rebecca's team sets early deadlines and encourages proactive problem-solving from vendors or clients. This proactive approach aligns with event management theory, which underscores the importance of risk mitigation and contingency planning.

In summary, Rebecca Siregar's insights from her role as the Project Manager of Marcomm at IIMS provide a practical application of key concepts from event management and MICE. These principles include meticulous pre-event planning, effective teamwork, venue selection, safety and security measures, and adaptation to current trends, post-event evaluation, marketing strategies, and proactive problem-solving. These principles collectively contribute to the successful planning and execution of a major annual event like IIMS.

## **Discussion**

In synthesizing the theories of special events, MICE (Meetings, Incentive, Convention, and Exhibition), and event management, it becomes evident that these concepts are interconnected and essential for the successful execution of large-scale events.

Within the realm of special events, the emphasis on creating unique and unforgettable experiences is a common thread. This aligns with the idea that events should be distinctive, leaving a lasting impression on attendees. Moreover, the careful planning and execution required for such events resonate with the principles of event management, which stress the need for meticulous pre-event preparations, clear communication, and well-defined roles among teams.

In the context of MICE, the consideration of Meetings, Incentives, Conventions, and Exhibitions underscores the multifaceted nature of events. This framework necessitates careful logistics, comprehensive safety measures, and a keen awareness of trends to cater to diverse audience needs. Aligning with special event theory, MICE events often incorporate elements that go beyond standard conventions, adding unique incentives and experiences.

## **CONCLUSIONS**

The success of large-scale events hinges on the integration of these theories. Effective event management ensures that the planning, execution, and evaluation processes run smoothly, reflecting the principles of special events that aim to create extraordinary experiences. The MICE framework, with its versatility and emphasis on diverse components, complements these theories by providing a structured approach to accommodating the various facets of a significant event. In the amalgamation of these theories, event professionals can find a comprehensive guide for orchestrating memorable and impactful gatherings.

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