



Analysis of Human Resource Needs for Organizing Events in the MICE Industry: A Study in South Sulawesi Province

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Abstract

This research analyzes human resource needs in the MICE (Meetings, Incentives, Conferences, and Exhibitions) industry in South Sulawesi Province. This research focuses on three main aspects: the development of the event business, the need and availability of human resources for event organizers, and the skill competencies needed by the industry in organizing events in South Sulawesi. The research method used is qualitative research. This data is analyzed to provide a comprehensive description of the actual conditions and human resource needs in the MICE industry in South Sulawesi and become a reference for stakeholders in developing human resources in the MICE industry sector. The research results show that 1). The development of the Event Business in South Sulawesi has great potential because it is supported by adequate infrastructure such as the International Airport, toll roads, Convention Center Building, malls, hotels, and transportation facilities) and the availability of complete entertainment and shopping centers, culinary, and support. local community. 2). - There are not enough MICE HR professionals in South Sulawesi. Many events are held each year, but not enough workers have the right skills. Event service entrepreneurs often have to recruit volunteers who are not competent. 3). The skill competencies needed by the industry in organizing events in South Sulawesi are competencies for Event Registration, Event Stand Building, Event Logistics, Event Marketing Communication, Event Venue Management, Event Liaison Officer, Event Destination Bidding certification clusters in the 2020 MICE field certification scheme.

Keywords: Events, human resource needs, competencies for mice industry, south Sulawesi province

1. INTRODUCTION

The development of the MICE industry (meeting, incentive, conference, and exhibition) in the country will undoubtedly contribute to the diversification of service industries, which are closely associated with the provision of services. The MICE event-organizing industry is a promising contributor to public income and economic development at the national level. While the number of MICE tourists arriving in Indonesia is not as high as that of leisure tourists, the length of their visits and the amount of money they spend is a significant attraction. Data from the ICCA (International Congress & Convention Association) released in 2012 indicates that the amount of foreign exchange spent by MICE tourists is seven times that of regular tourists. MICE travelers are typically classified as "quality tourists," who tend to stay longer and spend more money than regular tourists.

MICE is a business sector that makes a significant economic contribution, particularly in developing countries. MICE activities are closely intertwined with tourism activities, as evidenced by Pendif (1999), who defined convention tourism activities as comprising convention services, incentive travel, and exhibitions. These activities provide services for meetings of groups of people (statesmen, businessmen, scholars, and so on) to discuss issues related to common interests.

The development of the MICE industry is analogous to the emergence of a new industry that has the potential to benefit a multitude of stakeholders. The MICE industry is a complex and multifaceted



sector that necessitates the involvement of numerous parties to flourish. This underscores the undeniable growth and expansion of MICE organizers, which is a testament to the current demand for the MICE industry by business professionals. MICE business activities have created new employment opportunities, not only in the form of seasonal work but also in the form of permanent positions for many citizens. One such position is that of event organizers, who are required to work on a variety of events that require significant manpower. The increasing necessity for individuals to interact and exchange experiences and information during the organization of events has led to a demand for professional services that can provide users with a sense of satisfaction. In this context, clients who are partners in the MICE business world are the primary beneficiaries of such services. The MICE industry will experience accelerated growth if MICE event-organizing companies can attract and retain highly competent human resources (HR) professionals who are capable of driving increased profits, particularly for business actors within the industry.

A review of the current pace of development of the MICE industry reveals that the event business as a service industry is a highly complex field, given its involvement with numerous societal elements. Consequently, the event-organizing industry in the MICE field is a promising business prospect at this time, particularly in South Sulawesi. In the context of the current New Normal era, event-organizing company managers in South Sulawesi must be able to provide quality services and alternative solutions to MICE industry service users. This enables event-organizing service users to receive superior service quality. This represents a significant challenge for all personnel within an organization, as they must compete in terms of providing maximum service quality to maintain the credibility of their respective companies.

In light of the aforementioned description, the South Sulawesi Provincial Government is currently pursuing the objective of enhancing the quality of its human resources. This is being achieved by the establishment of vocational schools at both the SMK and college levels. One notable example is the Tourism Polytechnic, which is designed to produce graduates with the requisite competencies and expertise in their respective fields, particularly in the domain of MICE. It is incumbent upon the South Sulawesi Provincial Government to endeavor to enhance the competencies in the MICE domain. This can be achieved through a multitude of avenues, including extending invitations to districts and cities to participate in MICE activities. When such endeavors are conducted in an exemplary manner, it will not only foster the growth of tourism but also that of ancillary industries, particularly those engaged in MICE organization.

