

**THESIS**

**ENRICHMENT OF CVENT PLATFORM CONTENT  
IN RESPONDING TO DECLINE OF MICE DEMAND  
AT THE APURVA KEMPINSKI BALI**



**POLITEKNIK NEGERI BALI**

**RIRI NURANY AHMAD**

**POLITEKNIK NEGERI BALI  
BADUNG  
2022**

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This statement is based on facts and it can be used accordingly.

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## **THESIS**

Submitted in Partial Fulfillment of the Academic Requirements for the Degree of  
Magister Terapan Pariwisata (M.Tr.Par) in Applied Master Study Program in  
Tourism Business Planning, Tourism Department



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**BADUNG 2022**

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**DECLINE OF MICE DEMAND AT THE APURVA KEMPINSKI BALI**

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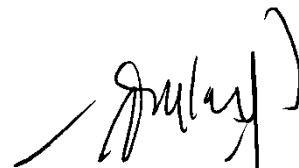
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Badung, 2 September 2022

Riri Nurany Ahmad



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## TABLE OF CONTENT

	<b>Page</b>
<b><i>TITLE PAGE</i></b> .....	<b><i>ii</i></b>
<b><i>TABLE OF CONTENT</i></b> .....	<b><i>x</i></b>
<b><i>LIST OF FIGURES</i></b> .....	<b><i>xiii</i></b>
<b><i>LIST OF TABLE</i></b> .....	<b><i>xiv</i></b>
<b><i>ABSTRACT</i></b> .....	<b><i>xvi</i></b>
<b><i>CHAPTER I INTRODUCTION</i></b> .....	<b><i>1</i></b>
<b>1.1 Background</b> .....	<b>1</b>
<b>1.2 Statement of Problem</b> .....	<b>10</b>
<b>1.3 Research purposes</b> .....	<b>10</b>
1.3.1 General purpose .....	10
1.3.2 Special Purpose .....	10
<b>1.4 Benefit of Research</b> .....	<b>11</b>
1.4.1 Theoretical Benefits .....	11
1.4.2 Practical Benefit .....	11
<b><i>CHAPTER II LITERATURE REVIEW AND RESEARCH FRAMEWORK</i></b> ..	<b><i>13</i></b>
<b>2.1 Literature Review</b> .....	<b>13</b>
<b>2.2 Theoretical Foundation</b> .....	<b>18</b>
2.2.1 Digital Marketing .....	18
<b>2.3 Concept</b> .....	<b>22</b>
2.3.1 MICE (Meeting Incentive Convention and Exhibition).....	23
2.3.2 Online Travel Agent.....	24
2.3.3 CVENT .....	27
2.3.4 Resort .....	28
2.3.5 Professional Conference Organizer (PCO) .....	29
2.3.6 Destination Management Company (DMC) .....	29
2.3.7 Marketing Mix 7P's .....	30
<b>2.4 Previous Study</b> .....	<b>36</b>
<b>2.5 Research Framework</b> .....	<b>37</b>
<b><i>CHAPTER III RESEARCH METHODS</i></b> .....	<b><i>39</i></b>
<b>3.1 Research Design</b> .....	<b>39</b>
<b>3.2 Research Location and Object</b> .....	<b>39</b>
3.2.1 Research Location .....	39
3.2.2 Object of Research .....	39
<b>3.3 Data Types and Sources</b> .....	<b>40</b>

3.3.1	Data Type .....	40
3.3.2	Data Source .....	40
<b>3.4</b>	<b>Data Analysis Technique .....</b>	<b>41</b>
<b><i>CHAPTER IV OVERVIEW OF THE RESEARCH PLACE .....</i></b>		<b>45</b>
<b>4.1</b>	<b>Research Location .....</b>	<b>45</b>
<b>4.2</b>	<b>Kempinski Profile .....</b>	<b>46</b>
<b>4.3</b>	<b>Vission and Mission .....</b>	<b>50</b>
4.3.1	Hotel Facilities .....	51
4.3.2	Organization Structure .....	59
<b><i>CHAPTER V RESULT AND DISCUSSION.....</i></b>		<b>68</b>
<b>5.1</b>	<b>Research Result .....</b>	<b>68</b>
<b><i>CHAPTER VI CONCLUSION AND RECOMMENDATION .....</i></b>		<b>94</b>
<b>6.1</b>	<b>CONCLUSION .....</b>	<b>94</b>
<b>6.2</b>	<b>RECOMMENDATION .....</b>	<b>95</b>
<b><i>REFERENCE .....</i></b>		<b>97</b>
<b><i>APPENDICES.....</i></b>		<b>99</b>


