

FINAL PROJECT

HANDLING EVENT REGISTRATION PROCEDURE OF THE INTERNATIONAL TRAINING ON TOPONYMY BY PT BINTANG NUSANTARA MICE



Ni Kadek Widiani

**TOURISM DEPARTMENT
BALI STATE POLYTECHNIC
BADUNG
2023**

FINAL PROJECT

**HANDLING EVENT REGISTRATION PROCEDURE OF THE
INTERNATIONAL TRAINING ON TOPONYMY BY PT
BINTANG NUSANTARA MICE**



**By
Ni Kadek Widiani
NIM 2015813052**

**TOUR AND TRAVEL OPERATION STUDY PROGRAM
TOURISM DEPARTMENT
BALI STATE POLYTECHNIC
BADUNG
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INTERNATIONAL TRAINING ON TOPONYMY BY PT BINTANG
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This final project is submitted to out fill one of the requirements complementing
Diploma III education in the Tourism Department Bali State Polytechnic

Approved by:

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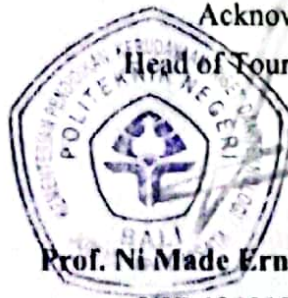
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STATEMENT LETTER OF FREE PLAGIARISM

I am the undersigned below:

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Hereby declare that the final project entitled:

**“HANDLING EVENT REGISTRATION PROCEDURE OF THE
INTERNATIONAL TRAINING ON TOPONYMY BY PT BINTANG
NUSANTARA MICE”**

completely free from plagiarism. If this statement is proven to be untrue, I am willing to accept sanction by the application permissions.

Thus, this statement letter I made is to be used properly.

Badung, August 2023
Student.



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FOREWORD

Praise and gratitude the author prays to God Almighty because of HES blessings and grace, the author was able to complete this final project entitled “Handling Event Registration Procedure of the International Training on Toponymy by PT Bintang Nusantara MICE” properly and on time. This final project was made to describe the handling event registration during the event of the International Training on Toponymy that the author carried out while doing on-the-job training at PT Bintang Nusantara MICE which is a part of Melali Bali Group and to fulfill one of the requirements complete educations in the Diploma III Tour and Travel Operation Study Program, Tourism Department at Bali State Polytechnic.

In preparing for this final project, the author received a lot of help, guidance, and support from various parties directly and indirectly. Therefore, through this opportunity, the author would like to express gratitude to those who have helped the author.

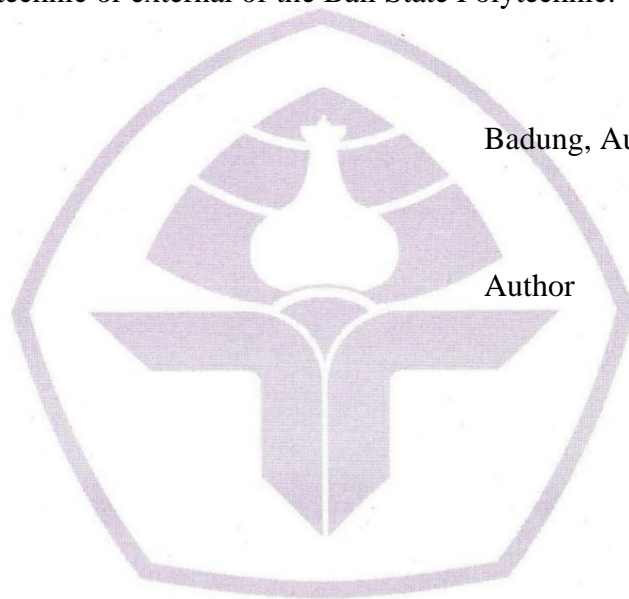
1. I Nyoman Abdi, SE, M.eCom. as the Director of the Bali State Polytechnic who has been provided the opportunity to study at Bali State Polytechnic.
2. Prof. Ni Made Ernawati, MATM., Ph.D. as the Head of the Tourism Department of the Bali State Polytechnic has been provided guidance and opportunity that are very useful for the author while completing this final project.

