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FACTORS AFFECTING SUCCESS *BIDDING* EVENT AT PT. ASTRINDO CONVEX

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ABSTRACT

Bidding is an offer letter for MICE (meeting, incentive, convention, and exhibition) organizers made by MICE companies such as Event Organizers to compare prospective clients to select the Event Organizer to be selected as the host of the event. The purpose of this study is to find out what factors influence the success of a bidding event and how to succeed and win a bidding event. This research is descriptive research with a qualitative approach. The data used in this study were obtained utilizing observation, interviews, and literature study. This research was conducted during the Field Work Practice Program at PT. Astrindo Convex. The results of this study indicate that the factors that influence the success of bidding events are by paying attention to the bidding stages, namely, bidding requirements, bidding preparation, bidding implementation strategies, and the key to success implemented by PT. Astrindo Convex in bidding, namely by making video documentation to complete the portfolio, prioritizing 3 event sectors, maintaining relationships with clients, and each event team preparing things that need to be prepared during bidding such as communication techniques, product knowledge, negotiation techniques, and appearance.

Keywords: MICE, Event Bidding, Event Organize

ABSTRAK

Bidding adalah surat penawaran kepada penyelenggara MICE (meeting, incentive, convention, and exhibition) yang dibuat oleh perusahaan MICE seperti Event Organizer untuk membandingkan calon klien untuk memilih Event Organizer yang akan dipilih sebagai host acara. Tujuan dari penelitian ini adalah untuk mengetahui faktor-faktor apa saja yang mempengaruhi keberhasilan suatu event bidding dan bagaimana mensukseskan dan memenangkan suatu event bidding. Penelitian ini merupakan penelitian deskriptif dengan pendekatan kualitatif. Data yang digunakan dalam penelitian ini diperoleh dengan menggunakan observasi, wawancara, dan studi kepustakaan. Penelitian ini dilakukan pada saat Program Kerja Praktek di PT. Astrindo Cembung. Hasil penelitian ini menunjukkan bahwa faktor-faktor yang mempengaruhi keberhasilan kegiatan penawaran adalah dengan memperhatikan tahapan penawaran yaitu, persyaratan penawaran, persiapan penawaran, strategi pelaksanaan penawaran, dan kunci sukses yang dilaksanakan oleh PT. Astrindo Convex dalam bidding yaitu dengan membuat video dokumentasi untuk melengkapi portfolio, mengutamakan 3 sektor event, menjaga hubungan dengan klien, dan setiap tim event menyiapkan hal-hal yang perlu dipersiapkan saat bidding seperti teknik komunikasi, product knowledge, teknik negosiasi, dan penampilan.

Kata kunci: MICE, Event Bidding, Event Organizer

INTRODUCTION

Tourism is one of the most developed industries, some people know tourism as a world of travel. The definition of tourism itself has the meaning, namely, a trip that is carried

out for a while, which is held from one place to another, with the intention of not trying (business) or making a living in the place visited, but solely to enjoy the trip for sightseeing and entertainment. recreation or to

fulfill diverse desires Oka A. Yoeti (1996: 118). from the understanding, itself interprets tourism as the world of tourist travel. But along with the development of technology and the changing era of globalization, tourism has now developed and has concurrently entered into various sectors. Tourism can also increase the source of state income. And now tourism is the most effective sector to boost the country's foreign exchange. Because Indonesia has more advantages in the world of tourism and has a high potential to be developed.

The Ministry of Tourism (Kemenpar) noted that the foreign exchange contributed by the Indonesian tourism sector in 2018 reached US\$ 19.29 billion or almost reached the target of US\$ 20 billion proclaimed by President Jokowi in 2019. The data comes from the number of foreign tourist visits (tourists) based on BPS, 2018 closed with an achievement figure of 15.8 million. Then their spending or spending while traveling and in the country is US \$ 1,220 per head per visit or ASPA (average spending per arrival). The spending figure of US\$ 1,220 per visit was a combination of foreign tourists from 19 immigration main gates totaling 13.3 million foreign tourists, plus 2.71 million foreign tourists from other gates, including from cross border festivals. So the total is 15.81 million foreign tourists and the average is US\$ 1,220. Foreign exchange figure of US\$ 19.29 billion from 15, The 8 million foreign tourists in 2018 were conveyed by President Jokowi in his State Address on Friday (16/8/2019) at the DPR RI MPR Building, Senayan Jakarta. (source: Nurcholis Maarif, 2019: Detik Travel)

Judging from this, the opportunity to further increase the role of tourism in the national economy is quite wide open for Indonesia. This means that the tourism business is quite promising if managed properly. In this era of globalization, the world of tourism has developed into several sectors, not only the travel industry but also the hospitality industry, travel business, and MICE (meeting, incentive, convention, and exhibition) business.