  
**JURUSAN PARIWISATA**  
**POLITEKNIK NEGERI BALI**

## LIST OF FIGURES

Figure 2. 1 7P's in Marketing Mix.....	32
Figure 2. 2 CVENT Flowchart.....	28
Figure 2. 3 Research Framework .....	38
Figure 4. 1 Pala Restaurant & Roof Top Bar .....	53
Figure 4. 2 Koral Restaurant .....	54
Figure 4. 3 Izakaya by Oku .....	55
Figure 4. 4 Selasar Deli.....	55
Figure 4. 5 Reef Beach Club.....	56
Figure 4. 6 Kubu Pool Bar .....	57
Figure 4. 7 Bai Yun Restaurant.....	58
Figure 4. 8 L'atelier by Cyril Kongo .....	59
Figure 4. 9 Organization Chart.....	60
Figure 5. 1 MICE Cycle Process.....	72
Figure 5. 2 CVENT Cycle Process .....	74
Figure 5. 3 CVENT Searching Page .....	75
Figure 5. 4 CVENT Framework as a model that will be implemented to increase demand at The Apurva Kempinski Bali through the CVENT Platform.....	80
Figure 5. 5 Discussion with Revenue Analyst and E-Commerce Manager at The Apurva Kempinski Bali.....	81
Figure 5. 6 Search results for "Text Search" for the word "CVENT" .....	82
Figure 5. 7 Results of "Word Frequency" Feature Analysis with "Word Cloud" Visualization.....	83
Figure 5. 8 Results of "Word Frequency" Feature Analysis with Visualization "Cluster Analysis" .....	84

Figure 5. 9 CVENT Compass as a model that will be implemented to increase  
fever at The Apurva Kempinski Bali through the CVENT Platform. 85

Figure 5. 10 Focus Group Discussion with Director of Sales & Marketing ..... 91



JURUSAN PARIWISATA  
POLITEKNIK NEGERI BALI

## LIST OF TABLE

Table 1. 1 Tourism Statistics from 1 Star to 5 Star Hotels: 2000-2020.....	2
Table 1. 2 Comparation Target vs Achievement 2018 - 2021 .....	76
Table 1. 3 Online Travel Agent (OTA) Contribution in Average on 2019 – 2021 .s	
Table 2. 1 Summary of Previous Study .....	36
Table 5. 1 Market Segmentation 2022 at The Apurva Kempinski Bali.....	69
Table 5. 2 Hotel Revenue Contribution 2021 at The Apurva Kempinski Bali .....	70
Table 5. 3 Room Revenue Contribution by Market Segment 2021 at The Apurva Kempinski Bali .....	71
Table 5. 4 Food and Beverage Revenue Contribution by Market Segment 2021 at The Apurva Kempinski Bali .....	71
Table 5. 5 Comparation MICE Target vs Achievement 2018 - 2021 .....	76
Table 5. 6 Online Travel Agent (OTA) Contribution in Average on 2019 – 2021 .....	78
Table 5. 7 Comparation of Target and Achievement of CVENT .....	81

