PRICE REGISTRATION AT EVENTS PT. PACTOCONVEX NIAGATAMA
CASE STUDY DASABAKTI SMI 2019 & GROUP MEETING EGMONT
2019

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ABSTRAK
Tugas Karya Akhir ini membahas studi kasus terhadap tahapan registrasi peserta dari dua event yang
dikelola oleh PT. Pactoconvex Niagatama, yaitu Event Dasabakti PT. SMI 2019 yang menggunakan
sistem registrasi manual dan Event Egmont Group Meetings 2019 yang menggunakan sistem
registrasi online. Hasil dari studi kasus tersebut adalah sistem registrasi secara online mempunyai
efisiensi kerja yang lebih baik dan lebih aman daripada sistem registrasi secara manual. Selain itu
penulis juga membahas tentang fungsi pentingnya registrasi dalam suatu event dan metode registrasi
apa saja yang umumnya dipakai di suatu event.
Kata kunci: Registrasi, Event, MICE, Metode/Mode

ABSTRACT
Registration Process of PT. Pactoconvex Niagatama Event Case Study of Dasabakti SMI 2019 &
Egmont Group Meetings 2019. This Final Project task discusses a case study of the participants
registration from two events managed by PT. Pactoconvex Niagatama, There are Dasabakti PT.
SMI 2019 event that used the manual registration system, and the Egmont Group Meetings 2019
Event that used online registration system. The results of this case study are that the online
registration system has better and safer in handling participants data and more efficient than the
manual registration system. In addition, the author also wrote about the function of registration in
an event and which registration methods are commonly used at an event.
Keywords: Registration, Event, MICE, Method/Mode

INTRODUCTION
One of the Event Organizer companies in Indonesia is PT Pactoconvex Niagatama, which
has experienced in handling MICE activities since 1993, so the authors are interested in making PT.
Pactoconvex Niagatama as the subject of the Final Assignment (TKA) of the writer. Pacto Convex
was founded in 1992, with a mission to be the foremost Professional Organizer of Meetings,
Incentives, Conventions, and Exhibitions (MICE) in Indonesia. Pacto Convex was established under
the auspices of Pacto Ltd., a business group formerly known as “Pacto Tours and Travel” which was
founded in 1967 by DR. Hasyim Ning.

The PT Dasabakti SMI event is one of the events organized by Pacto Convex. This event was
held to celebrate PT SMI’s 10th anniversary. PT Sarana Multi Infrastruktur (Persero) (PT SMI) is
an infrastructure financing company that was established on February 26, 2009 as a State-Owned
Enterprise (BUMN) with 100% share ownership by the Government of Indonesia through the
Ministry of Finance of the Republic of Indonesia.

The PT SMI plays an active role in facilitating infrastructure financing, carrying out project
development activities and providing consulting services for infrastructure projects in Indonesia. PT
SMI carries the task of supporting the Indonesian government’s infrastructure development agenda
through partnerships with private and/or multilateral financial institutions in the Public Private
Partnership (KPS) scheme. As such, PT SMI can function as a catalyst in accelerating infrastructure
development in Indonesia.

In addition to Dasakti SMI, Pacto Convex also held an international meeting which was
attended by Egmont Group of Financial Intelligence Units (FIUs), namely Egmont Group Meetings.
This event was held on January 29-31, 2019. Egmont Group of FIUs are financial intelligence that
has the duty to maintain economic security in various countries. The two events have different
registration methods, Dasabakti SMI has a manual registration mode, while Egmont Group Meetings
has an online registration mode.
The purpose of this study is to know the Dasabakti SMI 2019 registration process manually, the Egmont Group Meetings 2019 online registration process, and the comparison between manual and online registration process.

LITERATURE REVIEW

Tourism

According to Yoeti (1991:103) tourism is a trip that is done repeatedly from somewhere to another, which in English is called "Tour". In Law No. 10 of 2009 on tourism, "tourism is a wide range of tourist activities and supported various facilities with services provided by the community, entrepreneurs, governments, and local governments". Tourism is something that is inseparable with society. The motivation to travel from time to time is: physical or psychological, social and interpersonal, cultural, and fantasy motivation. Some of that motivation is formed various types of tourism and become the cause of various tourism industries.

