

THE PROCESS OF TALENT SELECTION IN THE PREPARATION FOR THE EVENT OF TORCH RELAY OF THE ASIAN GAMES 2018

Sarah Austriana¹, Priyanto²

¹Tourism Study Program, Vocational Education Program University of Indonesia

²Tourism Study Program, Vocational Education Program University of Indonesia

Email: saraahautriana@gmail.com

ABSTRAK

Jurnal ini membahas mengenai proses penentuan talent dalam acara Torch Relay Asian Games yang akan berlangsung pada tanggal 17 Juli sampai dengan 18 Agustus 2018 di beberapa kota. Penelitian untuk jurnal ini bersifat kualitatif, dengan desain deskriptif. Data dan informasi diperoleh melalui Analisa penulis selama praktik kerja dan pengumpulan dokumen-dokumen internal perusahaan. Penulis menemukan bahwa dalam proses penentuan talent dalam acara Torch Relay Asian Games ini disesuaikan dengan kategori-kategori yang sudah ditentukan oleh pelelang. Hasil penelitian ini juga mengungkapkan beberapa tahap/step yang harus dilakukan, sehingga pada akhirnya didapatkan talent yang sesuai; Tahapan-tahapan dimaksud yaitu proses membaca manual book, brainstorming, diskusi, kemudian cek kesiapan calon talent untuk acara.

Kata Kunci: MICE, Proses, Talent, Torch Relay Asian Games

ABSTRACT

The journal is to show the readers about the process of determining talents of an event, which is the Asian Games Torch Relay that will be held from the 17th of July to 18th of August 2018 with seven routes of places to go to. Type of this research is qualitative and descriptive interpretive. Data were collected by interviewing officials of the company that selected the talents for the event; and from the writer's experience on helping in the process of it, as well as from the internal documents of the company. The result shows that in the process of finding the right talents needs to get through some steps which are, reading the manual, brainstorming, discussing, and then making sure if the candidates are willing to fill in for this event. The writer also concludes that how to decrease the candidates is by picking which ones fit to the circumstances best based on the bidder.

Keyword: MICE, Process, Talent, Asian Games Torch Relay

INTRODUCTION

The tourism industry is a sector that shows a high level of growth and provides a significant contribution to national foreign exchange (Kompas online, 11 August 2017). One important element in the Tourism Industry itself is MICE (Meeting, Incentive, Convention, Exhibition). This form of business is one type of tourism business carried out by a group of people or organizations to achieve a certain goal. MICE is a business opportunity that is currently one of the influential industries and has a high

contribution in terms of the economy of a country, especially developing countries. These countries try to find their own selling points or uniqueness. In this case, it can consist of various landmarks, food, culture, dances, etc. With the benefits that have been obtained from tourism, of course this has become something important for the government to pay attention to.

The progress of a country's tourism industry can be seen from the number of tourists who come. Therefore, it is necessary to do various efforts to increase the utilization of Tourism

Destination Areas, so that the tourism industry will continue to develop properly. Indonesia has many beautiful natural landscapes, which certainly have good potential in the development of the tourism sector. As an archipelago, Indonesia's potential to develop the tourism industry is huge. In Indonesia, the MICE Industry is progressing along with the development of the Nusantara exhibition and tourism industry. Efforts have been made to develop the MICE industry in Indonesia with promotion. One of the tourism promotion events is to take part in events that are held internationally, where there are many opportunities to introduce the rich culture of Indonesia. Many events have been held in Indonesia that have an international scale. Starting from conferences, to various kinds of exhibitions such as, international furniture expo, international motor expo, international craft expo and so on. In addition, Indonesia also has some experience hosting international events, such as the Asian Games 2018.

Asian Games is a competition in various sports which is participated by Asian athletes. This event, which is held every four years, is organized by the Organization Council of Asian (OCA). Until now there are 45 countries that are members of the OCA. Indonesia's participation in the Asian Games began in 1951 where it was the first time the Asian Games were held in India. Indonesia has had the honor of hosting two Asian Games, first at the 4th Asian Games 1962 and the 18th Asian Games 2018. Being a host requires a long preparation so that the event can be carried out optimally. By paying attention to all details starting from the pre event, during the event, and the post event.

In an event that has an international scale, it certainly takes a long time in its implementation. The concept of an interesting event and the determination of supporters or talents in the event can be a description of the character of the event. It really needs to be considered to support the interest in playing the event. The role of a talent in the event is to give more interest. And also as a strategy to attract the interest of the audience who are fans of the talent.