JURUSAN PARIWISATA  
POLITEKNIK NEGERI BALI

## **ENHACEMENT OF CVENT PLATFORM CONTENT IN RESPONDING TO DECLINE OF MICE DEMAND AT THE APURVA KEMPINSKI BALI**

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### **ABSTRACT**

This research was conducted to find out how The Apurva Kempinski Bali managed CVENT which experienced a decline in demand from 2018 to 2021, then to find out how the management managed and overcome the problem at The Apurva Kempinski Bali by creating the right model to be applied. The last is to come up with strategies or policies that can be implemented to address the decline in demand on the Cvent platform. The use of CVENT which has been used since 2018 serves to increase the accessibility of The Apurva Kempinski Bali earlier in the market. So that buyers who will stay at The Apurva Kempinski Bali will be more familiar with the products offered. Through the investment made through CVENT, it is hoped that it will create loyal repeater guests through orders received through PCO, DMC and Travel Agents, thereby creating a sustainable business. This study uses a qualitative method using data collection methods such as participatory observation and interviews which are then processed with Nvivo Plus 12. Through this research, it produces a model consisting of 4 stages, namely Reach, Act, Convert and Engage which can be used in new applications for management. CVENT at The Apurva Kempinski Bali.

Keywords: MICE, Online Travel Agent, PCO, DMC, CVENT

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POLITEKNIK NEGERI BALI

**MEMPERKAYA KONTEN PLATFORM CVENT DALAM  
MENANGGAPI PENURUNAN PERMINTAAN MICE DI APURVA  
KEMPINSKI BALI**

Riri Nurany Ahmad  
Nomor Siswa: 201850023

**ABSTRAK**

Penelitian ini dilakukan untuk mengetahui bagaimana The Apurva Kempinski Bali mengelola CVENT yang mengalami penurunan permintaan dari tahun 2018 hingga 2021, kemudian untuk mengetahui bagaimana manajemen mengelola dan mengatasi masalah itu di The Apurva Kempinski Bali dengan menciptakan model yang tepat untuk diterapkan. Terakhir adalah memunculkan strategi atau kebijakan yang dapat diterapkan untuk mengatasi penurunan permintaan pada platform Cvent. Penggunaan CVENT yang telah digunakan sejak tahun 2018 berfungsi untuk meningkatkan aksesibilitas The Apurva Kempinski Bali lebih awal di pasaran. Sehingga pembeli yang akan menginap di The Apurva Kempinski Bali akan lebih mengenal produk yang ditawarkan. Melalui investasi yang dilakukan melalui CVENT, diharapkan dapat menciptakan tamu repeater yang loyal melalui pemesanan yang diterima melalui PCO, DMC dan Travel Agent, sehingga menciptakan bisnis yang berkelanjutan. Penelitian ini menggunakan metode kualitatif dengan menggunakan metode pengumpulan data seperti observasi partisipatif dan wawancara yang kemudian diproses dengan Nvivo Plus 12. Melalui penelitian ini menghasilkan sebuah model yang terdiri dari 4 stage yaitu Reach, Act, Convert and Engage yang dapat digunakan pada pengaplikasian baru untuk manajemen CVENT di The Apurva Kempinski Bali.

