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HANDLING OF SPONSOR DIVISION CLIENTS IN INDONESIA INTERNATIONAL MOTOR SHOW 2023 EVENT

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ABSTRACT

In an event activity, cooperation from external parties, especially sponsors are needed. Therefore, as an organizer of an event, good handling and service to external parties must be maximized so that client satisfaction and sustainable cooperation are created. This study aims to find out the procedures and strategies used by the 2023 Indonesia International Motor Show sponsorship team in dealing with clients and making cooperation with these clients sustainable. This study uses descriptive qualitative research method with data collection by interview, observation, and literature study. The result was that the procedures carried out by the Indonesia International Motor Show 2023 sponsorship team could help the sponsor team achieve excellent service and the strategies that had been implemented to maintain sustainable cooperation were effective.

Keywords: sponsorship, client handling, Indonesia International Motor Show 2023

ABSTRAK

Dalam sebuah kegiatan *event* adanya kerja sama dari pihak eksternal, khususnya sponsor sangat diperlukan. Maka dari itu, sebagai penyelenggara dari sebuah *event*, penanganan dan pelayanan yang baik terhadap pihak eksternal tersebut harus dimaksimalkan agar terciptanya kepuasan klien serta kerja sama yang berkelanjutan. Penelitian ini bertujuan untuk mengetahui prosedur dan strategi yang dilakukan tim sponsor *Indonesia International Motor Show 2023* dalam menangani klien dan membuat kerja sama dengan klien tersebut dapat berkelanjutan. Penelitian ini merupakan penelitian kualitatif deskriptif dengan pengambilan data secara wawancara, observasi dan studi *literature*. Didapat bahwa prosedur yang telah dilakukan tim *sponsorship Indonesia International Motor Show 2023* dapat membantu tim sponsor mencapai *excellent service* dan strategi yang telah diterapkan untuk menjaga kerja sama yang berkelanjutan telah efektif.

1. Introduction

Indonesia is the biggest archipelago country in the world. Indonesia has 17,000 islands with 7,000 inhabited islands, with Sumatra, Kalimantan, Java, Sulawesi and Papua as the largest islands. With so many islands in Indonesia, diversity cannot be avoided. Indonesia has 360 ethnic groups with various cultures in it. This is also the reason why Indonesia is called a multicultural country. In addition to cultural diversity, Indonesia also has diversity in natural and historical wealth; unique and diverse flora & fauna, priceless historical sites, and abundant natural resources, through this diversity "Unity in Diversity" or Different But Still One was born as the motto of the unity of the Indonesian state. This diversity is also one of the advantages of Indonesia as a country. This diversity can be utilized for the progress of the Indonesian state, one of which is through the tourism sector. Tourism is a variety of tourism activities and is supported by various facilities and services provided by the community,

businessmen, government and local governments. Meanwhile, according to Mathieson & Wall in Pitana and Gyatri (2005), tourism is an activity of moving people temporarily to destinations outside their residence and place of work and carrying out activities while at the destination and also preparing facilities to meet their needs. This diversity can be utilized for the progress of the Indonesian state, one of which is through the tourism sector. Tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government and local governments (Law of the Republic of Indonesia No. 10 of 2009 concerning Tourism). Meanwhile, according to Mathieson & Wall in Pitana and Gyatri (2005), tourism is an activity of moving people temporarily to destinations outside their residence and place of work and carrying out activities while at the destination and also preparing facilities to meet their needs. This diversity can be utilized for the progress of the Indonesian state, one of which is

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Tourism is one of Indonesia's vital sectors in earning foreign exchange. Reporting from bps.go.id in 2019, Indonesia was able to record \$16.91 billion in foreign exchange just from the tourism sector. Unfortunately, in 2020, the Tourism sector in Indonesia, even the world, was forced to take a short break due to the Covid-19 outbreak. Since the beginning of the pandemic, many countries have implemented travel restrictions and even implemented very strict lockdowns that have resulted in a drastic reduction in the number of tourists visiting a place. The Covid-19 outbreak forced us to stop all social activities which made the tourism sector in Indonesia experience financial difficulties, and even stopped operating. Because actually tourism activities are activities carried out by several stakeholders, both the government, tourism business actors (including accommodation, tourist attractions) and tourists themselves. This can be seen from data on Indonesia's state exchange from the tourism sector which has declined in the 2019-2021 period. In 2020, state revenue from the tourism sector in Indonesia is recorded to only reap \$3.31 billion, whereas in 2021, the tourism sector will only provide \$0.54 billion (bps.go.id) This country's foreign exchange earnings data clearly shows that Covid-19 is a real challenge for tourism in Indonesia, even the world.

The Covid-19 pandemic finally subsided in 2022 to 2023. The easing of the Covid-19 pandemic is good news for the entire world community. All business sectors and social activities which were initially

limited have started to run normally again. This includes tourism activities in Indonesia. The tourism sector in Indonesia during the post-pandemic Covid-19 or what is commonly called the new normal is gradually recovering. Efforts and plans are being made by tourism industry players with full support from the government to recover the tourism sector from the downturn due to the Covid-19 pandemic. Ease of licensing, attractive prices, restoration of tourism image, rebranding and tourism promotion are carried out by the actors. the tourism industry and the Indonesian government as a form of effort to revive the tourism sector in Indonesia. As a result, the tourism industry in Indonesia is gradually recovering. The arrival of foreign tourists reached more than 470 thousand tourists. The data shows a very positive trend compared to the number of foreign tourist visits in 2021. The CHSE (cleanliness, healthy, safety and environment sustainability) certification strategy is an important milestone to attract foreign tourists. The reason is, in the new normal era, tourists need more health, cleanliness and safety guarantees for traveling.