The author gets the opportunity to be involved in planning the 2018 Asian Torch Relay Games by PT. Exponent Media Visi as an intern. The author would like to examine more deeply the process of determining the supporting event or talent show at the Asian Games 2018 Torch Relay.

LITERATURE REVIEW

According to prof. Salah Wahab in Yoeti (1994:166) tourism is a human activity carried out consciously that receives services alternately among people in a country itself or abroad, including the inhabiting of people from other regions for a while seeking satisfaction which is diverse and different from what he experienced, where he got a permanent job. In building an attractive tourism industry, it takes the role of MICE and several supporting events as part of the promotion of tourism to Indonesia. According to Pendit (1999: 25), MICE is defined as convention tourism, with restrictions: business convention services, incentive travel, and exhibitions. MICE is an effort with the activity of providing services for a meeting of a group of people (statesmen, entrepreneurs, scholars, etc.) to discuss issues related to mutual interests.

MICE can be one of a company's business communication strategies in carrying out its business activities. Not only profit for the company, but MICE can also provide other business opportunities. Many parties will benefit from MICE, such as Professional Exhibition Organizer (PEO), Professional Conference Organizer (PCO), contractor booths, freight forwarders, suppliers, florists, Event Organizer (EO), hall owners, seasonal workers, printing, Bureau Travel Agencies (BPW), Travel Agencies (APW), hotels, souvenir companies and SMEs.

MICE has the main task in procuring an event, especially large events, in this case study the event of the Asian Games. Noor (2009: 7) states that the definition of an event is an activity held to commemorate important things throughout human life whether it is an individual or a group. Where they are bound by custom, culture, tradition or religion which are held for certain purposes. Classification of events known

as public relations activities according to Ardianto, (2009: 106) are as follows:

1. **Calendar of Events**, which are events that are held regularly (regular events) which are held on the day, month and year that have been determined each year
2. **Momentum Events**, which are events that are more specific at certain moments that are not included in routine events. Examples include new product launches, opening of new offices, company birthdays, and so on. And this is considered as a moment from the institution or PR to hold an event that needs to be warned and published.
3. **Special Event**, which is a special event that is considered special.

an event needs to be assisted by an experienced host or performer. therefore, the need for the best talents for this section. A talent is someone who is needed to be one of the supporters of the success of an event. One of the influences gained by the presence of the supporters of the event is the arrival of the talent community in an event, which will greatly help to enliven the atmosphere of the event and strengthen the concept of the material.

In this journal, the author will focus on the 2018 Asian Relay Torch Relay event which is an International Sports competition, and discusses who will be involved and take part in enlivening this event, by informing how the talent selection process is at the 2018 Asian Relay Torch Relay event.

METHODOLOGY

The method used in writing this journal is a qualitative method using data collection. According to Sugiyono (2009:15), qualitative research methods are research used to investigate, discover, describe, and explain the quality or idiosyncrasy of social influence that cannot be explained, measured or illustrated through a quantitative approach. During the process of preparing the final project, of course, accurate data is needed, to support the explanation of the author's material. The data was obtained through several methods.

1. Observation

According to Arikunto (2010), Observation is a direct observation of the ongoing environment covering all the activities of attention to a study of objects using their senses. Or a deliberate and conscious effort to collect data and do it systematically and according to the procedure. This method is done by observing activities from beginning to end. The author observes the brainstorming process and also discussing for the 2018 Asian Games Torch Relay, especially in the talent selection process in the 2018 Asian Games Torch Relay.

2. Literature Study

According to Nazir (1998: 112) the study of literature is an important step where after a researcher determines the research topic, the next step is to conduct a study related to the theory related to the research topic. In the search for theory, researchers will gather as much information from related literature. Literature sources can be obtained from: books, journals, magazines, research results (theses and dissertations), and other suitable sources (internet, newspapers, etc.). The author uses the method of literature in the preparation of this final work, which is collecting data from articles on the internet or books.

RESULT AND DISCUSSION

The Asian Games is a sports competition that is only held every 4 years. The sports branches that are contested at the Asian Games participate in the Olympics with swimming and athletics as core sports, plus special sports that reflect the culture of each region in Asia such as Sepaktakraw (Asia Southeast), Kabaddi (South Asia), Wushu (East Asia) and others. In 2018 the initial candidate to host the Asian Games 2018, Vietnam resigned as Host due to economic problems. Not only that, there are also considerations regarding the facilities owned by Vietnam. Of course, the decision to withdraw Vietnam gave Indonesia the opportunity to advance to become the main candidate for hosting the Asian Games 2018. For the second

time, which will last for a month from July 17 to August 18, 2018.