Kata kunci: MICE, Online Travel Agent, PCO, DMC, CVENT



## CHAPTER I

### INTRODUCTION

#### 1.1 Background

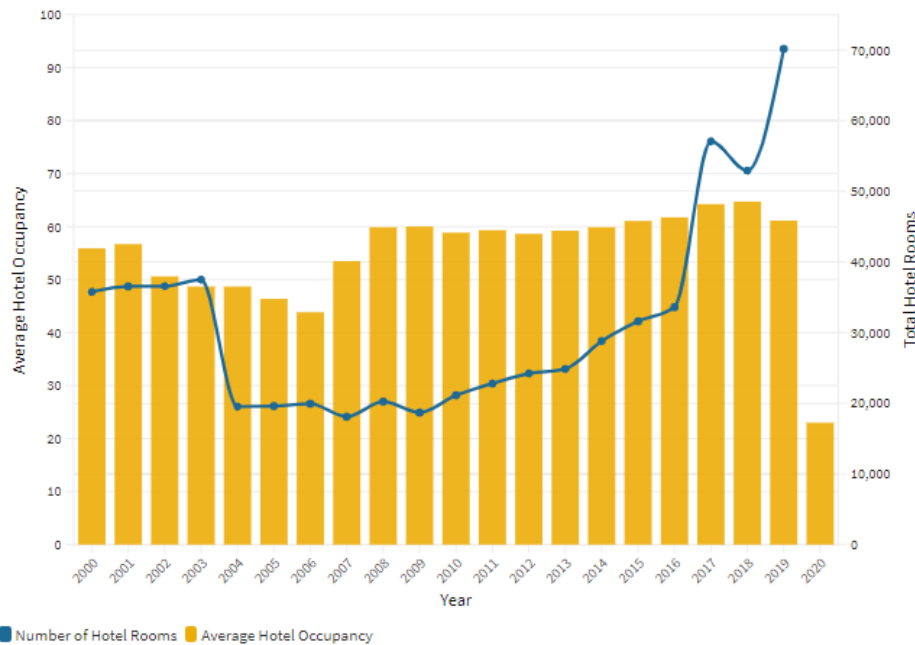
Tourism is the sector that is very supportive to Bali's economy. Around 60 percent of the island's gross regional product (PDRB) comes from the travel industry (Yusuf, 2020). The pandemic has badly hit the province's local economy, 80 percent of which relies on tourism. International flights to and from Bali have been closed due to the Covid-19 pandemic since April 2020, and the island has been hit hard. Refer to the the writer of the article as per Antara News said that tourism usually accounts for 60% of Bali's economy, and the border closure has cost thousands of hospitality workers their job (News, 2021). The island has experienced increased unemployment of 2.8 million up to a total of 13 million jobs due to coronavirus ("13 Million Tourism Workers Are Unemployed In Indonesia" 2020).

The Apurva Kempinski Bali as newly opening hotel in Nusa Dua, Bali also affected by the pandemic which caused a large number of losses in the second year of operation of the hotel. With the current situation improving, the arrival of domestic guests has slowly increased and guests are more confident to traveling.

Table 1. 1 Tourism Statistics from 1 Star to 5 Star Hotels: 2000-2020

**Tourism Statistics for 1 Star to 5 Star Hotels: 2000-2020**

Bali, Indonesia

Source: [Statistical Yearbook of Indonesia 2020](#)

Source: (Badan Pusat Statistic, 2020)

From the data above, it can also be seen that the number of tourist arrivals to Bali has decreased. The development of the MICE (Meeting, Incentive, Conference and Exhibition) industry has given various colors to the types of service industry activities that are identical to the provision of services. MICE is a business that makes a high contribution to the economy, especially for developing countries. The quality of service provided is able to provide satisfaction to every participant, the MICE industry is able to provide great benefits for business actors in the industry. The development of the MICE industry as a new industry that can benefit many parties, because the MICE industry is a complex industry and involves many parties. This is the reason why the growth rate of MICE organizers has emerged, so it is undeniable that the MICE industry is an industry today that is in

great demand by business people. MICE business activities have created new job opportunities, not only creating seasonal workers, but also creating jobs that are remains for many societies. Indonesia with a strategic area and has its own charm for foreign nationals, provides opportunities for the growth of the MICE industry. On the other hand, the economic crisis that hit developed countries also influenced the MICE market to move its MICE activities in Indonesia.

The Ministry of Tourism targets that the MICE Meeting, Incentive, Convention, Exhibition) will increase by 10 percent in 2019 and for this year the MICE Meeting, Incentive, Convention, Exhibition) figure is still 5 percent. The Ministry of Tourism also targets that by 2020 Indonesia can rise to position 8 at the Asia Pacific level, of course, which is the mainstay of MICE cities including Jakarta and Yogyakarta. With the number of events targeted is 150 events, up 68% from the original position of 89 events. So that later MICE can become a prima donna that is in great demand in the international world by holding international class events in Indonesia. According to ICCA (International Congress and Convention Association) data in 2017 it was stated that Indonesia was ranked 40th in the world with 89 meetings, while Thailand was in 25th position with 163 meetings, Singapore was ranked 26th with 160 meetings and Malaysia was in sequence. 37 with a total of 112 meetings. This can be seen in table 1. 2

Table 1.2 Number of Meetings per Country during 2017

Rank	Country	Meetings
1.	U.S.A	941
2.	Germany	682
3.	United Kingdom	592
4.	Spain	564
5.	Italy	515
6.	France	506