Law No. 10 of 2009 on tourism states that Tourism industry is divided into 13 tourism services business, namely:
1. Tourism Affection
2. Tourism Area
3. Tourism Transportation Service
4. Tour and Travel Service
5. Food and Beverage Service
6. Accommodations Supply
7. Organizing of Entertainment and Recreation Events
8. Organizing of Meetings, Incentive Travels, Conventions, and Exhibitions
9. Tourism Information Service
10. Tourism Consultant Service
11. Tour Guide Service
12. Water Tourism
13. Spa

Event

According to Noor (2009: 7) Event is defined as an activity that is held to commemorate important things throughout human life either individually or in groups that are bound in custom, culture, tradition and religion. The event was held for a specific purpose and time and involved community groups. Event is defined as an activity that is held to commemorate important things throughout human life, as well as groups. An event has various divisions that work together for one and the same goal, which is to organize the event properly.

MICE

According to Pendit (1999: 25), MICE is defined as convention tourism, with restrictions: business convention services, incentive travel, and exhibitions. It is an effort with activities to provide services for a gathering of groups of people (statesmen, business people, scholars etc.) to discuss issues related to mutual interests. According to Kesrul (2004) MICE (and Event) classification are:

I. Meeting

A meeting or trial held by groups of people who are members of associations, associations or associations with the aim of developing professionalism, enhancing human resources, fostering member and management cooperation, disseminating the latest information, publications, and social relations.

II. Incentive

A gifts or awards given by a company to employees. Clients, or consumers. The form is in the form of money, travel packages, or goods.

III. Conference

A meeting held on forms of etiquette, customs, or customs based on general consensus, two agreements between the countries of government authorities or international agreements on the topic of prisoners of war and so on.

IV. Exhibition
The event which is attended jointly is held in a meeting room or hotel exhibition room, where a group of producers or other buyers in an exhibition with different market segmentation.

Registration
According to Shone and Parry (2002) the registration process is a recording activity that is carried out for the first time when prospective participants or visitors register both exhibitions, seminars, conventions, conferences, and so forth. Registration is also one of the formation of the image of the event itself, because in the registration of the team itself is a front liner (front row) dealing directly with potential participants and visitors so that it can be ascertained whether the prospective participants or visitors are satisfied or not the services provided by the team registration. The steps are as follows:
1. Participants present a confirmation of registration or letter of acceptance (LOA) to the registrar.
2. The registration officer matches the participant's data that has been prepared at the secretariat.
3. After the data is matched, the participant in question is entitled to get event equipment such as name badge, congress kit, and others.

If the prospective participant has never registered before, then the prospective participant can register on-site (on-site registration). Participants must register according to the existing procedures, then if the participant has met the requirements, the relevant participant can take part in the series of events.

According to Gunawijaya (35: 2006) who said registration was divided into 2 stages, namely the data collection and implementation stages. The data collection phase is the stage where participants provide complete information about personal data and program programs that they want to follow during the event. It is at this data collection stage that the organizer gets complete information from each participant and provides special treatment so that each participant gets information according to the needs of each participant.

The registration system in an exhibition can be divided into 3 types, namely: (Gunawijaya)
▪ **Online Registration System**
Online registration system is an internet-based registration system that uses and utilizes a software or program created by a team of experts in the field of information technology. The experts presented by an organizing organization that will handle the registration process. The software is operated on the official website of an event or exhibition for the registration process so that participants can participate and attend the participants of an event or exhibition. This software was created to simplify and make efficient work time for an exhibition registration process. The system was also made to receive & process data sent by participants, inform data needed by participants, and know the total number of who registered.

▪ **Manual Registration System**
Manual registration system is a registration system created by an exhibition organizer that processes the process manually and controls manpower, does not rely on information technology and is not internet based.

▪ **Semi Online Registration System**
Registration system that combines the online registration system and the manual registration system / manual registration.

METHODOLOGY
In this study, researchers use descriptive research. This research conducted from 21 January 2019 to 281 April 2019, about 4 months at Pacto Convex, Grand Sahid Jaya Hotel, 2nd floor arcade, unit S2. The researcher collects the data from interviews, observations, and literature review. The researcher conducted an interview with the Niagatama Pactoconvex Association Division and the Person in Charge of the 10th Dasabakti SMI Event Registration, as well as Egmont Group Meetings.

RESULT AND DISCUSSION
The Dasabakti SMI 2019 Registration Process (Manual)
The PT Dasabakti SMI event is one of the events organized by PT. Niagatama Pactoconvex. This event was held to celebrate PT SMI's 10th anniversary. PT Sarana Multi Infrastruktur (Persero). The event was intended by PT SMI which is the Ministry of Finance's Special Mission Vehicles (SMV of the Ministry of Finance) to appreciate solid synergy with all stakeholders that have existed for a decade through the PT SMI 2019 Dasabakti event with the theme of the event “The Spirit of Building Indonesia.”

