

CHAPTER II

LITERATURE REVIEW

In this chapter, the writer would present the definition of MICE, aims of MICE Industry, definition of seminar, function of Seminar, characteristic of seminar, definition of event planner, role of event planner in event and the function of event planner.

2.1 Definition of MICE

MICE is an acronym for the Meeting, Incentive, Conference and Exhibition. MICE is a type of tourism in which large groups, usually planned well in advance, are brought together for a particular purpose.

According to Pendit (1995:25) MICE is convention tourism, with restrictions: the business of providing convention, incentive and exhibition is an effort to provide services for the activities of a group of people meeting to discuss issues related to the common interest.

Based on Lau (2005:11) MICE events is a events and activities that involve attendees who share a common interest and gather in a place. The place for the gathering needs to be a venue arranged beforehand. The venue will provide space and facilities necessary to satisfy the needs of those who attend the gathering.

MICE is one of the tourism activities that conducted by a group of people who gather in a certain place to discuss about the business of providing, convention, intensive, exhibition or other gathering

2.1.1 Meetings

Kesrul (2008:8) state that meetings is hearing organized by a group of people who are members of the association, association or union with the aim of developing professionalism, improvement of human resources, mobilize cooperation and board members, disseminate the latest information, publications, public relations.

Futhermore, Lau (2005:11) meetings bring people together in one place for the purposes of sharing information and discussing and solving problems. Meeting attendance can range from ten to thousands of people. During a meeting, there will usually be food and beverage served. Meeting times vary depending on the meeting type.

2.1.2 Incentive

Based on *Undang-undang No.9 tahun 1990* in Pendit (1999:27), incentive trip is an activity organized by a company to its employees and business partners in return recognition of their achievements in relation to the convention that discussed the progress of the company concerned.

According to Kesrul (2004:18) incentive is a prize or award given by the company to employees, clients, or customers. It could be money, travel packages or goods.

2.1.3 Conference

Kesrul (2004:7) state that conference is a meeting organized mainly on the type of manners, customs or habits based on the general consensus, agreement between the two countries governing authorities or international agreements on the subject of prisoners of war and so on.

Based on Lau (2005:14) similar to meetings, conference is gatherings of people with common objectives, organized to exchange ideas, views and information of common interest to the group. An organization, usually an association, will organize a convention each year

with a theme related to the organization's topic. Those interested in registering for the convention can pay the association a fee for all the sessions, discussions, food and beverage, dinners, and site visits.

2.1.4 Exhibition

Futhermore, Lau (2005:17) exhibitions are activities organized to show new products, services and information to people who have an interest in them, such as potential customers or buyers. The company showing their new products, the exhibitor, typically rents an area from the organizer and sets up a booth to meet with potential buyers. The buyers or the public need an invitation or a ticket to be allowed into the exhibition.

Exhibition or in other words, the exhibition is an activity that is held to disseminate information and promotions relating to the convention or in connection with tourism. The example of exhibition are; competition, seminar, workshop, expo and cooking class.

2.2 Aims of MICE Industry

According to Yanti (2014:6) the aims of MICE (Meeting, Incentive, Convention and Exhibition) Industry are;

1. economic purpose is to fulfill the society needs
2. social purposes are to build awareness and to gather the funding
3. IPTEK purpose is to create a new thought, change, information and idea
4. political purposes are to develop understand between nations and to create networking
5. communication purposes are to increase the image and to obtain appreciation in the competition

2.3 Definition of Seminar

Setiawan (2014:2) state that seminar is an event meet for presenting scientific work of an expert or researcher to audience in order make a common decision to scientific work among informant and audience.

Futhermore, Dimas (2012:8) seminar is a special meeting which has the purpose to complete studying about certain topic with solution that needed interaction among the audience of seminar helped by experts.

Seminar is an activity of interaction between the speaker and the audience in order to discuss about a particular topic and there is also a problem-solving.

2.3.1 The Function of Seminar

Based on Dimas (2012:8) the function of the seminar is to unite small groups to make annual meeting which focus on several certain topic where the audience asked to participate actively. It is often reached to dialog with moderator or instructor, through more formal presentation in the research.

2.3.2 The Characteristic of National Seminar

Dimas (2012:8) state that National Seminar has the characteristics. They are :

- a. National Seminar is held nationally (amongst province one country)
- b. National Seminar is done with certain specific topic nationally
- c. National Seminar's speaker is national speaker
- d. National Seminar's audience is national audience

2.4 Definition of Event Planner

Based on Megananda and Wijaya (2009:1) event planner is a group that govern the event and when enforce the event there are many people that get involved where these people have their expertise. When this event took a place, the event has many performances such as; performing art and music,

dance, exhibitions, sports competitions, seminars, product launch, promotional products, and others. Event planner have another name such as; Event Organizer, Event Coordinator, and Event Management.

Event planner are in the service business which was officially designated by the client to organize the series of events ranging from planning, creative side, preparation, exercising to finish, in order to help clients succeed and realize the expected goals through a series of events.

2.4.1 The Role of Event Planner in Event

Futhermore, Noor (2009:19), event planner had important influence to make a successful event. The event planner also had important role in the implementation of an event; it becomes a regulator of the entire event capable of supporting elements that work together to produce a series of successful events, both the organization and the purpose of the event. Event Planner will manage and oversee the many people who supported the event and the event needs to fit the predetermined concept.

The event Planner also served prepare for the event carefully to the needs of the event such as the location where the event will be held (out door or in door), the crew of artists and talents that are used in a series of events, such as the emcee, singer, band, supporting act like a dancer, magician, happening artist, and others, also includes guest accompanist, Sales Promotion Girls (SPG), Sales Promotion Boy (SPB), and other parties involved in the event.

The event planner should be able to manage and execute events with a maximum, so that the message can be received well by consumers through forms of creative and innovative communication particular.

2.4.2 The Function of Event Planner

Natoradjo (2011) state that, Event planner has the duties to collect many people to a purpose and many responsibility such as; do a research, make a design event, plan the event, coordinate the event, supervision the event, overseen the event, and realization the success of an event. They must make an event in accordance with the client desires.

2.4.3 Step Making the Event

Based on Natoradjo (2011:20), when we want make an event. There are many steps that we must do in order the event will success.

- a. Make the structure organizer of the event
- b. Make a draft concept of event
- c. Determine of target the event
- d. Determine of guest star or speaker of event
- e. Make the media promotion