7.	Japan	414
8.	China	376
9.	Canada	360
10.	Netherland	307
.....		
25.	Thailand	163
26.	Singapore	160
.....		
34.	South Africa	122
35.	Chile	119
36.	Hongkong	119
37.	Malaysia	112
38.	Croatia	102
39.	Peru	96
40.	Indonesia	89

(Source: International Congress and Convention Association, 2018)

At the Asia Pacific level, Indonesia is ranked 11th with a total of 89 meetings. Neighboring countries such as Thailand are in position 6 and Singapore are in position 7. This can be seen in table 1.3.

### 1.3 Number of Meetings per Country during 2017

Rank	Country	Meetings
1.	Japan	414
2.	China	376
3.	Republic of Korea	279
4.	Australia	258
5.	India	175
6.	Thailand	163
7.	Singapore	160
8.	Chinese Taipei	141
9.	Hongkong	119
10.	Malaysia	112
11.	Indonesia	89
12.	Vietnam	64
13.	Philippines	56

(Source: International Congress and Convention Association, 2018)

MICE as an effort to increase tourist visits. MICE is very closely related to conventional tourism, only MICE offers a number of activities or events that can be carried out, especially by PCO (Professional Conferences Organizer). MICE (Meetings, Incentives, Conference and Exhibitions) activities are an opportunity to

boost foreign exchange in the tourism sector. It should be noted that the expenditure of business tourists is three times that of ordinary tourists, this is certainly a positive effect for the economy in Indonesia.

MICE tourists have a positive impact on the image of tourism destinations in Indonesia, in this case the CEO of a world company who will convey the information they have received about a tourist destination. MICE tourism is of course in accordance with the 2009 Law on Tourism, namely the tourism business which includes organizing meetings, incentive trips as well as conferences and exhibitions. The tourism destinations that are currently assessed as potential for sale for the MICE market consist of 16 provinces including: Bali, Jakarta, Bandung, Surabaya, Yogya, Semarang, Solo, Medan, Makassar, Padang, Manado, Balikpapan, Lombok, Bintan, Palembang, and Batam. In accordance with the tourism target that in accordance with article 14 paragraph 1 what is meant by the business of organizing meetings, conferences, incentive trips and exhibitions, namely businesses that provide services at meetings conducted by a group of people in organizing trips for employees and business partners who appreciate their achievements and may organize exhibitions aimed at disseminating information and promoting goods and services on a national, regional and international scale.

Table 1.4 Foreign Tourist Visits in Indonesia, 2016-2019

<b>Bulan</b>	<b>2016</b>	<b>2017</b>	<b>2019</b>	<b>2019</b>
Januari	753,079	785,973	814,303	1,032,930
Februari	702,666	843,928	888,309	957,583
Maret	765,607	841,071	915,019	1,066,588
April	726,332	801,873	901,095	1,142,180
Mei	752,363	852,388	915,206	1,150,067
Juni	851,475	872,385	857,651	1,111,616
Juli	777,210	877,584	1,032,741	1,379,961

Agustus	826,821	911,704	1,031,986	1,404,664
September	791,296	920,128	1,006,653	1,213,640
Oktober	808,767	877,798	1,040,651	1,158,599
November	764,461	835,408	1,002,333	1,061,055
Desember	915,334	986,519	1,113,328	–
<b>Total</b>	<b>9,435,411</b>	<b>10,406,759</b>	<b>11,519,275</b>	<b>12,678,883</b>

Source: Badan Pusat Statistik, 2019

The increase in foreign tourist arrivals in September 2019 was an increase of 20.47 percent compared to September 2018. Meanwhile, the total foreign tourist arrivals increased by 200 thousand tourists, up from 1.01 million to 1.21 visits. With statistics on the cumulative number of visits from January to September 2019, there was an increase of 25.05 percent so that it had a positive impact on the Indonesian economy. The 5 Star Hotel Room Occupancy Rate presented in September 2019 was 58.42 percent compared to September 2018 or an increase of 4.26 points. Foreign and domestic tourists showed an increasing trend in the average stay at five-star hotels in September was 2 days and this meant an increase of 0.07 points.