The government will optimize the Meetings, Incentives, Conventions, and Exhibitions industry or known as MICE (Meeting Incentive Convention Exhibition) as one of the mainstays of supporting the target of

26 million foreign tourists visiting in the next five years. Director of the Tourism Industry and Creative Economy at the Ministry of National Development Planning/Bappenas Leonardo AA. Teguh Sambodo said that in the future tourism will play a role as a new source of income for the country, a source of foreign exchange, and a "medicine" to reduce the current account deficit. So, in the next five years, the focus of tourism will be on foreign exchange earnings, which are expected to reach USD 28 billion or exceed palm oil (CPO) foreign exchange. The foreign exchange is expected from the targeted number of foreign tourists visiting as many as 26 million foreign tourists. (source: Inda Susanti, 2019: Sindo News).

Based on a study from Oxford Economics 2018, related to the economic impact of the event business, the potential for MICE is very large. Not only from the circulation of money and business events but also the impact on GDP and employment. From the 2018 Oxford Economics analysis, the economic impact of the event business sector in Indonesia ranks 17th, beating Thailand which is in 22nd position. In detail, the economic impacts include direct spending of USD 6.3 billion, direct GDP of USD 3.9 billion, average expenditure per participant of UD 296, the number of participants 21.4 million, and creating jobs for 104,000 people. These numbers could be bigger. The reason is, there are still many areas that can be optimized through the collaboration of the government, industry players MICE, and business people or other sector companies. (source: Inda Susanti, 2019: Sindo News.com)

One of the service providers for Meetings, Incentive Travel, and Convention organizer companies is PT. Astrindo Convex, which is counted as a new organizer because it was only established in 2014, after realizing the development of the MICE industry itself. PT. Astrindo Convex is a new organizer company developed by PT. Astrindo Satrya Kharisma, the company previously only served in the travel sector. However, in 2014 Astrindo Travel expanded its business and established PT. Astrindo Convex as an Event Organizer to serve the needs of big businesses such as Telecommunication, Finance, Production,

Mining, E-Commerce, Insurance, Property, and many more. PT. Astrindo Convex as an organizer company specializes in organizing Corporate Events Meetings, Conferences, Special Events,

Managing a MICE company (meetings, incentives, conventions, and exhibitions) is not easy because you have to take care of various things related to business legality from the State and also the Ministry of Tourism and Creative Economy such as the company's deed of establishment, the company's Taxpayer Identification Number (NPWP), Tourism Business License (SIUP), Tourism Business Registration Certificate (TDUP), and also the domicile of the company. Some of the things above are important things in the client search process. Because the client is the most important source of profit, which will be discussed more deeply by the author. As a MICE (meeting, incentive, convention, and exhibition) service provider, industry players are required to be creative in planning a MICE event (meeting, incentive, convention, and exhibition) for client satisfaction.

With the development of the MICE industry (meetings, incentives, conventions, and exhibitions) there are more and more new and old event organizer companies who want to win and make any event a success. To win and succeed it is necessary to do bidding. Bidding is a process carried out by the Event Organizer in submitting an offer letter that will be given by the client to host an Event. The purpose of holding bidding is as a comparison of clients to select the EO who will be selected to host the event. PT. Astrindo Convex is very experienced in running an event and before running an event often conducts the bidding process. With that, the author discusses how the factors that influence the success of bidding events at PT. Astrindo Convex.