Apart from having CHSE certification in every tourist destination, all forms of promotion are carried out by the Indonesian government to restore and stabilize the tourism industry in Indonesia. Local and international event performances are carried out by the Indonesian government as a form of Indonesian tourism promotion. One of them in 2021-2022, Indonesia will host an international event titled G20. The G20 (Group of Twenty) is a major forum for international economic cooperation consisting of countries with the world's largest economies consisting of 19 countries and 1 European Union institution. The G20 represents more than 60% of the world's population, 75% of global trade and 80% of world GDP. G20 members consist of South Africa, the United States, Saudi Arabia, Argentina, Australia, Brazil, India, Indonesia, the United Kingdom, Italy, Japan, Germany, Canada, Mexico, Republic of Korea, Russia, France, China, Turkey, and the European Union. The G20 event is one of the free tourism industry promotion events utilized by the Indonesian government. Various side events held in 514 cities/regencies received a spillover effect from the implementation of the G20. Spillover effect is an economic phenomenon that arises as a result of a country's policies or economic turmoil. Event performances or better known as the MICE industry (meeting, incentive, convention, and exhibition) is a sub-industry of the tourism industry. Kesrul (2004: 3) explains MICE as a tourism activity whose activities are a combination of leisure and business, usually involving a group of people together, series of activities in the form of meetings, incentive travels, conventions, congresses, conferences and exhibitions. As with the tourism industry, in every MICE activity, support and cooperation between

stakeholders is needed.

In 2020, Covid-19 also affected the MICE industry. Reporting from the Indonesia Event Industry Council (IVENDO) throughout 2020, around 96.43% of events in 17 provinces had to be postponed and 84.20% had to be cancelled. However, during the post-pandemic period, the MICE industry became one of the industries that had the potential to 'wake up' again due to the great interest from potential visitors after being hit by the Covid-19 pandemic.

19. This is evidenced by the many MICE performances throughout 2022 to early 2023. PT Dyandra Promosindo as one of the PEOs (professional event organizers) in Indonesia also took advantage of this momentum to bounce back after taking a break in 2020-2021 due to the Covid-19 pandemic. PT Dyandra Promosindo from 2021 to 2022 has made innovations to survive due to the Covid-19 pandemic. PT Dyandra Promosindo had brought up the virtual event theme in one of its two event product performances; Jakarta Wedding Festival and Indonesia International Motor Show. In 2023, PT Dyandra Promosindo mobilizes all of its advantages and capabilities to restore the good image of its event products, one of which is the Indonesia Int'l Motor Show (IIMS) event. IIMS is an automotive exhibition that embraces all societies and communities to develop together. This year, IIMS comes with the tagline concept BOOST (bringing opportunity for automotive society together). This concept invites automotive industry players to continue to develop and innovate together, so they can participate in advancing the Indonesian nation. The seriousness of PT Dyandra Promosindo in the IIMS exhibition was clearly seen by the existence of a side event that was no less big than the main event itself. This year, IIMS Infinite Live, which is a music concert for 11 days, took part in enlivening the IIMS 2023 exhibition. Apart from that, the presence of the Sky Bridge which is also present to make it easier for IIMS visitors to move around the exhibition area, is a concrete form of the seriousness of PT Dyandra Promosindo. As a result, for a total of 468,

The successful implementation of the IIMS 2023 exhibition cannot be separated from the good cooperation between the organizers and APM (Brand Holder Agents) and other parties, one of which is Sponsorship. One of the factors for an event to be carried out properly is the trust and support of the Sponsorship. Sponsorship parties invest their

support (usually in the form of money) to help carry out an event performance with the hope of a similar reciprocity. In IIMS 2023, maintaining good relations with supporting parties (media, government, APM) especially Sponsorship parties, is an obligation. This good relationship can be a huge capital for the success of the IIMS 2023 exhibition, as well as IIMS in the following years. Because, IIMS has been present as a superior product of PT Dyandra Promosindo since 2015, until now. This shows that PT Dyandra Promosindo, especially the IIMS 2023 team, has managed to maintain good relations with supporting parties (accompanied by comparable exhibition outputs) so that these parties continue to support the IIMS 2023 exhibition to continue.

2. Literature review

Sponsorships

The definition of sponsorship according to Duncan (2008) is support in the form of financial related matters from related organizations, individuals, or activities in exchange for publicity of a brand and brand association. Furthermore, Duncan (2008) explains the objectives of sponsorship companies based on the sponsorship strategy:

1. Increase brand awareness, through sponsorship, companies have the opportunity to instill brand organs in sponsored objects so that they can increase brand awareness that is felt and owned by consumers.
2. Building a brand image, repositioning and enhancing the company's image through certain things are part of the sponsorship strategic goals. The sponsorship program is designed by designing the sponsor's brand image to be aligned with the brand image related to the sponsored object
3. Maintaining and improving relationship quality, relationships related to marketing matters have an impact on increasing consumer loyalty.
4. Increase Sales, the sponsor will be given the authority to describe the sponsored object in marketing techniques and execution. This is the purpose of sponsorship, which is to increase sales of the company's brand.
5. Doing Promotion, sponsorship is carried out by the sponsor to be able to use the name of the sponsored object to carry out the promotion strategy

