

## CHAPTER I

### INTRODUCTION

#### 1.1 Background

Palembang city is a potential city in tourism sector. There are many potential tourism object and culture. Now days, Palembang also be a tourism object. There are many event held in Palembang city. Therefore, Palembang is also tourism area o f MICE. It was proven by many existing MICE activities held in the city of Palembang.

According Lau (2009:10), MICE is an acronym for the Meeting, Incentive, Convention and Exhibition. In Indonesia, MICE is untouched by many people or tourists. Actually, MICE activity is one of the mainstays of tourism in some developed countries. MICE also is a business that will get many profits for businessman or businesswoman. However, many people do not want join in this business because many people lack of knowledge about the MICE. Nowadays, Indonesia has begun to existing educational institutions that provide education about the MICE. Many countries have made MICE as one of the potential of tourism in their country.

MICE industry is usually held in tourism events and exhibitions of goods or services, with a group or a large number of participants. We are often see the exhibition at the hotel and plaza, and usually we do a transaction by on the spot in this exhibition if it is interest.

In another example from MICE is seminar. Seminar is educational events that feature one or more subject matter experts delivering information primarily via lecture and discussion. A seminar may be defined as a gathering of people for the purpose of discussing a stated topic. Such gatherings are usually interactive sessions where the participants engage in discussions about the delineated topic. The sessions are usually headed or led by one or two presenters who serve to steer the discussion along the desired path. (Evenue:2009)

Seminar has some purpose or just one goal. For example, the seminar may be for educational purposes, such as lectures, in which the participants are involved in the discussion of academic subjects for the purpose of gaining a better insight into the subject. Other forms of educational seminars can be held to provide some skills or knowledge to the participants. The example of seminars such as; Collegian leadership seminars, technology seminars and else. In this case, there are event that we call *Latihan Kepemimpinan Manajemen Mahasiswa Nasional (LKMMN)*. Then, it will be translated in English; National Collegian Leadership Management Training (NCLMT). When we have a event, we usually use event planner to do this event.

According to Suseno (2011:14), Event Planner is a group of people consisting of the executive team, a team of workers, production team, and the management team to implement operational tasks of a program or to organize to create a program. Basically, the function of event planner is to help their client to make a success event. There are many kind of the event planner such as; one stop service agency, MICE planner, wedding organizer, private planner, etc.

Event planner has a responsibility to make a budgeting for event, setting the time and date of the event, make a coordinating all of things about this event. Planner has a very important role in organizing the event. Event Planner must be able to complete a variety of activities that require clear communication, excellent organizational skills and attention to detail. They must work well under pressure, ensuring smooth and efficiency of an event.

From the explanations above, writer wants to conduct this final report entitled **“The Role of Event Planner in National Collegian Leadership Management Training (NCLMT)”**

## **1.2 Research Problem**

Many people do not know about MICE and event planner. So, National Collegian Leadership Management Training (NCLMT) will be a media for people to study and know about MICE and event planner.

## **1.3 Research Limitation**

The writer limits the material of MICE event with take National Collegian Leadership Management Training (NCLMT) as example from MICE event.

## **1.4 Research Formulation**

From the introduction above, writer formulates have research question.

- 1.4.1 What is the role of event planner in National Collegian Leadership Management Training (NCLMT)?
- 1.4.2 Does Event Planner have the impact to National Collegian Leadership Management Training (NCLMT)?

## **1.4 Purpose**

The purposes from this research question are segmented below;

- 1.5.1 To practice the idea about event planner in making or planning an event for writer
- 1.5.2 To applicate and educate the subject of MICE to the event National Collegian Leadership Management Training (NCLMT) for English Department at State Polytechnic of Sriwijaya
- 1.5.3 To introduce State Polytechnic of Sriwijaya by MICE event from National Collegian Leadership Management Training (NCLMT)

## **1.5 Benefits**

The benefits from this research question are segmented below;

- 1.6.1 It is hoped that this final report would expand the writer's knowledge of MICE and event planner
- 1.6.2 It is hoped that this final report would provide experience the writer about MICE and event planner.
- 1.6.3 It is expected that this final report would be reference for collegian in English Department who want to know about MICE and event planner
- 1.6.4 It is expected that this final report would be further development about MICE and event planner for State Polytechnic of Sriwijaya.