LITERATURE REVIEW

MICE

MICE stands for Meeting, Incentive, Conference, and Exhibition which is widely known in the world and has become a general term in the tourism industry. A meeting is a meeting or trial held by a group of people who are members of an association, association, or

union to develop professionalism, increase human resources, foster cooperation between members and administrators, disseminate the latest information, publications, public relations. The incentive is incentive travel is a global management tool that uses an exceptional travel experience to motivate and/or recognize participants for increased levels of performance in support of the organizational goals. a conference is an event used by any organization to meet and exchange views, convey a message, open a debate or give publicity to some area of opinion and a specific issue. an exhibition is a meeting event that is attended together held in a meeting room or hotel exhibition room, where a group of producers or other buyers are in an exhibition with different market segments.

MICE is one of the tourism industries under the Creative Economy Agency (BEKRAF) which stands for Meetings, Incentive Travel, Conference/Convention, and Exhibition. According to Kesrul (2004: 3), MICE (meetings, incentives, conventions, and exhibitions) as a tourism activity whose activities are a combination of leisure and business, usually involves a group of people together, a series of activities in the form of meetings, incentive travels, conventions, congresses, conferences, and exhibitions. The purpose of MICE (meeting, incentive, convention, and exhibition) & Event is to help create as many foreign guests as possible to various cities in Indonesia to participate in the MICE (meeting, incentive, convention, and exhibition) & Event schedule of activities, to increase foreign exchange Country, create national economic development through the multiplier effects of the tourism service business, create the use of cooperation between countries, as a forum for maintaining local and national culture in the cultural treasures of nations. Creating job opportunities and overcoming unemployment and creating maintenance of national pride and dignity.

As an industry, the role of MICE (meetings, incentives, conventions, and exhibitions) is increasingly important because it opens up opportunities and manpower. Industry MICE (meetings, incentives, conventions, and exhibitions) involves a lot of human resources

which means it creates a multiplier effect. The parties involved are ranging from people who have standard skills to professional people in their respective fields. Influence in the economic field and the multiplier effect has a very large portion of profits, and this makes the MICE industry (meetings, incentives, conventions, and exhibitions) have very promising prospects. In carrying out or creating an event & MICE (meeting, incentive, convention, and exhibition) the MICE industry (meeting, incentive, convention, and exhibition) requires cooperation with various parties

Event Bidding

Bidding is an offer for organizing MICE made by a MICE organizer company to host the event. According to the journal (Inak, 2015) quoted from M. Kesrul's book on Meetings, Incentive Trips, Conferences, and Exhibitions Bidding is a process in which an organizer applies to invite the holding of MICE activities, then the request becomes something official after being documented. Formal applications for conventions and exhibitions are also called Bid Documents.

METHODOLOGY

This study uses a qualitative method. Collecting data using the method of observation, interviews, and literature studies. The author observed directly to collect data during the Field Work Practice Program (internship) which started on January 2 to March 31 at PT. Astrindo Convex the Event Department. Interviews were conducted with one resource person, namely the Assistant Manager Event Department from PT. Astrindo Convex. The author gets various information about Tourism and MICE from journals, open literature, and expert opinions.

RESULT AND DISCUSSION

This study discusses the factors that influence the success of bidding events at PT. Astrindo Convex, these factors were successful by paying attention to the stages carried out by PT. Astrindo Convex. This research was conducted by direct contact during the Field Work Practice Program (internship) and also

interviews with parties within PT. Astrindo Convex, namely Mr. Raswandika Sutman as Assistant Manager Event Department. This final report will be presented in narrative form.

Factors Affecting the Success of Bidding Events at PT. Astrindo Convex

Based on the results of the author's analysis when he was directly involved during the work practice program, the factors that must be considered in order to achieve success during bidding include paying attention to bidding requirements, paying attention to bidding preparation, and paying attention to strategies during bidding implementation.

Bidding Requirements Conducted by PT. Astrindo Convex

Before starting the Bidding event, there are requirements that the Event Organizer must pay attention to. PT. Astrindo Convex before starting bidding always pays attention to these requirements. The things that are done by PT. Astrindo Convex is Determine or search for Decision Makers (clients), PT. Astrindo Convex determines or looks for Decision Makers (clients) with several steps based on the results of interviews that have been conducted by Mr. Raswandika Sutman as Assistant Manager Event department on April 9, 2020, Steps when determining or looking for Decision Makers (clients), namely, steps The first is to classify companies based on the company category, such as FMCG (fast-moving consumer goods) companies, Oil and Gas, and government. After classifying the company, the second step is to list what companies are in that category, after registering PT. Astrindo Convex will look for the address and telephone number of the company and then the third step, PT. Astrindo Convex will contact the company's PIC (Person In Charge) in the procurement or General Affairs section to register to become a vendor or partner of the company, and also find time to meet with the PIC (Person In Charge) and the last step is a Sales Call. Sales Call is a meeting between the Sales Manager and the client, the