3. Dr. Gede Ginaya, M.Si. as Secretary of the Tourism Department of the Bali State Polytechnic, also as Advisor I, has spent a lot of time providing guidance, assistance, and support while completing this final project so that this final project can be completed properly and on time.
4. Drs. I Made Budiasa, M.Par. as Head of The Tour and Travel Operation Study Program, Tourism Department of Bali State Polytechnic who has provided the opportunity to study in Diploma III Tour and Travel Operation Study Program, Tourism Department of Bali State Polytechnic.
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6. All Bali State Polytechnic Tourism Department lecturers who have provided education to the author while studying at the Tourism Department, Bali State Polytechnic.
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8. The supervisor, staff, and friends of PT Melali MICE trainees have helped and guided a lot during on-the-job training.
9. The author's parents, family, and friends have given encouraging moral support, encouragement, and prayers to the author during the preparation of this report.

The author's fully aware in writing this final project is far from perfect. This is inseparable from the author's very limited ability. Therefore, the author

apologizes if there are fewer pleasing words, and the author expects constructive criticism and suggestions from readers to complete this final project.

Finally, the author expresses gratitude and hopes that God Almighty is pleased to replay all the kindness of all those who have helped. Hopefully, this final project can be useful for readers in the development of knowledge either internal of Bali State Polytechnic or external of the Bali State Polytechnic.



Badung, August 2023

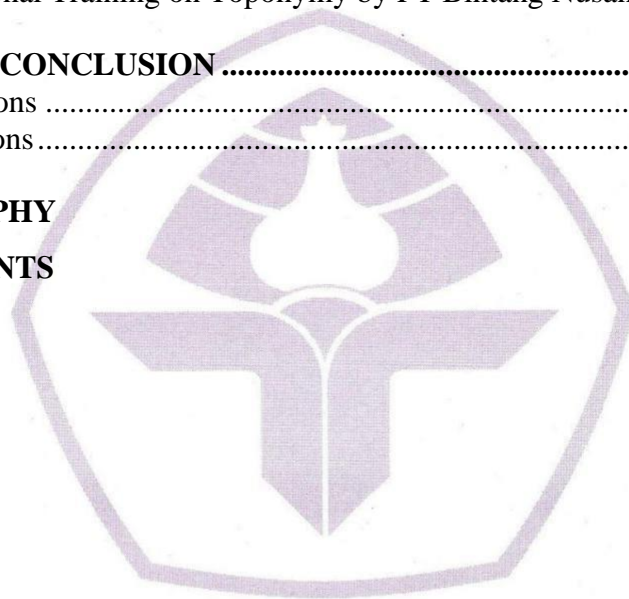
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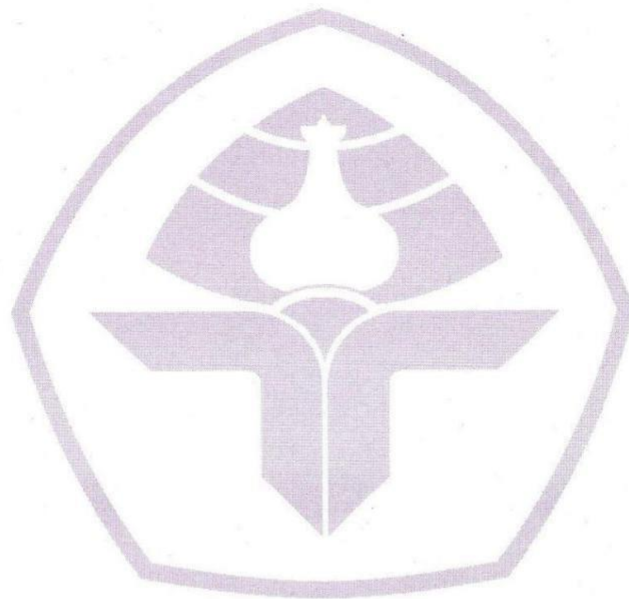
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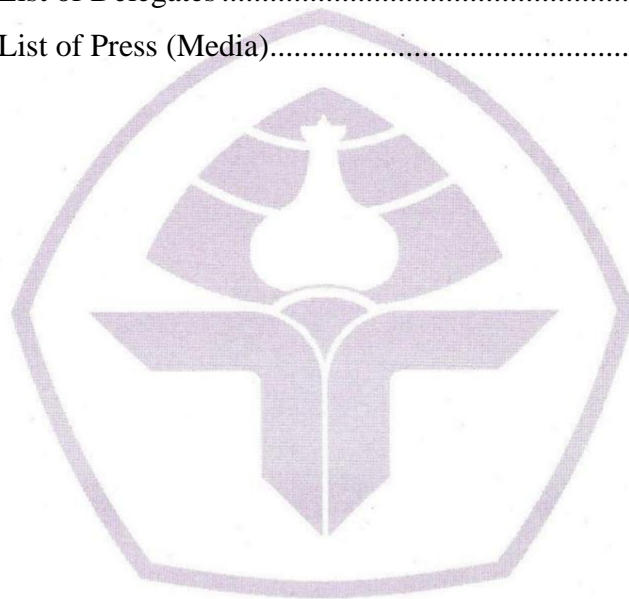
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CHAPTER I