Table 1. Previous Research

Writing Title	Writer	Writing Methodology	Research result	Similarities and Differences
<i>Client Handling Procedures On Organizing events at Felfest UI</i>	Nada Shofiyah Chariski and Tuty Herawati	Qualitative descriptive with interview and observation data collection techniques	In this study, researchers describe about how the procedure of the Felfest UI in attracting prospective clients or clients who want to make Felfest UI their event venue. This researcher concludes that a good procedure (which has been carried out by the Felfest UI administrators) always gets service satisfaction from clients.	<ul style="list-style-type: none"> - Equality in Discuss client handling procedures - Equality in discuss one of the supporting industries for MICE (Venue) activities - Equality in using research methodology as well retrieval technique the data
Sponsorship In Creating Brand Attitude	Rahmat Saleh, Ady Onny Siagian	Descriptive qualitative research	There are alternatives that can be done by a company in promoting their products other than through advertisements on television, namely by using activities sponsorships. Sponsorship activities are considered effective as a promotional tool apart from advertising on television.	<ul style="list-style-type: none"> - Similarities in discussing the benefits of sponsorship for companies - Similarities in research methodology
Sponsorship Events As Wrong One Hydro Marketing Communication Strategy Coco	Rahmaniati, Nita Ramayanti	Descriptive Qualitative Research	Sponsorship activities carried out by the Hydro Coco brand for marketing are considered effective and have an impact on improvement sale. Sponsorship activities carried out by Hydro Coco pay attention to several strategies such as STP (segmenting, targeting, and	<ul style="list-style-type: none"> - Similarity in discuss sponsorship events - Equality in methodology study

<p>Sponsorship Collaboration Process at the Indonesia Digital Trade Expo Event Edition (TEI-DE) 2021</p>	<p>Kusuma Wijyaningsih, Djuni Akbar,</p>	<p>Descriptive Qualitative Research</p>	<p>The cooperation process goes through 3 stages, namely the preparation, implementation, and evaluation stages. Constraints faced by sponsorship is convince companies or organizations to sponsor the Trade Expo Indonesia - Digital Edition (TEI-DE) 2021. The entire process is carried out properly and effectively so that sponsors and event organizers can carry out their obligations.</p>	<p>Equations discuss process Client handling from preparation to completion Discuss sponsorship events</p>
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Sponsorship in the MICE Industry

The MICE (Meeting, Incentive, Convention, Exhibition) industry is a sub-industry of the tourism industry. Pendit (1999:25), MICE is defined as convention tourism, with limitations: convention service businesses, incentive trips, and exhibitions are businesses with activities providing scholar services, etc.) to discuss issues related to common interests. Furthermore, Kesrul (2004), explains MICE as a tourism activity whose activities are a combination of leisure and business, usually involving a group of people together, a series of activities in the form of meetings, incentive travels, conventions, congresses, conferences and exhibitions, MICE is an acronym for meeting, incentive, convention and exhibition. Further explanation of the acronym is:

Meetings Based on the Regulation of the Minister of Tourism of the Republic of Indonesia No. 2 of 2017 concerning guidelines for meeting venues, incentive travel, conventions and exhibition. A meeting is a meeting of two or more people held to achieve a common goal through verbal interaction, such as sharing information or reaching an agreement which can be in the form of presentations, seminars, workshops, team building training or other organizational or corporate events. According to Kesrul (2004), Meeting A meeting or trial held by groups of people who are members of associations, associations or unions with the aim of developing professionalism, increasing human resources, fostering cooperation between members and

administrators, disseminating the latest information, publications, social relations.

Incentives According to Kesrul (2004), Incentives are gifts or awards given by a company to employees, clients or consumers. The form can be in the form of money, tour packages or goods. Furthermore, according to Law No. 9 of 1990 cited by Pendit (1999), explains that incentive travel is a travel activity organized by a company for employees and business partners in exchange for appreciation for their achievements in terms of holding conventions discuss the progress of the company's activities concerned.

Furthermore, based on Regulation of the Minister of Tourism of the Republic of Indonesia No. 2 of 2017 concerning guidelines for meeting venues, incentive travel, conventions and exhibition incentive is a global management tool that leverages extraordinary travel experiences

to motivate and/or provide recognition to participants with the aim of improving performance in supporting organizational or corporate goals Conventions

According to (Pendit, 1999), the term conference is translated as a conference in Indonesian which has the same meaning. In practice, the meaning of a meeting is the same as a conference, so technically the acronym mice is actually a term that makes it easier for people to remember that the activities referred to are planning, implementing and organizing a meeting, incentive, conference and exhibition. In essence, it is a means that is also a

product of tour packages that are ready to be marketed. These activities in the tourism industry are grouped under one category, namely MICE. Furthermore, according to Kesrul, (2004), a conference or conference is a meeting that is held primarily regarding forms of due process, customs or habits based on general consensus, exhibitions Exhibition or exhibition in Indonesian is an activity held to disseminate information and promote an exhibition activity itself. Furthermore, based on Regulation of the Minister of Tourism of the Republic of Indonesia No. 2 of 2017 concerning guidelines for venues meetings, incentive travel, conventions and exhibitions An exhibition is an organized event where objects are displayed to the public which can be in the form of inter-business trade shows or exhibitions for end consumers. which is held in a meeting room or hotel exhibition hall, where a group of producers or other buyers participates in an exhibition with different market segments. It is also intended to build and strengthen consumer confidence in the brand image. Sponsorship in MICE activities is one of the most important of the many other important factors. From the benefits that PEO gets from the sponsorship, PEO can carry out MICE activities according to plan.