The region of South Sulawesi has several potential tourist destinations that could attract both domestic and international visitors, particularly if they were to be incorporated into an annual events program. Notable examples include the Bugis Makassar Merchants Meeting Event, Maccera Kalompoang in Gowa, and the Maudu Lompoa festival in Cikoang Kab. Notable festivals in South Sulawesi include the Pajukukukan festival in Bantaeng, the "Bumi Lasinrang" cultural festival, the Bulukumba Phinisi Festival, F8 Makassar City, and the Rambu Solo Tana event. The Tempe Lake festival in South Sulawesi is also worthy of mention. The potential of Engkang and other similar locations requires the attention of all communities and the government. In order to enhance the competitiveness of event organizers, it is crucial to encourage innovation and creativity in attracting potential visitors. This can be achieved by developing the competencies of personnel involved in event organization. Furthermore, it is essential to facilitate the support of other sectors that are directly related to tourism, such as transportation, trade, and infrastructure, to meet the needs of tourists.

The growing number of tourist visits resulting from the surge in MICE activity in South Sulawesi underscores the need for a skilled workforce with expertise in event organization. To ensure the optimal utilization of resources in event organizations, it is essential to ascertain the current availability and suitability of these resources within event-organizing companies in South Sulawesi. This assessment should align with the industry's desired competencies to eliminate potential constraints for event organizers, particularly in South Sulawesi.



2. RESEARCH METHODOLOGY

This research with the title “Analysis of Human Resource Needs for Event Organizing in the MICE Industry in South Sulawesi Province” uses qualitative research methods. The qualitative approach was selected because it enables an in-depth comprehension of intricate social phenomena, such as the human resource requirements of the MICE industry (meetings, incentives, conferences, and exhibitions) in South Sulawesi. Furthermore, it serves as a reference point for stakeholders engaged in human resource development within the MICE industry sector. The data was analyzed to present a comprehensive representation of the actual conditions. This method allows researchers to delve into the perspectives, experiences, and challenges encountered by stakeholders within the industry.

Data will be collected through in-depth interviews with key stakeholders in the MICE industry in South Sulawesi, including event organizers, venue representatives, suppliers, and relevant government officials. Additionally, participant observation will be conducted at several MICE events in the province to gain a comprehensive understanding of the HR needs in this field. Document studies will also be conducted to analyze industry reports, government policies, and statistical data relevant to the development of the MICE industry in South Sulawesi.

The data analysis will employ a thematic approach, whereby the collected data will be subjected to a process of validity checking through the use of the technique of data triangulation. In qualitative research, the most commonly employed method for ensuring data validity is data triangulation. The technique of data triangulation is employed to ensure the validity of data by utilizing an external source of information to check the data or as a comparison to the data in question. In this instance, the data triangulation technique will use information from all local stakeholders. This process will help to identify patterns in HR needs and competencies in organizing MICE events in South Sulawesi. The data triangulation process will be conducted by comparing the results of interviews, observations, and document studies to increase the validity of the research findings.

To ensure the rigor and reliability of the research, several strategies will be employed, including the analysis of the data using four key components: data collection, data reduction, data presentation, and conclusion drawing. As Moleong (2004: 280-281) notes, data analysis is the process of organizing and sorting data into patterns, categories, and basic description units so that themes can be identified and working hypotheses formulated in a manner that aligns with the data. The steps of data analysis, as outlined by Miles and Huberman (1992: 15-19).

The results of this study are anticipated to provide a comprehensive account of the description, needs, and competencies of human resources in organizing MICE events in South Sulawesi. The research findings will be employed to formulate recommendations for HR development in the MICE sector, including the requisite training programs, enhancement of the MICE-related education curriculum, and strategies to bridge the gap between industry needs and the availability of skilled workers in South Sulawesi Province.