INTRODUCTION

A. Background of the Study

Indonesia is one of the potential destinations as the venue of Meetings, Incentives, Conferences, and Exhibitions (MICE), one of them is Bali which is still the main prima donna for doing Meetings, Incentives, Conferences, and Exhibitions (MICE) activities. This is evidenced by the large activities at both national and international levels held in Indonesia. The G20 (Government Twenty) events prove the world community's trust to carry out Meetings, Incentives, Conferences, and Exhibitions (MICE) activities. Based on the data collected by International Congress and Convention Association (ICCA) in 2019, Indonesia ranks 10th in Asia Pacific as a destination for holding the most meetings.

Meetings, Incentives, Conferences, and Exhibitions (MICE) are a part of the tourism industry, which is rapidly developing. According to Pendit in Rai Utama (2017), MICE is defined as convention tourism, with limitations in the form of convention services, incentive trips, and exhibitions, which is a business with activities providing services for a meeting of a group of people (statesmen, businessmen, scholars, etc.) to discuss issues related to the common interest. According to Kesrul in Rai Utama (2017), MICE is defined as the 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, incentives, travels, conventions, congresses, conferences, and exhibitions.

The meeting is an English acronym that means meeting, assembly, or trial. In Meetings, Incentives, Conferences, and Exhibitions (MICE), a meeting is defined as an activity of a group of people who have a certain theme or topic that aims to achieve the purpose of the specified theme or topic. An incentive is defined as a bonus or incentive that is given by the company to the employees. A convention or conference is defined as a meeting activity in a broad scope involving many countries and people to negotiate or exchange opinions regarding a common problem. An exhibition is an activity held to disseminate information and promotions related to tourism activities.

Organizing Meetings, Incentives, Conferences, and Exhibitions (MICE) certainly consist of various components that next can determine the success of the event being held. That starts with bidding preparations carried out by the Professional Conference Organizer (PCO), Event Management Company, or Event Organizer (EO) to become the event organizers. Then it will be continued with other matters such as handling accommodations, transportation, transfer-in and transfer-out, airport service, correspondence and license, registration, food and beverages, consumption, health and security, function, impresario, liaison officer, spouse program, multimedia and IT, procurement, design graphic, finance and administration, publication and documentation, and human resources.

PT Bintang Nusantara MICE is one of the best Event Management Companies in Bali which is usually handled meetings, incentives, conferences, and exhibitions (MICE). The International Training on Toponymy is the last event handled by PT Bintang Nusantara MICE at the end of June 2023. The event is co-

organized by the Indonesian Geospatial Information Agency (*Badan Informasi Geospasial - BIG*), the United Nations Group of Experts on Geographical Names (UNGEGN) Secretariat, and the United Nations Group of Experts on Geographical Names (UNGEGN) Working Group on Training Courses in Toponymy. International Training on Toponymy is a training naming procedure, especially the standardization related to naming the appearance of the earth. The event theme is “Geographical Names of Heritage” which are present five materials, including National Agencies, Models, and Procedures, Cultural Heritage in Bali, and Geographical Names Collection Systems.