In the registration process, PT. Dasabakti SMI wants the registration system to be done manually by PT. Niagatama Pactoconvex. According to Gunawijaya (35: 2006) A manual registration system is a registration system created by an exhibition organizer that processes the process manually and controls human labor, not relying on information technology and not internet-based.

Dasabakti PT. SMI is included in the category of special events, according to Bowdin (2012: 17-18), special events are events created to describe or present performances or celebrations that are planned and created to achieve social, cultural, or corporate goals and objectives. Fenich's explanation (2012: 141) regarding special events is the holding of events with unique celebrations and activities.

Egmont Group Meetings Registration Process 2019 (Online)

The Egmont Group Working Group is an international organization that brings together financial intelligence units (FIUs) around the world. The annual meeting, known as the Egmont Working Group Meetings, was held on January 28-31, 2019 in Jakarta, and was attended by more than 300 representatives of financial intelligence institutions who are members of the Egmont Group. This is the first time that PPATK as an Indonesian financial intelligence agency was chosen as the host to hold Egmont Group Meetings, with PT. Pactoconvex Niagatama as a Professional Conference Organizer (PCO). In the implementation of registration during the event, PT. Pactoconvex Niagatama also uses an online registration system, which uses a software called ID Pack Pro.

The organizer will handle the registration. The software is operated on the official website of an event or exhibition for the registration process so that the participant can participate and attend the participants of an event or exhibition. This software was created to simplify and make efficient work time for an exhibition registration process. The system was also made to receive and process data sent by participants, inform data needed by participants, and know the total number of participants who registered.

In the Egmont Group Meetings 2019 event, IDPack software is flexible software, it can be used for ID cards, badges, and label production on the market. IDPack helps organizations to improve security in accessing cards. Such as membership cards, convention badges, student IDs, employee IDs, event tickets, company cards, and other identification needs.

There are stages of Egmont Group Meetings, which are:

1. Registration of participant data is carried out privately via the special website of Egmont Group members. In Egmont Group website can be found types of registration: Egmont Group Member, Egmont Group Member – Head of FIU, Egmont Committee Member, Egmont Group Secretariat, Candidate FIU, Observer, and International Partner.
2. Participant data that has been on the Egmont Group Meetings website is inputed by the registration team to the registration software, IDPack Pro.
3. Because IDPack Pro is used when the event takes place it still has an old version, so it can't be updated online. Then the 4 registration team computers are connected using a LAN router, so that all registration teams can know directly which guests have been recorded, so that data collection does not occur twice.
4. Every guest who arrives, the registration team will mark the guest data with the number 1 in the "ID Badge" column and again mark the number 1 in the "Conference kit" column to mark that the guest has taken the conference kit. Guests will be given an ID Badge with a lanyard that has a different color, according to the participant's color code. After that participants will be given a conference kit.
5. For guests whose names are not registered, guests will be invited to do on-site registration which can be done at the internet café and fill in their own data on the special website of Egmont Group members. Then the guest must wait until their data is approved by Egmont Group. After approval the guest is asked to take a photo at the
ID print booth next to the Egmont Group Meetings registration desk, and make a new ID badge and lanyard according to their color code.

6. Every Egmont Group Meetings participant will get: ID badge, pen, card wallet, notebook, tumbler, laptop bag, and Toraja coffee.

Comparison of Dasabakti Registration Mode of PT. SMI 2019 & Egmont Group Meetings 2019

- **Dasabakti PT. SMI**

  There are many shortcomings and errors in the registration process of Dasabakti PT. SMI, from the start of data verification to the registration at the time the event began. The main data used in the management of prospective participants Dasabakti PT. SMI 2019 is only last year's data which is not updated and is often empty, in contrast to Egmont Group Meetings 2019 from the start using the Egmont Group company website, so the data provided is accurate and is not required for reconfirmation.

  PT. SMI also provided data to the PT. Pactoconvex Niagatama was too close to the day of the Dasabakti PT. SMI, which is March 28, 2019. While the new data was given around March 3-4, 2019. Because a lot of data is blank and potential participants cannot be contacted, such as government and ministries. So, it took a long time for the registration team to verify all the data of prospective participants who were Dasabakti PT. SMI Namely March 6 2019 - March 20 2019. There are lots of data that could not be verified because they couldn’t find the perspective participant's contact.