Sales Manager will present any products that are sold by PT. Astrindo Convex. and also the Sales Manager will ask what events will be held by the company and then the Sales Manager will offer products that suit the needs of the client's event. The role of sales is very influential in determining Decision Makers or finding clients. Sales are the person who connects the Event Organizer company with clients.

In the bidding requirements, some documents need to be considered before submitting. PT. Astrindo Convex is very concerned about these requirements. According to the results of interviews conducted by Mr. Raswandika Sutman as the Assistant Manager of the Event Department, these documents are:

1. Legality Documents, legality documents are documents that contain a business license such as a deed of establishment from a notary, namely the original document from a notary stating the company PT. Astrindo Convex is officially registered as a legal PT in Indonesia, a company NPWP (Taxpayer Identification Number) which states that PT. Astrindo Convex has no problem with paying taxes, the company's TDUP (Travel Business Registration Certificate) is a letter sent by the Ministry of Tourism and Creative Economy regarding the registration of PT. Astrindo Convex as one of the companies engaged in the tourism industry in Indonesia, and the company's SIUP (Trade Business License) is a license issued by the ministry of trade which states that PT.
2. Surety Bond or Bid Bond Document, This document is a bid guarantee document issued by a bank or financial institution, which guarantees that the company has complied with the requirements for participating in the bidding and guarantees that the company PT. Astrindo Convex has sufficient capital to finance the event.
3. Document statement that PT. Astrindo Convex is not in a legal dispute.
4. Integrity Pact Document, this document is a document containing a statement that the bidding was carried out honestly and fairly, there was no KKN element

(Corruption collusion nepotism)inside it. And this document must be signed by both the bidder and the client.

After the Bidding is approved by PT. Astrindo Convex will make a steering committee that will later be involved in the event and determine who will be the Project Officer of the event to run and plan the event.

Bidding Preparation Conducted by PT. Astrindo Convex

In carrying out bidding, it is very important to pay attention to the bid preparation stage so that our bidding can be successful. PT. Astrindo Convex pays attention to these stages so that the bidding can be said to be successful and can be the host of the event, the stages of bidding preparation carried out by PT. Astrindo Convex are:

- a. In the first stage, the Sales Team will be responsible. The duties and responsibilities of the Sales Team are, looking for new clients and registering for tenders in the company so that they can participate in the bidding. The Sales Team will send the company profile of PT. Astrindo Convex to clients. The company profile contains what products are sold by PT. Astrindo Convex and also what events have been run by PT. Astrindo Convex before.
- b. The second stage, after getting a client and having registered to take part in the tender, the Event Team will carry out this stage, previously the assistant manager and supervisor from the Event Team have appointed who will be the Project Officer of the event, the Project Officer will attend the tender invitation at the company usually at this meeting the company will inform you about the details of the event to be held, after that, the Project Officer will prepare 3 proposals, based on the results of interviews conducted by Mr. Raswandika Sutman as Assistant Manager Department on April 9, 2020 proposals that need to be prepared, namely, proposals technical

proposals, administrative proposals, and bid price proposals. After attending the invitation and preparing the three proposals, The Project Officer also needs to prepare a presentation on the offer which will later be presented to the client. After all that has been done, the client will select which event organizer will win the tender or bidding. The following is one of the attachments to the notification letter of the Bidding winner won by PT. Astrindo Convex at the BNI Life event "Business Review Meeting Semester 1 of 2020":



Figure 1 Sample Bidding Winner Notice

(Source: Company Data, 2020)

Strategy in Bidding (Bidding) PT. Astrindo Convex

In the bidding process, there is a strategy in the bidding. PT. Astrindo Convex has a special strategy in the implementation process, based on the results of an interview by Mr. Raswandika Sutman as the Assistant Manager of the Event Department on April 9, 2020, during the strategy bidding process, namely by paying attention to and meeting the needs of client events. PT. Astrindo Convex will develop what clients need at the event in a professional manner, through proposals and presentations. Proposals and presentations are made according to the client's needs and according to what the client expects when the client explains the details of the event. If the proposal and presentation are made according to what the

client expects, the client will believe and choose PT.