3. FINDINGS AND DISCUSSION

3.1 An Overview of Event Development in South Sulawesi

As one of the most extensive provinces in Eastern Indonesia, South Sulawesi, with Makassar City serving as the provincial capital, plays a pivotal role in the advancement of the MICE (Meetings, Incentives, Conferences, and Exhibitions) industry, particularly within the province. Makassar serves as the epicenter of MICE industry growth due to its comprehensive range of convention and event facilities, including a multitude of high-end hotels, international airports, and state-of-the-art Convention Center event venues, complemented by a diverse array of authentic South Sulawesi culinary offerings. This potential can be effectively leveraged to advance the MICE industry in South Sulawesi with the backing of the government and other key stakeholders. There is a need to prioritize the development of the convention and MICE tourism to ensure its comprehensive, professional, and optimal management.

The development of the mice sector in South Sulawesi is no longer solely focused on the provision of entertainment packages. The growth of organizations such as meetings, incentives, conventions, and exhibitions has led to a new approach to Mice tourism promotion in South Sulawesi. The organization of MICE is a primary driver of the tourism industry, while also providing benefits to the host region. According to Anggiat Sinaga, Chairman of the Indonesian Hotel and Restaurant Association (PHRI) of South Sulawesi, the occupancy rate of hotels in Makassar City has been dominated by MICE participants over the past five years. In the past five years, approximately 55% of hotel occupancy has been attributed to MICE participants, both from the local government sector and national and international markets. The majority of these events are government-sponsored, with the remainder comprising national and international markets. (Supershop Magazine, Friday, March 5, 2023). This positive trend must be supported by several factors to ensure the continued implementation of MICE. These include adequate infrastructure, the availability of complete entertainment and shopping centers, and the support of the local community and culinary industry. South Sulawesi is well-equipped to support MICE activities, with a range of facilities, including regional and international airports, event venues, tourist destinations, cultural attractions, culinary offerings, shopping centers, land transportation, and a sufficient number of hotel rooms.

Table 1. A comprehensive analysis of the types of event industry supporters in South Sulawesi from 2020 to 2023 is presented in this study

No	Regional	Pendukung MICE								
		Airport	Sea port	Cultural Events	Type TD	Mall Shopping Center	Hotel	Venues Event	Vendors logistik	Service EO
1	Makassar	1	1	18	5	15	17.9	8	3	141
							60			
2	Bulukumba		1	4	5		169	2	1	1
3	Bantaeng		1	3	5		183	1	1	2
4	Jeneponto		1	2	5		40	1	1	1
5	Takalar			4	5		-	1	1	
6	Gowa			3	5		216	2	2	2
7	Sinjai		1	2	5		-	1	1	1
8	Maros			3	5	1	283	1	1	1
9	Pangkep			2	5		-	2	1	1
10	barru			4	5		17	2	1	1
11	Bone	1	1	4	5		246	1	1	1
12	Sopeng			4	5		126	1	1	1
13	Wajo			5	5		142	1	1	1
14	Sidrap			2	4		42	1	1	1
15	Pinrang			3	5	1	142	2	2	2
16	Enrekang			5	4		-	1	1	-
17	Luwu	1		2	5		-	1	-	1
18	Tana Toraja	1		4	4		201	1	8	5
19	Luwu Utara	1		3	5		23	1	3	2
20	Luwu Timur	1		3	5		184	1	1	2
21	Toraja Utara	1		2	4		41	1	8	5
22	Kepulauan Selayar	1	1	2	5		135	1	1	1
23	Pare-pare		1	4	5	1	40	1	5	8
24	Palopo	1	1	2	5	1	219	1	1	2
	province of South Sulawesi	9	9	90	116	19	20.409	36	47	183

Source: Authors, 2023



3.1.1 Airport

There are eight airports in South Sulawesi, namely: Sultan Hasanuddin International Airport, Bua/Lagaligo Airport in Palopo, Sorowako Airport in Sorowako village, Nuha sub-district, East Luwu district, Andi Jemma Airport in Masamba sub-district, North Luwu district, Arung Palakka Airport in Bone district, Pongtiku Airport in Tana Toraja district, Haji Aroepala Airport in Selayar district, and Rampi Airport in North Luwu. Sultan Hasanuddin International Airport is currently the primary airport connecting Makassar with other areas in South Sulawesi, as well as international destinations. It serves both domestic and international flights and is located 22 km north of Makassar, about 30 km from the city center. The airport features two runways: the first measures 3,100 m × 45 m, and the second measures 2,500 m × 45 m. It is operated by PT Angkasa Pura I. The airport has undergone multiple name changes over the years. Originally built by the Dutch East Indies Government in 1935 as Kadieng Airfield, the airport's name was changed in 1942 when Japan took control of Indonesia, becoming Mandai Airfield. After the Indonesian government took over airport management in 1950, the name was changed to Mandai Air Port and the runway was extended. In 1980, it was renamed Hasanuddin Air Port and the runway was further extended. Finally, in 2004, it was renamed Sultan Hasanuddin International Airport in honor of the Bugis-Makassar national hero. With extensive development, Sultan Hasanuddin International Airport has become a major transportation hub. Recent redesigns, inspired by the traditional Pinisi ship of South Sulawesi, have transformed the airport's appearance, enhancing both its functionality and visual appeal.