To support success, sufficient sponsorship is needed to fund the event. Sponsorship is a collaboration between two companies that aims to benefit each other, in financial and other terms. A good sponsor is one who gives feedback to those who receive sponsors. With the holding of international scale sports competitions such as the Asian Games, there are certainly many sponsors who want to work together and support this prestigious event. Because the benefits to be gained by the sponsors will not only be seen by Indonesia but will reach 45 Official Broadcasters from all over Asia.

Logos and mascots are also an integral part of this Asian Games event. The Asian Games 2018 logo chosen by President Joko Widodo is in the form of a sketch of the Gelora Bung Karno Main Stadium and the sun in the center. The sun symbolizes the most important energy source which then spreads through eight paths throughout Asia as well as the world with the Asian Games. The Asian Games 2018 logo also has meaning as a hope that Indonesia can show its greatness through the holding of the Asian Games 2018. With this new logo, Indonesia as the host wants to show the world through the holding and achievements of the Asian Games 2018. This year's Asian Games mascot consists of three animals in Indonesia, namely the Bird of Paradise named Bhin Bhin, the one-horned rhino named Kaka, and the Bawean Deer called Atung. The meaning of these three mascots is to represent the diversity and biodiversity of Indonesia which consists of eastern Indonesia (Bhin Bhin), western Indonesia (Kaka), and central Indonesia (Atung). This mascot is made with a touch of modern art and also pays attention to the wisdom of the local culture model which is very interesting.

The series of pre-event events will begin with Torch Relay, which took fire from India on the 15th. After taking fire from India, the fire will be buried in the Dirgantara Museum before being merged with Mrapen's eternal fire, Purwodadi. In Prambanan Temple, the fire from India and the fire from Mrapen will be put together on Mini Cauldron in the official release of the Torch Relay

Asian Games concert while at the same time making Prambanan as a zero point in Prambanan Square which was attended by 45 representatives of Asian Games 2018 Participating Countries. PT Exponent Media Visi became one of the Organizer candidates who get the chance to hold several points of the area that will be passed by a fire torch which ends in the capital city of Jakarta.

The activities of the 2018 Asian Games Torch Relay will start from taking the torch fire in India on July 17 then proceed to several cities in Indonesia, which in each city will have different celebrations according to the culture of each city, and will have talents that are will take part in celebrating the celebration, until the final point in Jakarta on August 18, 2018. The following activities will be carried out at each point:

1. Flaming
2. Torch Relay
3. Socialization, Cultural Exploration, and Tourism

Asian Games 2018 Torch Relay which will last for a month certainly requires supporting events that can be enlivened at each point of the dismissal area. One of the reasons for the inclusion of a number of artists in the Asian Games 2018 Torch Relay is not just to be a representative of Indonesia, but also to attract the audience's interest to come when the torch relay is held in their area. The involvement of supporters of the event that will be present at the Asian Games 2018 Torch Relay becomes the reason for supporting the audience because the audience who is present is no longer just a fan of the athlete but there are also fans supporting other events. The determination of the supporters of this event was adjusted to the criteria given by INASGOC during the 2018 Asian Torch Games Technical Meeting.

In the Torch Relay Asian Games manual book there are provisions regarding the team needed at each point of the area to be visited by Torch Relay. These provisions are in the Torch Bearer requirements for each city, which are:

1. 2 National Artists in each major city (excluding Torch Ambassador)
2. 3 representatives of participating countries (optional)
3. 3 Veteran athletes

4. 3 Athletes Local
5. 3 Defable athletes
6. 2 Regional public figures
7. 2 Community leaders
8. 2 Local Community

With the above provisions, the writer and the team immediately make a grouping for prospective talents at the Asian Games 2018 Torch Relay. The grouping is determined after going through four stages as follows:

a. Brainstorming

Brainstorming is one of the standard tools for ideation or can be said as developing ideas to get new ideas introduced by Alex Osborn Faickney, founder of the Creative Education Foundation through a book entitled "Applied Imagination". The purpose of using brainstorming is to capture as many alternative ideas that can be considered for decision making. In this first stage the team held a meeting to come up with creative problem solving. With brainstorming, meeting members are encouraged to throw ideas that can make the event more interesting and also talk about the criteria that have been given by INASGOC in terms of selecting talent to support the event when the 2018 Asian Relay Torch Relay takes place.