Client handling

In service provider companies, client and customer are designations for service users. The client or client is an advanced level of consumer. The striking difference between the customer and the client is the time of cooperation between the service provider and the customer or client. Rusydi (2017) states that a customer is someone who comes or has a habit of buying something from a seller. Meanwhile, a client is a customer, both an individual and a company that already has a special relationship or emotional bond with the service provider (usually satisfied with the service) so that the cooperation between the two is relatively long-term. A good relationship between service providers and customers and clients is a must for service providers to be able to benefit both for their business and personal gain. In the process of establishing good relations between service providers and customers and clients, a good communication strategy is needed and the provision of superior services or service products so that customer satisfaction occurs. According to Kotler (2009) customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing perceptions or impressions of performance below expectations, customers are dissatisfied. Customer Satisfaction is the output or result of a company's client handling activities. From this customer satisfaction, the company is able to introspect its business and services with customer satisfaction as a consideration. To maintain and establish this collaboration, a client handling strategy is needed as a form of business from service

providers to maintain this collaboration. One of the strategies for handling clients is the concept of excellent service which can affect customer satisfaction. Freddy (2017) excellent service is the best service in meeting customer expectations and needs. In other words, excellent service is a service that meets predetermined quality standards. Furthermore, according to Semil in Zulkarnain Wildan and Sumarsono (2018) the word excellent service in everyday English is not referred to as premium service, but is called excellent service (superior service, very good) or excellent service (service excellence, excellent quality service). After creating customer satisfaction through excellent service, our job as service providers is to maintain good relationships with clients. In maintaining this good relationship, there are several strategies commonly called customer relationship management (CRM). Tunggal (2008) CRM is a strategy to identify, attract and retain the most valuable customers for the company. Theoretically, client handling is often associated with handling problems carried out by companies towards clients, but in this final work,

Indonesia International Motor Show 2023 sponsorship team in maintaining the existing cooperative relationship (customer relationship management)

RESULTS AND DISCUSSION

The Indonesia International Motor Show (IIMS) is one of the MICE activities under the auspices of PT Dyandra Promosindo in the form of an automotive exhibition which is held every year in Jakarta. This exhibition was held for the first time in 1986 under the name GAIKINDO Auto Expo at JCC (Jakarta Convention Center). The name change was made in 2006 when GAIKINDO Auto Expo became an international exhibition after working together with OICA (International Organization of Constructeurs' Automobiles) since then GAIKINDO Auto Expo is known as the Indonesia International Motor Show. As one of the largest PEO (Professional Event Organizer) in Indonesia, PT Dyandra Promosindo always has special standards or procedures in dealing with clients to continue to maintain good relations and maintain product quality that has been built for a long time. Rifka RN (2017:75) states that procedure is a planned sequence of work or activities to handle repetitive work in a uniform or integrated manner.

Indonesia International Motor Show, as one of the superior products, PT Dyandra Promosindo has its own procedures for dealing with clients. Elements of attachment, kinship and trust form the basis of the implementation of client handling procedures

carried out by the Indonesia International Motor Show team in order to continue to maintain long-standing collaboration and always get customer satisfaction. The Indonesia International Motor Show team itself is divided into several divisions with different duties and procedures for handling clients, namely: Sales Officer, Sales Exhibition, Sales Sponsorship, Operations, Marcom (Marketing Communication), Public Relations, other support divisions such as IT (Information & Technology), Finance, and Graphic Designer & Documentation.

Pre-Event

The pre-event stage is the event preparation stage before the event is held. This stage is a very crucial stage considering the success or failure of an event can be seen from the maturity or not of the preparations made by an event organizer. In preparing for the Indonesia International Motor Show event, the Indonesia International Motor Show sponsorship team has its own procedures carried out during the pre-event period so that it can always make it easier to achieve the goals of the Indonesia International Motor Show 2023 sponsorship team, namely to be able to work together with sponsors on behalf of like and like and mutually beneficial to achieve certain goals. The procedures carried out by the sponsorship team at the Indonesia International Motor Show 2023 are as follows:

1. Listing

The above is an overview of the procedures carried out by the Sponsorship division of the Indonesia International Motor Show 2023 during the pre-show period or before the event is held. The first procedure carried out by the sponsorship team is to do a listing, which is where the sponsorship team records and looks for potential sponsorship companies that can work together and provide sponsorship support in the form of materials or goods/services. The search for potential sponsorship companies is based on the suitability of the company's products/services related to the 2023 Indonesia International Motorshow event, such as car/motorcycle tire companies, spare parts companies, car/motorcycle accessories companies and other related companies such as leasing companies, logistics. Apart from these companies,

Companies that can help run an event are also included, such as e-commerce companies, FnB companies, advertising companies and other companies. The campaign or segmentation factor carried out by a company is also one of the main factors for the Indonesia International Motor Show 2023 sponsorship team determining a company can become a potential sponsorship company. Even though the company's products are not directly related to the Indonesia International Motor Show event, having a brand image that is aligned with the Indonesia International Motor Show event is a sufficient reason to include the company in the list of potential sponsorship companies. As an example in the company PT Gudang Garam Indonesia Tbk. with cigarette products, creating a community/campaign Suryanation Motorland which is a place for expression and gathering for all two-wheeler lovers in the country. With this brand image, PT Gudang Garam Indonesia Tbk. become one of the potential sponsorship companies for the 2023 Indonesia International Motor Show event.