Bali is a major tourist destination in Indonesia, not only a favorite choice for recreation but also a destination for MICE (Meetings Incentives Convention and Exhibitions) activities both from within the country and abroad. Since 2010, Bali has always been in the top rank compared to 15 other MICE destinations in the country. Bali is often asked to host various international events and activities such as the Miss World election, IMF-World Bank, ASEAN Summits, to international music events. Bali's seemingly endless tourism potential makes the MICE program ideal to be held here and is often an option for companies, offices, or organizations. Organizer will usually have no trouble planning activities in Bali, including adjusting the program to their choice of location, facilities, nuances, themes and

more. Event organizers can choose a variety of locations and atmosphere in Bali. Starting from the beach area, like in Nusa Dua.

Table 1.5 Average Occupancy 5 Stars Hotel in Nusa Dua

Month	Year	
	2021	2022
January	7,71%	22,10%
February	5,08%	12,93%
March	9,80%	33,11%
April	10,75%	21,43%
May	9,80%	51,38%
June	19,88%	63,15%

(Source: Primary Data, 2022)

Referring to the table above, the area's average occupancy rate during January – June 2022 reached 34.02%, which is an increase of 224% from the average occupancy rate in the same period in 2021 of 10.50%. In detail, the occupancy rate of 5 stars hotel in Nusa Dua area during January – June 2022 was recorded at 22.10%, 12.93%, 33.11%, 21.43%, 51.38% and 63.15%, respectively, increasing compared to the same period last year which was 7.71%, 5.08%, 9.80%, 9.80, 10.75%, and 19.88%. The occupancy rate for the January-June period this year showed a positive increase driven by domestic tourist visits with the policy of easing mobility, promotion of the area as well as a number of Meeting, Incentive, Convention, Exhibition (MICE) activities and other events held in the Nusa Dua area. In the period January – June 2022, several events and conferences have been held at The Nusa including the Goldcoin Conference 2022 in February, COP-4 Minamata Convention on Mercury and the 144th Assembly of The Inter Parliamentary Union (IPU) in March, Global Platform for Disaster Risk Reduction (GPDRR) in May 2022, Vespa World Days 2022, Miss Global Coronation's Night, Bali and Beyond Travel Fair 2022 and the Asian Venture Philanthropy Network

(AVPN) Global Conference in June 2022. It can be concluded that the occupancy rate at 5-star hotels in Nusa Dua is dominated and supported by MICE activities held in several locations.

Bali is often asked to host various international events and activities to international music events. The existence of MICE support facilities for various types of events can be found in Bali, such as five and six star hotels with complete conference and meeting room facilities. In addition, the friendliness of the Balinese people as well as the beauty and serenity of nature can provide inspiration. The tourism potential in Bali seems to be endless, making the MICE program ideal to be held here and is often an option for companies, offices, or organizations. They will usually have no trouble planning activities in Bali, including adjusting the program to their choice of location, facilities, nuances, themes, and more. That way, besides being able to help Bali as a destination, it also moves the economy to accommodation service providers such as hotels.

Continuing from the explanation above, it can be concluded that the development of MICE in Indonesia, especially in Bali, is very rapid. So with that background. The Apurva Kempinski Bali, which has 475 rooms, applies MICE as one of the market segments that it relies on in increasing hotel revenue. This is because with the large number of rooms owned, The Apurva Kempinski Bali requires a strong foundation or foundation to cover operational costs and get a return on investment. MICE is one solution that can be a foundation in strengthening income. One of the things used to increase revenue through the MICE segment is using a platform called CVENT. Cvent Holding Corp is a publicly held



software-as-a-service (SaaS) company based in Virginia that specializes in meetings, events, and hospitality management technology. The company has over 4,000 employees. Cvent offers web-based software for in-person, virtual, and hybrid events, including online event registration, venue selection, event marketing and management, virtual and onsite, and attendee engagement. The company also offers software for hotels and venues to manage group and corporate travel business and attract group business through Cvent's sourcing platforms.