At the end of the Brainstorming session each member at the meeting was given the task of doing more in-depth research on the 2018 Asian Games Torch Relay, such as the image to be raised at the event and also looking at the previous year's Asian Games in order to be a real picture of how the event it is only held every 4 years and makes it a reference for this year's Asian Torch Relay Games. However, the writer gets a special task, which is to look for several names of artists who can be potential talents for this event. This includes names that can meet the criteria listed in the INASGOC manual book. After further brainstorming we discussed further and tried to narrow down the talents and estimate which would be more suitable for the Torch Relay Asian Games 2018.

b. Discussion

In this stage, the team conducted a deeper discussion about the talents that would be designated as supporters of the event at the 2018 Asian Relay Torch. This discussion was carried out after each team member researched and also looked at each candidate supporting the 2018 Torch Relay Game. , like seeing the schedules of the talents and matching them with the date of the Asian Games 2018 Torch Relay event. There are several points of discussion that are an important concern in this discussion. One of the points of the discussion is how the team can eliminate names that were previously in the brainstorming stage. The way the team chose was by comparing the artists with one another, in order to get in accordance with the area to be passed by the Torch Relay. We also discussed the fanbase or supporters of the talents and the influence of those talents if chosen to be an event supporter at the Asian Games 2018 Torch Relay.

The event team from PT Exponent Media Visi also saw whether prospective talents could be included in the basics of the person qualifications that the team wanted, which was often abbreviated as A S K or more precisely was:

1. **Attitude**, The attitude, behavior or behavior of a person in interacting or communicating with fellow humans.
2. **Skill**, The ability of someone to do something that is specific, and requires a certain amount of time to learn and be proven.
3. **Knowledge**, The ability to recognize a situation based on the perception of his mind. Knowledge can be determined by what is learned from reading material, the environment, work and so forth.

After the event team discussion regarding the standards needed for the 2018 Asian Games Torch Relay talent candidates as a strategy to eliminate the list of names that had been made by the team in the first stage, we finally entered the next stage, which was determining talent.

c. Determination of talent

In this process our team began to determine talent as a result of the break down in the previous discussion, which will eventually be contacted to participate in the Asian Games Torch Relay 2018. from July 17 to August 18, 2018. In the Asian Games Torch Relay 2018 event we definitely need talents who can be good representatives of Indonesia, and also have a good contribution. At the end of this 3rd stage, the event team from PT Exponent Media Visi had already made a decision on the talents to be chosen as supporters of the Asian Games Torch Relay 2018 event. Next that needed to be done was to look at the Talent schedule and ensure the willingness of the talent to participate in the event This 2018 Asian Games Torch Relay.

d. Talent Check Availability

Willingness of the event talent is checked after the names of the candidates who support the event have been determined and discussed by the team. The willingness of the supporting artists of the event was checked again by Fabella Anjani as one of the authorities in PT Exponent Media Visi, who was experienced in this matter.

CONCLUSION

The conclusions obtained from the results of a direct review and also an explanation that the author got during the period of work practice in planning the 2018 Asian Games Torch Relay are as follows:

1. The Asian Games is an Olympic competition with swimming and athletics, which is held by the OCA (Organizational Council of Asia) every 4 years and has become a big event awaited by people from various countries. This year, Indonesia will host the Asian Games 2018, which will begin with a pre-event, namely Torch Relay, which starts on July 17 until August 18, 2018.
2. The activities that will be carried out in each area of the Asian Games Torch Relay stop are Flamming, Torch Relay and also Socialization, Cultural Exploration, and Tourism

3. In the process of determining the supporting event at this event it is necessary to adjust the theme and image of the Asian Game Torch Relay 2018 event held in Indonesia. The process of determining the supporters of the event at the Torch Relay Asian Games is done through the stages of brainstorming, discussion, the determination of supporting the event, and checking the availability of prospective supporters of the event. The involvement of the candidates is adjusted with a number of predetermined criteria. Where selected artists have their respective interests and can give a good impression as entertainment representatives from Indonesia.

RECOMMENDATION

The things that the writer can convey as a suggestion based on the case studies in the previous chapters and as long as the authors do practical work is the 2018 Asian Games Torch Relay involving many supporters of the event who have different contributions and backgrounds. Problems arising from the availability of talent to participate in this event, should be resolved immediately by finding a replacement talent as long as there is time before the day approaches the implementation of the event.

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