At the listing stage, the Indonesia International Motor Show sponsorship team determines the sponsorship titles or sponsorship targets to be achieved. These titles will later be used as a basis for exchanging values between the Indonesia International Motor Show and sponsorship parties. These titles include the official bank partner of the Indonesia International Motor Show 2023, official e-commerce Indonesia International Motor Show 2023, official transportation partner of the Indonesia International Motor Show 2023, official *logistics partner for Indonesia International Motor Show 2023* and other sponsorship titles. This was done by the Indonesia International Motor Show 2023 sponsorship team to narrow potential companies (companies related to the 2023 Indonesia International Motor Show event) so that the Indonesia International Motor Show 2023 sponsorship team can focus on these companies and increase the possibility of achieving a collaboration. In addition, at this stage the sponsorship team for the Indonesia International Motor Show 2023 also designed a work timeline that is useful for ensuring that the work targets for the sponsorship team for the Indonesia International Motor Show 2023 can be completed on time.

	A	B	C	D	E
1					
2	BRAND	PT	Kontak		
3	MAKANAN & MINUMAN				
4	Teh Botol	PT Sinar Sosro	contactus@sosro.com		
5	Teh Pucuk	PT Tirta Tresindo Jaya	marketing@mayora.co.id Subject: PERMOHONAN SPONSORSHIP		
6	Bon Cabe	PT Kobe	dapurkobe@kobe.co.id		
7	Chitato	PT Indofood Fritolay Makmur	cs.ifl@icbp.indofood.co.id		
8	Wall's	PT Unilever Indonesia Tbk	suara.konsumen@unilever.com		
9	Indo Milk	PT Indolacto	layanan.konsumen@indomilk.com		
10	Red Bull	PT Asiasejahtera Perdana Pharmaceutical	sales@ahab.id atau mykratingdaeng@ahab.id		
11	Frisian Flag	PT Frisian Flag Indonesia	layanan_peduli@friesiandcampina.com		
12	Pocari Sweat	PT Otsuka Indonesia.	https://www.aio.co.id/contact		
13	Tolak Angin	PT Industri Jamu dan Farmasi Sido Muncul, Tbk			
14	LAIN-LAIN				
15	Grab	PT Grab Teknologi Indonesia	partnerships.id@grab.com		
16	Telkomsel	PT Telekomunikasi Seluler	cs@telkomsel.co.id		
17	By.U	PT Telekomunikasi Seluler	nindy@byu.id		
18	Biznet	PT Supra Primata Nusantara	corporate_communication@biznetnetworks.com		
19	IM3				
20	Gojek	PT Goto Gojek Tokopedia Tbk	Publicrelations@go-jek.com		
21	Maxim		pr_indonesia@taximaxim.com		
22					

Figure 1. Listing Made by the Author During the Pre-Show Period
Source: (Author Personal Data)

After determining potential sponsorship companies, the Indonesia International Motor Show sponsorship team began distributing general sponsorship proposals for the Indonesia International Motor Show event to these companies to offer or invite these companies to work together as sponsors at the 2023 Indonesia International Motor Show event. After receiving positive feedback from these companies, the Indonesia International Motor Show 2023 sponsorship team made a special proposal for these companies and made a value offer which will be explained further at the offering stage.

2. Offers

The offering stage is an advanced stage of the listing stage, where the sponsorship team for the Indonesia International Motor Show 2023 makes a special proposal containing details of the

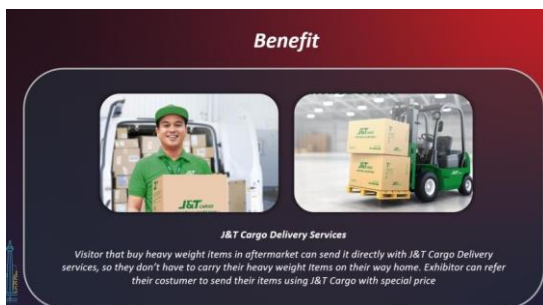


Figure 2 Example of a Special Proposal Offered
Source: (IIMS Internal Sponsorship Team Data 2023)

value that the Indonesia International Motor Show 2023 can provide to related companies, in exchange for equivalent materials/services. In the value creation process, the Indonesia International Motor Show 2023 sponsorship team will communicate and discuss with all divisions at the 2023 Indonesia International Motor Show, because the value that will be offered will involve all divisions at the 2023 Indonesia International Motor Show. The value that can be offered by the 2023 Indonesia International Motor Show in the form of: Branding & Publication, Exclusivity Product Selling, Special Program, Ticket & Booth (Indonesia International Motor Show product).

With these detailed values, potential sponsors can know clearly what the 2023 Indonesia International Motor Show will give them, so these companies can consider participating as sponsors at the Indonesia International event.

Motor Show 2023. Furthermore, in preparing special values, the sponsorship team for the Indonesia International Motor Show 2023 will look for potential things that can be offered to potential sponsorship companies so they can collaborate on their products with the Indonesia International Motor Show 2023 event.

3. *Dealing*

The dealing stage is an advanced stage of the offering stage carried out by the sponsorship team at the Indonesia International Motor Show 2023 during the pre-show period. This stage is the stage where the cooperation agreement that has been mutually agreed upon between the Indonesia International Motor Show 2023 and the sponsorship company is drawn up and signed on a voluntary basis. This stage is an advanced stage of the offering stage. When these companies are interested in the value offered by the sponsorship team at the 2023 Indonesia International Motor Show in the previous offering stage and decide to take part, they will begin to negotiate regarding the value offered by what will be provided by them. The Indonesia International Motor Show 2023 sponsorship team is very open to negotiations, With these negotiations, the Indonesia International Motor Show 2023 sponsorship team will know clearly what the potential sponsorship wants and what they can provide to the 2023 Indonesia International Motor Show event so they can reach a mutual agreement. The negotiation process is usually carried out in an online/offline meeting or exchanging messages using a messenger application such as Whatsapp. During the negotiation process, the Indonesia International Motor Show 2023 sponsorship team has several strategies to convince the potential sponsorship company to accept the value offered and to be able to maximize the exchange in the form of materials/services that will be provided by the potential sponsorship company.