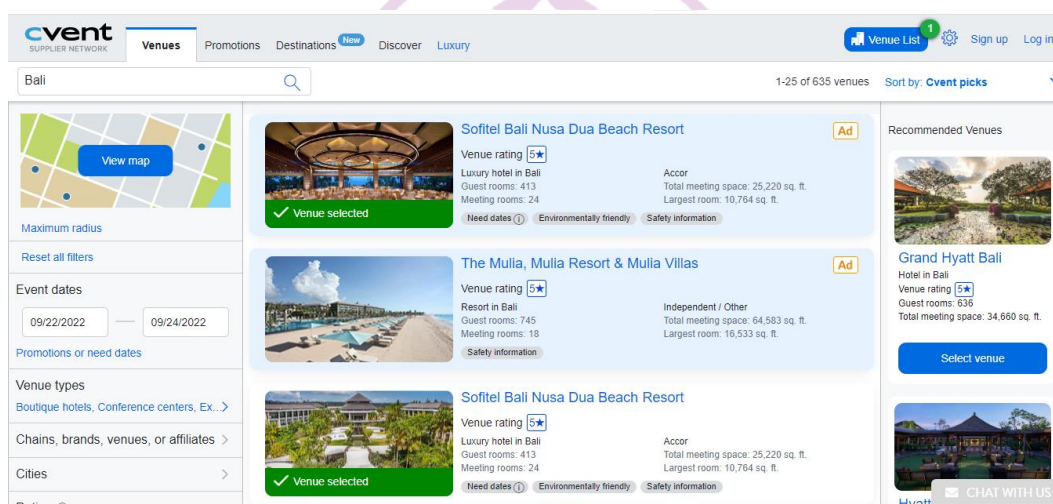


Figure 1.1 CVENT Landing Page  
Source: www.cvent.com

Through this platform, CVENT is used as a means to get based occupancy at The Apurva Kempinski Bali. The way CVENT works is very easy to use. The works is similar to how we use Online Travel Agents such as Agoda, Booking.com, and so on. CVENT is mostly used by Travel Agents, Professional Conference Organizers (PCO) and also Destination Management Companies (DMC). They use CVENT as a medium to send requests for inquiries. This makes it easier for them to use CVENT because its features are very complete and make the proposal submission process easier.

## Tambahkan gap di latar belakang

### 1.2 Statement of Problem

Based on the explanation of the background above, the statement of the problem in this study is as follows.

1. How is CVENT managed at The Apurva Kempinski Bali?
2. What is the best model in responding to the decline in demand on the CVENT platform?

### 1.3 Research purposes

#### 1.3.1 General purpose

This study was conducted to find out how The Apurva Kempinski Bali manages CVENT which has decreased demand from 2018 to 2021, then to understand how the influence of consumer behavior in choosing tourist destinations, especially at The Apurva Kempinski Bali. The last is to come up with strategies or policies that can be implemented to address the decline in demand on the Cvent platform.

#### 1.3.2 Special Purpose

Based on the formulation of the problem above, the specific objective of this research as follows.

1. To understand CVENT account management at The Apurva Kempinski Bali
2. To design a CVENT management model in responding to the decline demand of The Apurva Kempinski Bali

## **1.4 Benefit of Research**

The expected benefits of this research include the following theoretical benefits and practical benefits.

### **1.4.1 Theoretical Benefits**

This research is expected to be able to provide studies and references for further research in relation to sustainable tourism in managing the Cvent Platform and how it influences consumer behavior in the process of selecting tourist destinations during and after Covid-19.

### **1.4.2 Practical Benefit**

#### **1. For Student**

This research can be used as literature material for students to add insight in the field of Cvent Platform management and also changes in consumer behavior in choosing tourist destinations during and after Covid-19.

#### **2. For Politeknik Negeri Bali**

This research can be used as a study material and a reference for the development of further research and applications in other tourism objects. With this knowledge and understanding, further researchers from the Bali State Polytechnic are expected to be able to carry out other related research so that knowledge about customer behavior management is formed in the context of growing sustainable tourism.