  During the registration process, many participants were not officially registered and the recapitulation process at the end of the event was manually, based on the signatures listed in the register of participants who attended. For participants who had never registered before, they were required to conduct on-site registration, by writing the name manually in the blank registration data column. Only by showing a soft copy of the invitation via email, and whatsapp, participants can easily do on-site registration. This becomes a major shortcoming in the implementation of on-site registration that is owned so that this endangers the security and high data falsification. In addition, there was no participant's name in the soft-copy invitation. The participant's name is only on the hard-copy invitation, so the risk of data forgery is high.

  Table number distribution is done randomly, except for certain participants who have been determined from the beginning, many participants who submit complaints cannot sit together with their colleagues.

  When taking conference-kits, miscommunication often occurs. Participants had previously been reminded not to eliminate the given table number, but when the conference-kit exchange time began, many participants said the table number was missing, and made complaints when they could not take the conference-kit that should have been the participant's right, because according to (Miyati, et al. 2014: 115) Seminar-kit must be owned by the participants because it is the right of all participants who have made payments, such as the Chapter VII Tourism Law About Rights, Obligations, and Prohibitions stated in article 20 point b, namely tourism services are in accordance with the standards, but also according to article 26 point c, which is to provide non-discriminatory services. This should be avoided if participants have been given a conference-kit right away when registration begins.

- **Egmont Group Meetings 2019**

  Egmont Group Meetings 2019 has used the Egmont Group company website from the beginning, so the data provided is accurate and is not required to reconfirm as PT. Pactoconvex Niagatama at the 2019 SMI Dasabakti event.

  Unlike the Dasabakti Event PT. SMI 2019, the on-site registration system owned by the Egmont Group Meetings 2019 event is very safe. For guests whose names are not registered, guests will be invited to do on-site registration which can be done at the internet café and fill in their own data on the special website of Egmont Group members. Then the guest must wait until their data is approved and verified by Egmont Group. After approval the guest is asked to take a photo at the ID print booth next to the Egmont Group Meetings registration desk, and a new ID badge and lanyard are made according to their color code. Taking the conference-kit runs smoothly because it has been given since the participant registered or on-site registration.
The main advantage of the online registration system is the on-site registration system such as that owned by the Egmont Group Meetings 2019 event, which has an online data verification method that prevents the falsification of data or foreigners from entering the event venue.

<table>
<thead>
<tr>
<th>Dasabakti PT. SMI</th>
<th>Egmont Group Meetings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prospective participant data provided is not accurate</td>
<td>Participant data is already on the Egmont Group website</td>
</tr>
<tr>
<td>Need to verify manually (Using a telephone)</td>
<td>Verify data online</td>
</tr>
<tr>
<td>Manual data input</td>
<td>Input data to software</td>
</tr>
<tr>
<td>Random distribution of table numbers</td>
<td>There is no division in the table number</td>
</tr>
<tr>
<td>Manual registration system</td>
<td>Online registration system and requires verification from Egmont Group</td>
</tr>
<tr>
<td>Distribution of conference-kits after the event finished</td>
<td>Distribution of conference-kits during the process registration</td>
</tr>
</tbody>
</table>

Table 1. Comparison Table Between Dasabakti PT. SMI and Egmont Group Meetings

CONCLUSIONS
Based on the results of case studies from the Dasabakti PT. SMI with Egmont Group Meetings, are as follows:

- The registration process at Dasabakti PT. SMI 2019:
  1. Verification of participant data
  2. RSVP
  3. Conference-kit packing
  4. Set up the registration
  5. Implementation of registration
  6. Distribution of conference-kits.

- The registration process at Egmont Group Meetings 2019
  1. Input participant data from the web to the registration system software
  2. Conference-kit packing
  3. Set up the registration
  4. The registration and distribution of the conference kit at the same time.

RECOMMENDATION
The following recommend are based on case studies that have been made:
1. Punctuality
   Timeliness when verifying data and RSVP is very important, because if there is a delay it will result in potential participants not getting adequate information.
2. Using a data verification system for on-site registration
   It’s beneficial and to prevent crime from entering the venue event area.
3. Avoiding taking conference-kits that can disadvantage participants.
   Such as coupon distribution, etc., the conference kit should be distributed directly when the participant has completed the registration so that miscommunication does not occur, the conference kit is one of the important things in an event, and the handling will always be seen by the participants because the registration team including the front-liners becomes the image event when participants first enter the event venue.

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