After the agreement between the two parties has been reached, the sponsorship team for the Indonesia International Motor Show 2023 will continue by making an MoU (Memorandum of Understanding), a cooperation agreement and a letter of offer (if needed). The MoU made by the Indonesia International Motor Show 2023 sponsorship team is signed by representatives of

both parties (usually the leaders) containing details about the rights and obligations of both parties and provisions both legally and practically,

The potential sponsorship company has officially become the sponsor company for the 2023 Indonesia International Motor Show after signing an MoU and a cooperation agreement. After it's official, the sponsorship team for the Indonesia International Motor Show 2023 will coordinate with all divisions at the International Motor Show 2023 to prepare everything that is right for the sponsoring client of the Indonesia International Motor Show 2023.

4. *Collecting*

The collecting stage is the final stage carried out by the Indonesia International Motor Show 2023 sponsorship team during the pre-show period. This stage is the stage where the sponsorship team for the Indonesia International Motor Show 2023 requests and collects all the necessities related to the running of the Indonesia International Motor Show 2023. This includes the value that the sponsorship company will get after signing an MoU. The things that the Indonesia International Motor Show 2023 sponsorship team will ask for and submit are: Publication/Branding Material, Form Operations, Data for ID-Card Sponsorship, Other Event Needs (list of names that will attend important events on show days).

During the pre-event period, the Indonesia International Motor Show 2023 sponsorship team (the author in particular) experienced several problems and solutions. These obstacles become learning material and evaluation for the Indonesia International Motor Show 2023 sponsorship team to be even better in the future. The obstacles faced by the Indonesia International Motor Show 2023 sponsorship team during the pre-show period were:

Table 2. Obstacles & Solutions Experienced by the 2023 Indonesia International Motor Show sponsorship team

No	Constraint	Solution
1	communication both internally and externally	Evaluate and increase internal communication and make reports on any changes
2	Unable to provide direct answers during the negotiation process due to the need for coordination with other divisions	Provide understanding to sponsorship clients and provide news as soon as possible after communicating with other divisions

Show Days

The show days are the period when the Indonesia International Motor Show 2023 event takes place. The range of show days ranges from 16 to 26 February 2023. During the show days the sponsorship team for the Indonesia International Motor Show 2023 focuses on controlling the client's activities. Client controlling activities during show days are divided into two main activities, namely hearing and maintenance.

Both of these activities are carried out by the sponsorship team at the Indonesia International Motor Show 2023 on a regular basis until the end of the show days. The goal that the Indonesia International Motor Show 2023 sponsorship team wants to achieve in controlling activities is to ensure that everything that belongs to the sponsorship client of the Indonesia International Motor Show 2023 is fulfilled and carried out properly.

1. Maintenance

Maintenance or maintenance carried out by the sponsorship team of the Indonesia International Motor Show 2023 during the show days is an activity to directly monitor and check that everything that belongs to the sponsorship client of the International Motor Show 2023 is carried out, especially during the show days. In addition, in this maintenance activity the sponsorship team for the Indonesia International Motor Show 2023 also asked directly about requests or complaints from sponsorship clients for the Indonesia International

Motor Show 2023 which will be discussed in the hearing section.

In maintenance activities, the Indonesia International Motor Show 2023 sponsorship team focuses on fulfilling the rights or values obtained by the sponsorship client of the Indonesia International Motor Show 2023 in exchange for materials/services provided by the sponsorship client of the Indonesia International Motor Show 2023. Further explanation regarding some of the rights or the value obtained by the sponsorship client at the Indonesia International Motor Show 2023 is:

a. Branding

Publication in the form of banners scattered in the event area of the 2023 Indonesia International Motor Show as well as digital/online banners. In this case, the task of the Indonesia International Motor Show 2023 sponsorship team is to ensure directly that the branding & publication has been installed according to the amount the sponsorship client gets.

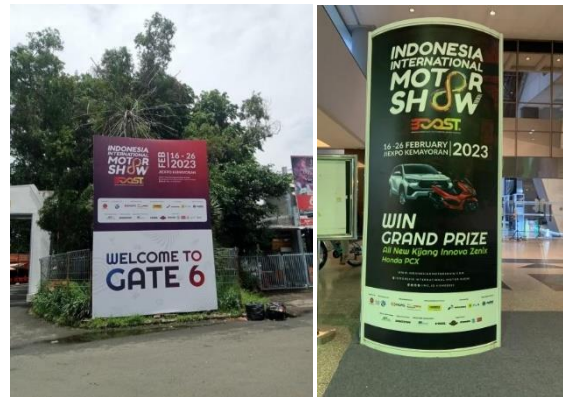


Figure 3 Example of Maintenance of Branding & Publication Rights Conducted by the Indonesia International Motor Show Sponsorship Team 2023

b. *Exclusivity Product Selling*,

where sponsorship clients get the right to stand alone in selling their products (no other company sells similar products at the International Motor Show 2023 event other than sponsorship clients who have collaborated with the International Motor Show 2023) This right is obtained by sponsorship clients in accordance with the cooperation agreement between the two parties and the value provided by the International Motor Show 2023 (not all sponsorship clients get this right). In this case, the International Motor Show 2023 sponsorship team ensures directly and periodically that the sponsorship client stands alone in selling their products.

c. *Special Program*,

where sponsorship clients get the right to organize special programs that are used to sell or promote products such as special programs held by one of the sponsorship clients of the International Motor Show 2023, Bridgestone. The Bridgestone brand created a special program entitled "Bridgestone tire for IIMS 2023 ticket" where if a customer buys a Bridgestone product with the terms and conditions set by Bridgestone, they will get a free International Motor Show 2023 ticket. In this case the International Motor Show 2023 sponsorship team will provide several agreed number of tickets and ensure that special programs from all sponsorship clients run and there are no problems.

d. *Tickets & Booths*,

where sponsorship clients for the International Motor Show 2023 will get tickets (quotas are determined by the International Motor Show 2023) and booths (booth size and location are determined by the International Motor Show 2023). that has

been provided and sponsorship clients are entitled to the booth provided by the International Motor Show 2023.