During the bidding process, the making of the proposal greatly influences the bidding process, because the client will judge based on the proposal. Based on the results of the interview, the proposals that will be assessed by the client are technical proposals and commercial proposals. The technical proposal is a proposal from the concept of the event, in this proposal, it will be explained what kind of event concept will PT. Astrindo Convex provides, and the concept of the event that will be made based on what the client needs, while the commercial proposal is a price proposal, the PT. Astrindo Convex provides competitive prices without compromising on quality. PT. Astrindo Convex collaborates more closely with suppliers or vendors to make it easier to make prices in proposals. Then PT. Astrindo Convex also pays attention to the design of the proposal, the design of the proposal is made attractively so that clients can be interested in the proposal. and lastly, during the bidding process, it is also very important to pay attention to presentations, by selecting competent speakers for presentations and preparing presentation materials carefully.

How to Succeed and Win a Bidding Submission at PT. Astrindo Convex

In the bidding process, several other event organizers will certainly follow, with that, a special way is needed to make the bidding event successful and win from the client. PT. Astrindo Convex has its own way of making a bid successful and accepting it. Based on the results of interviews conducted by Mr. Raswandika Sutman as Assistant Manager Event Department PT. Astrindo Convex, 9 April 2020 how to be successful and win bidding at PT. Astrindo Convex is:

1. At the time the event was taking place PT. Astrindo Convex always documents the event by making video documentation to complete the portfolio, at the time of making video documentation of PT. Astrindo Convex will spend more on making the video. This video will later be shown to the client during the presentation of the bidding implementation. With the video documentation of events that have

been run by PT. Astrindo Convex will foster client confidence in PT. Astrindo Convex especially on new clients.

2. PT. Astrindo Convex always prioritizes 3 event sectors, pre-event, on-event, and post-event, because most other event organizers only prioritize on-event, with this PT. Astrindo Convex took the opportunity by prioritizing the 3 sectors. PT. Astrindo Convex will offer clients at the pre-event time by making a teaser video for the event that will be running. During the on-event and post-event PT. Astrindo Convex will provide photos and video documentation as well as PT. Astrindo Convex collaborated with several online media to publicize the event. by publishing the event in online media will give its branding to the company event and then the client will be happy with the result.
3. PT. Astrindo Convex always maintains friendship with clients who have held events with him. This will affect the client. Based on the results of the research and discussion presented in the previous chapter, here are some conclusions that can be drawn regarding the operational management of the Umrah plus tour program at PT. Experience Ahsan Travel. PT. Alamin Ahsan Travel has two Umrah Plus Tour programs, namely Umrah Plus Turkey and Umrah Plus Dubai. And currently in the process of designing the newest destination, Umrah Plus Spain. PT. Alamin Ahsan Travel as the organizer of the Umrah worship implements operational management properly in accordance with the standards of the Umrah Worship Travel Organizer (PPIU) and implements 10 Operational Management Strategic Decisions.

CONCLUSIONS

Factors that influence the success of bidding at PT. Astrindo Convex, namely by paying attention to bidding requirements, bidding preparation, and bidding implementation strategies. The technique of successful and winning bidding is conducted by PT. Astrindo Convex is to make photo and

video documentation of events that have been carried out, to meet portfolio needs to be presented to clients at the time of presentation, prioritize 3 event sectors pre-event, on-event, and post-event, always maintain good relations with clients and pay attention to things that need to be prepared by someone who will do the bidding process, such as communication techniques, appearance, ability to negotiate and understand product knowledge.

RECOMMENDATION

Companies must always evaluate if the bidding process is said to be unsuccessful or failed so that it becomes a lesson for the next bidding so that the bidding process in the future is better and these failures can be avoided. PT. Astrindo Convex continues to maintain good relations with suppliers or vendors so that they can assist in the process of making components that will be included in the proposal during the bidding event process. Doing good documentation of each activity such as documenting the results of meetings with clients (Briefing, Aanwijzing, Presentations, Meetings, and technical meetings) which are then clear to each section.

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