The International Training on Toponymy was attended by participants from Indonesia, Malaysia, Brunei Darussalam, Arab Saudi, Laos, Oman, Jordan, and Vietnam. The meeting was held at Padma Resort Legian from 19th May 2023 to 23rd May 202. The preparations to handle this event consist of several processes such as coordinating with the initiator or committee of the event, coordinating with the event venue, coordinating the meeting package and room rental, convention logistics equipment, multimedia, registration website, printing, documentations, publications, office stationery for the event needs, souvenir, seminar kit, consumption, transportation, core personnel, and support personnel. In this case, one of the important things that must be prepared is the registration. Registration is the heart of meetings and events because registration is the first step for the participants to attend the meetings or events. The event registration will secure participants and thus how secure potential revenue. In addition, registration acts as the first impression the participants will have about the event or meetings and may

impact their event satisfaction. As a result, we need to ensure the event registration process is as efficient and user-friendly as possible.

Based on the background of the study above, the author is interested in doing a final project in discussing the registration section entitle “Handling Event Registration Procedure of the International Training on Toponymy by PT Bintang Nusantara MICE”.

B. Formulation of The Problem

Based on the description above, it can be stated the problem is as follows:

1. How is the handling event registration procedure of the International Training on Toponymy by PT Bintang Nusantara MICE?
2. What are the obstacles faced in handling event registration procedure of the International Training on Toponymy by PT Bintang Nusantara MICE and how to tackle them?

C. Objectives and Uses of Writing

1. Research Objectives

The objectives to be achieved from writing this final project are to:

1. Find out the handling event registration procedure of the International Training on Toponymy by PT Bintang Nusantara MICE.
2. Find out the obstacles faced and solutions in handling event registration procedure of the International Training on Toponymy by PT Bintang Nusantara MICE.

2. Uses of Final Project Writing

The expected uses in compiling this final project are:

a. For College Student

One of the requirements to complete Diploma III Tour & Travel Operation Study Programs, Tourism Department, Bali State Polytechnic, as a medium to add insight and new knowledge in organizing events, especially about event registration, and to develop an attitude of confidence, and responsibility.

b. For Bali State Polytechnic

As a reference that can be used to make the next final project related to organizing events, especially at PT Bintang Nusantara MICE, as well as a comparison medium between knowledge gained on campus and what is implemented in the industry. So that it can improve learning methods at Bali State Polytechnic, especially in Tourism Department.

c. For The Company

As a consideration to the company in the form of suggestions and input on the service that will be provided to the clients as well as to establish good cooperation between the campus and the company.

D. Compilation Methodology

1. Methods and Techniques of Data Collection

The data collection method used is as follows:

a. Interview Method

The interview is a data collection technique that is done by asking questions between the author and the informant. Nowadays, the interview method does not

have to be done face-to-face and directly asking the informant but also can be done via chat, telephone, or video. In this case, the author would collect some data by conducting direct and indirect interviews with staff at PT Bintang Nusantara MICE related to the handling event registration of the International Training on Toponymy.

b. Observation Method

The observation method is a data collection technique where the author does direct observation of the object to see closely the activities carried out. The observation method means doing observation and recording of writing with a systematic system of the object that we examine. In this case, the author did direct observation at PT Bintang Nusantara MICE and the venue of the event took place so that through that observation the author got a piece of incredible information.

c. Literature Method

The literature method is a data collection technique that the author did by combining theories and understandings contained in written sources (reference books) related to the final project. Data collection was done by collecting and studying documents or data that support the theme of the final project.

2. Methods and Techniques of Data Analysis

The analytical technique used in writing this final project is a descriptive analysis technique. Descriptive data analysis is a data analysis that is done describing collected data as it is. In this case, the author describes and explains completely and systematically based on the data and information obtained when

handling the events and implementing on-the-job training at PT Melali MICE and their sister company, it is PT Bintang Nusantara MICE.