2. *Heard*

Heard is one of the activities carried out by the sponsorship team for the 2023 Indonesia International Motor Show during show days. Basically hearing activities are activities where we as organizers hear direct submissions from sponsorship clients, whether in the form of requests or complaints. This activity is very important for the Indonesia International Motor Show 2023 sponsorship team during the show days because with the this, the Indonesia International Motor Show 2023 sponsorship team will know firsthand the problems and requests from clients of the Indonesia International Motor Show 2023. In addition, This

activity is also a factor in the satisfaction of the 2023 Indonesia International Motor Show sponsorship clients regarding the performance and professionalism of the 2023 Indonesia International Motor Show team which will later affect the ongoing cooperation between the Indonesia International Motor Show and related sponsorship clients. This activity was also carried out by the Indonesia International Motor Show 2023 sponsorship team as a concrete form of responsibility from the Indonesia International Motor Show 2023 sponsorship team as the organizer. In this hearing activity, the sponsorship team for the Indonesia International Motor Show 2023 has several implementation procedures to maintain the quality of service provided by the sponsorship team for the Indonesia International Motor Show 2023, including:

Table 3. Procedures for the 2023 Indonesia International Motor Show Sponsorship Team during hearing activitive

No	Procedures Performed
1	Hear and respect all requests and complaints submitted by clients <i>Indonesia International Motor Show 2023</i>
2	der all possibilities to answer all requests and complaints submitted by clients
3	If an error occurs in the 2023 Indonesia International Motor Show team, then the 2023 Indonesia International Motor Show sponsorship team will take full responsibility and provide compensation if possible.
4	If an error occurs in the sponsorship client of the Indonesia International Motor Show 2023, the sponsorship team of the Indonesia International Motor Show 2023 will provide understanding and grant the request if possible
5	e given as soon as possible by the sponsorship team of the Indonesia International Motor Show 2023 when all considerations have been made
6	Handling complaints and requests tailored to the nature and personality of the client concerned.

The above procedure is carried out to maintain the quality of service at the 2023 Indonesia International Motor Show and minimize client dissatisfaction with the services provided by the 2023 Indonesia International Motor Show.

In every event activity, complaints and requests submitted by clients and visitors are commonplace. PT Dyandra Promosindo as one of the largest PEOs in Indonesia and the International Motor Show 2023 team minimize these complaints and requests, and even try to prevent them. Following are some of the complaints and requests received by the sponsorship team at the 2023 Indonesia International Motor Solutions Received by the 2023 Indonesia International Motor Show Sponsorship Team at Hearing Activities. The problems and requests that arose during the hearings became material for an evaluation carried out by the sponsorship team for the 2023 Indonesia International Motor Show and the 2023 Indonesia International Motor Show team as a whole. From this evaluation, PT Dyandra Promosindo or the 2023 Indonesia International Motor Show team as the organizers can do better in the future.

Post Events

Post Events is the stage after the end of the 2023 Indonesia International Motor Show event. At this stage the sponsorship team for the Indonesia International Motor Show 2023 focuses on reporting activities. The report will be made by the Indonesia International Motor Show 2023 sponsorship team as an accountability report regarding the obligations that must be carried out by the Indonesia International Motor Show 2023 to sponsorship clients. Reporting will be sent by the Indonesia International Motor Show sponsorship team a maximum of 7 days after the show days end. The report will be in the form of a file containing documentation of the sponsorship client's values or rights that have been realized by the 2023 Indonesia International Motor Show.

Apart from reporting activities, the Indonesia International Motor Show 2023 sponsorship team also recaps the additions during show days by sponsorship clients such as adding IIMS 2023 entry tickets, adding IIMS 2023 sponsorship ID-Cards, adding booth electricity and other additions. The recap will later be

submitted to PT Dyandra Promosindo's finance division for billing.

Strategies Implemented by the Sponsorship Division to Maintain a Sustainable Partnership

In the activities of the International Motor Show event which has been going on since 2006, the Indonesia International Motor Show has established an ongoing partnership. This cooperation is not only from the sponsorship, but from the exhibitors and other stake holders. The goal that the Indonesia International Motor Show team wants to achieve after the end of the collaboration with external parties is sustainable cooperation. Continued cooperation will have a positive impact on holding the International Motor Show, because support and synergy from external parties are highly expected at the 2023 International Motor Show. In addition, continued cooperation will show the good quality of the Indonesia International Motor Show event, To achieve this goal, Indonesia International Motor Show internal team conducted a customer relationship management (CRM). In this case, the form of CRM carried out by the Indonesia International Motor Show sponsorship team to maintain a sustainable collaboration, includes:

1. **Building & Maintaining Communication**
Communication is the most important basic thing. With good communication with clients, we will be able to maintain the cooperation that has been established. This communication is also a form of caring for the sponsorship team for the Indonesia International Motor Show 2023. The sponsorship team for the Indonesia International Motor Show 2023 did not immediately cut off direct communication after the Indonesia International Motor Show 2023 event ended. The Indonesia International Motor Show 2023 sponsorship team will always maintain good and healthy communication with sponsorship clients. One concrete form of this is, during the month of Ramadan, The 2023 Indonesia International Motor Show team held a friendly event entitled "Iftar with the 2023 Indonesia International Motor Show". This activity was attended by external parties who have collaborated with the 2023 Indonesia International Motor Show (APM and Sponsorship)



Figure 4. The Iftar Event Held at the 2023 Indonesia International Motor Show to Maintain & Establish Communication

Source: (IIMS Internal Team Data 2023)

2. Get to Know and Establish Good Personal Relationships with Sponsorship Clients

In general, the relationship that exists between external parties and internal parties (collaborating parties) in a company or event is a cooperative relationship based on a professional attitude. With this attitude, the parties who work together will focus on what is their responsibility. In the MICE industry, cooperation that is only based on a professional attitude will feel bland and will tend to create unsustainable collaborations. In an event we will meet various kinds of human traits and behaviors (in this case sponsorship clients) which have their own characteristics. The Indonesia International Motor Show sponsorship team tries to take advantage of this by getting to know and establishing a personal relationship with sponsorship clients in the hope that they can work together on an ongoing basis like someone who is helping a friend. In this case, the author has the opportunity to

interviewed one of the sponsorship teams, namely Mr. Raihan Rachim who talked about one of the strategies for the Indonesia International Motor Show sponsorship team to continue to maintain sustainable cooperation, which is as follows:

“We must consider that our clients are not just work partners on the basis of professionalism, but we must consider them as friends and remain professional. So if we need their help, we will be a priority”

Based on the results of the interviews and reviews

above, that one of the important factors in supporting success in an event is the participation of sponsors and other external parties, so a strategy is needed to maintain sustainable relationships with sponsorship clients and other external parties so that cooperation What has been built will be maintained. The impact of implementing several strategies for the Indonesia International Motor Show 2023 sponsorship team regarding CRM, the sponsorship team was able to maintain mutually beneficial cooperation with several clients, including:

- a. PT MUFG Bank Ltd and PT Bank Danamon Indonesia Tbk; have been working with the Indonesia International Motor Show since 2022 and are also supporting the upcoming Indonesia International Motor Show 2023 Surabaya.
- b. PT Adira Multifinance; has been working with the Indonesia International Motor Show since 2022 and is supporting the upcoming Indonesia International Motor Show 2023 Surabaya
- c. PT Bridgestone Tire; has been working with the Indonesia International Motor Show since 2022
- d. PT V-KOOL Indo Lestari has been working with the Indonesia International Motor Show since 2022
- e. PT Gudang Garam Indonesia Tbk with the Suryanation campaign; has supported the 2023 Indonesia International Motor Show and is also supporting the upcoming Indonesia International Motor Show 2023 Surabaya

Regarding the conceptual framework that has been described with practice that actually occurred during the preparations for the 2023 Indonesia International Motor Show until the completion of the event, there are several concepts that are in line with practice, including:

1. The concept of the purpose of sponsorship activities by Duncan (2008). Basically, sponsorship activities carried out by companies have their own corporate goals, but in relation to sponsorship activities carried out by sponsorship clients the Indonesia International Motor Show 2023 has the objectives described by Duncan (2008) regarding the objectives of conducting sponsorship activities. This is based on the provision of value by the Indonesia International Motor Show 2023 to sponsorship clients which reflects the objectives of conducting sponsorship activities according to Duncan (2008) regarding the objectives of conducting sponsorship activities.
2. The concept of customer relationship management according to Tunggal (2008). In practice, the Indonesia International Motor Show 2023 sponsorship

team has implemented several strategies to maintain good and sustainable relationships with important clients for the company.

5. CONCLUSION

The implementation of the procedures that have been carried out by the sponsorship team at the 2023 Indonesia International Motor Show at the pre-event, show days, and post-event stages really helps the sponsorship team in handling clients from before the event takes place until the end of the 2023 Indonesia International Motor Show ends. The procedures implemented by the sponsorship team at the Indonesia International Motor Show 2023 have also become a standard for client handling in order to achieve excellent service and customer satisfaction. The implementation of customer relationship management carried out by the Indonesia International Motor Show 2023 sponsorship team to maintain the continuity of sustainable cooperation has proven to be effective and has had a positive impact on organizing the The implementation of strategy; that one of the important factors in supporting success in an event is the participation of sponsors and other external parties, so a strategy is needed to maintain sustainable relationships with sponsorship clients and other external parties so that cooperation What has been built will be maintained. The impact of implementing several strategies for the Indonesia International Motor Show 2023 sponsorship team regarding CRM, the sponsorship team was able to maintain mutually beneficial cooperation.

Suggestion

The Indonesia International Motor Show is one of the international exhibitions in Indonesia, therefore the author has suggestions to continue to improve the quality of service for both clients and visitors with the procedures that have been carried out and implemented. By increasing the quality of services provided, the satisfaction and experience gained by clients and visitors will also increase. In addition, improving the quality of service will also minimize the occurrence of problem which can affect client and visitor satisfaction. Always continue to implement and update the strategy carried out regarding customer relationship management (CRM) to continue to maintain the cooperation that has been established, so that the sustainability of the Indonesia International Motor Show event can continue. This research is still descriptive qualitative, so it is limited in discussion.

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