#### **3. For Company**

This research can be useful for determining new strategies to face the challenges of consumer behavior in the selection of tourism destinations at The Apurva Kempinski Bali and become recommendations for the implementation of new policies that can be useful for the progress of the company.

4. For Community

This research can provide an overview of the CVENT Platform management activities and customer management responsibilities carried out by tourism professionals.



JURUSAN PARIWISATA  
POLITEKNIK NEGERI BALI

## CHAPTER VI

### CONCLUSION AND RECOMMENDATION

#### 6.1 Conclusion

This applied research has conclusions obtained from the data analysis process, namely first, the management of The Apurva Kempinski in the criteria of tourism sustainability. On the CVENT management indicator on increasing demand at The Apurva Kempinski Bali. Through the four digital marketing indicators that have been explained through the RACE Framework, it is expected to increase the demand for The Apurva Kempinski Bali through the CVENT Platform.

The digital marketing indicator that has been carried out by The Apurva Kempinski Bali is React. However, the activities carried out are not optimal. The Apurva Kempinski Bali has not really highlighted how to highlight the function of the promotion section contained in CVENT. The use of features that have not been maximized and does not highlight how to use them that highlight the uniqueness of the destination and also The Apurva Kempinski Bali itself. Second, the CVENT management model is visualized with the analysis stages on the NVivo 12 Plus. The resulting model focuses on indicators on digital marketing aspects. Negotiation aspects are not discussed in this applied research, but this does not mean that these two aspects are not important. In the aspect of the digital marketing Act or Interact, it is explained that the granting of concessions can affect the level of demand. This is because all CVENT users are PCOs, DMCs and Online Travel Agents who also want more benefits from the place they have chosen as the event venue. Giving a

concession can help from an economic point of view and also becomes an attraction for choosing The Apurva Kempinski Bali. In this case, the concession must also be explained as one of the promotional media at CVENT so that it can be seen more when PCOs, DMCs and Travel Agents visit the CVENT Platform page. The CVENT management model was generated from the analysis of interview transcripts, observation notes, theoretical analysis in relevant books, as well as the results of focus group discussions (FGD). The research model is formed from four indicators analyzed, namely how CVENT can reach users, how CVENT users act to increase demand, how CVENT can convert many businesses, and finally how CVENT stays engaged in order to get clients who become repeaters. These four indicators will lead to increased demand through CVENT and also create repeat guests or clients that can create a sustainable business.

## **6.2 Recommendation**

Based on previous research and current research, the researcher provides suggestions that might be used as consideration for further researchers, it is recommended for companies to hope that CVENT application in terms of use for marketing media can be informed more broadly about the benefits and uses for users so that they can maximize the use of the platform based on the digital marketing indicators described earlier.

Also, it is necessary to pay attention to the content generated for CVENT, through this content it can increase interest as well as the level of visits to the platform itself. As much as possible pay attention to every content that is updated to be relevant to the promotion and also the wishes of the client. Promotion reviews

also need to be done every 3 months in order to get better results. Ask for opinions from every client who has made an order through CVENT regarding things that can be improved by users in order to achieve increased demand through CVENT for The Apurva Kempinski Bali. Focus on customer engagement: Note when and how often your customers connect with you and your messages, and then create a strategy that revolves around those key engagement times.

Company need to develop a clear data strategy. Consider the customer interaction data you currently have and will obtain in the future, and develop a long-term method for compiling that data to better analyze differing customer engagement times. Also, determine which content better serve the business and what the customers respond more to. Evaluate on the lifecycle campaigns are important. In terms of the four lifecycle stages (acquire, onboard, engage, and retain) note the summary of the success of the programs, and then assess and reform the way you interact with your audience. Roll out responsive design. After observing how many of customer's view and emails on their mobile device, determine whether utilizing a responsive design plan will allow you to gain a Return on Investment.

Hone in on clear objectives. Have set, quantifiable goals for monitoring CVENT platform and media marketing plans and then The Apurva Kempinski Bali will be able to more easily identify what needs to be changed or added within the content and customer service initiatives.

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