3. Methods and Techniques for Presentations of Analysis Results

The data presentation technique used in this final project is a combination of formal and informal methods. A formal method is a method of presenting data by using rules, rules, or patterns in a language such as formulas, charts or diagrams, tables, and pictures. While the informal method is a method of presenting data using ordinary words resulting from the author's original argument. The author's arguments will be combined with supporting data and credible information that the author obtains from the company where the author internship, it is at PT Melali MICE.



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CHAPTER V

CONCLUSION

A. Conclusions

Based on the description of the discussion in Chapter IV, regarding the handling event registration procedure of the International Training on Toponymy by PT Bintang Nusantara MICE has three conclusions as follows:

1. Handling Event Registration Procedure of the International Training on Toponymy has three stages including:
 - a. Stage Before the Day of the Event (Pre-Event), at this stage the registration team of PT Bintang Nusantara MICE held a coordination meeting with the initiator or committee regarding the registration needs. The registration team also set up equipment related to creating a registration website including information about the schedule of events, information of trainers, accommodations, and side programs, and also installing the system including maintenance for three months (online registration), and preparing the needs of the printing ID cards with lanyards.
 - b. Stage on the Day of the Event (Onsite Event), at this stage the registration team ensures that all tools and equipment related to registration during the activity are ready for use, distributed all equipment and tool related to the registration needs to the venue, and did a trial run before use handled the registration procedure at the venue of the event.

- c. Stage After the Day of the Event (Post-Event), at this stage the registration team of PT Bintang Nusantara MICE collected the participants' data including the result of the participants' registration from day one to day five including participants' data, tap in and tap out of participants' data, as well as signed manual absence data.
2. In the preparation and implementation of handling event registration procedure of the International Training on Toponymy, there were several obstacles such as new participants on the day of the event which must be printed out at that time, some participants' ID Cards cannot be scanned because of missing to registered on the back-office system, and the weak of speed internet connection.

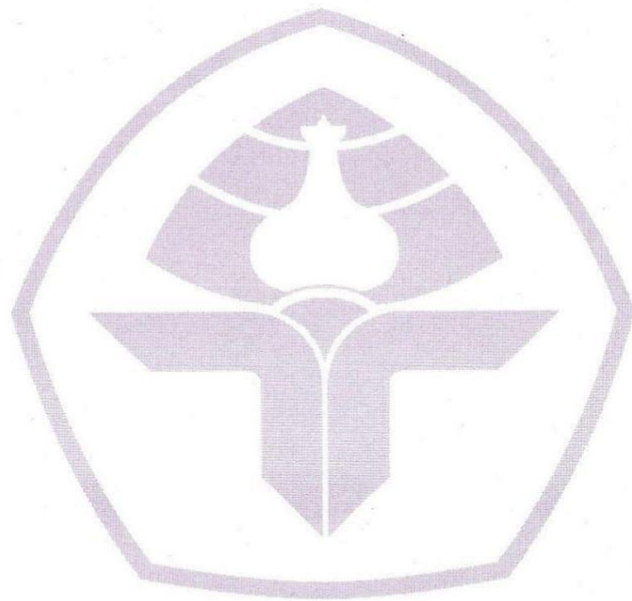
B. Suggestions

Based on the obstacle phase during the handling event registration procedure of the International Training on Toponymy by PT Bintang Nusantara MICE can put forward some suggestions as follows:

1. During the stage the day before the event (pre-event) the registration team of PT Bintang Nusantara MICE should make sure about the participants' data who will be joining the event with coordination to the initiator of the event, especially about the Id card that needs to be printed.
2. The Registration team of PT Bintang Nusantara MICE must double-check the attendee's ID cards, especially about the participants' chips in their ID cards are had been registered in the back office or not registered yet, because it is

important to anticipate if their participants cannot enter the meeting room because their ID card cannot be scanned.

3. The registration team must always coordinate with another team, especially the IT team related to laptop and internet needs.



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