The second airport, Andi Jemma Airport, is located in Masamba District, North Luwu Regency, South Sulawesi. The third airport, Bua Airport (also known as Palopo Lagaligo Airport), serves domestic flights and is located in the Bua sub-district of Luwu district. It was inaugurated by President Susilo Bambang Yudhoyono on October 19, 2010. Sorowako Airport is situated in Sorowako village, Nuha District, East Luwu Regency, near the tourist destination of Lake Matano. Originally managed by PT Vale Tbk, the airport was later transferred to the South Sulawesi Regional Government for continued administration and management. Arung Palakka Airport, located in Bone Regency, South Sulawesi, serves the region from Mappalo Ulaweng Village, Awangpone Subdistrict, approximately 10 kilometers from Watampone, the capital of Bone Regency. The airport features a 1,200-meter runway, a 70-meter by 80-meter apron, a 96.5-meter by 15-meter taxiway, and a 600 square meter terminal building. Pongtiku Airport, serving Makale, South Sulawesi, was first constructed in 1978, with operations beginning on April 1, 1982. The runway dimensions are 1,277 m × 23 m, with a taxiway measuring 55 m × 15 m and an apron area of 60 m × 40 m. Haji Aroepala Airport, located on Selayar Island in Bontosunggu Village, Bontoharu District, was initiated by the Regent, Drs. H.M. Akib Patta, and inaugurated by Indonesia's Minister of Transportation, Mr. Agum Gumelar, on September 17, 2000, which coincided with National Development Day. Rampi Airport, situated in Onondowa Village, Rampi District, North Luwu Regency, is a civil aviation facility serving the remote mountainous regions of North Luwu. The airport features a runway measuring 1,000 m × 23 m, suitable for C-212 aircraft, a 60 m × 40 m apron, a 75 m × 15 m taxiway, and a 120 square meter terminal building.

These nine airports play a crucial role in supporting the development of MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism in South Sulawesi. However, it's important to note that some of these airports serve only domestic flights or even pioneer flights. Sultan Hasanuddin International Airport in Makassar is the largest and busiest, handling both domestic and international traffic..

3.1.2 Venue Event

South Sulawesi offers a plethora of appealing event venues, encompassing both indoor and outdoor options, situated across a multitude of cities and districts. In the capital city of Makassar, there are several venues of international caliber, including the Celebes Convention Center and the Four Points by Sheraton Makassar, which frequently host conferences and exhibitions on a large scale. For outdoor events, Losari Beach and Anjung Pantai Losari provide a visually appealing backdrop for festivals and concerts, with their stunning ocean views. In North Toraja Regency, distinctive outdoor venues such as Londa and Kete' Kesu offer traditional cultural settings conducive

to ethnic-themed events. Meanwhile, Bulukumba Regency offers Tanjung Bira Beach as an optimal location for water sports events and beach festivals. Maros Regency has Leang-Leang Prehistoric Park, a distinctive outdoor venue for historical or nature-themed events. This diversity of venues reflects the rich nature and culture of South Sulawesi, providing event organizers with a comprehensive range of options to create memorable experiences for participants from diverse backgrounds and interests.

The primary instrument for fostering the growth of convention tourism in South Sulawesi is the Celebes Convention Center, a convention center situated in Makassar. The convention center commenced operations in 2008. The Celebes Convention Center features a hall with a seating capacity of over 2,000. The CCC is situated in proximity to the Tanjung Bunga area, which is linked to Trans Studio and Losari Beach. This location is advantageous due to its central positioning within the entertainment and business districts of Makassar City. The CCC boasts a spacious building and expansive rooms, rendering it an optimal venue for hosting a multitude of events, including exhibitions, wedding receptions, conferences, and other large-scale national and international gatherings. The CCC boasts an exhibition space of 3,600 square meters and rooms that can accommodate 10,000 to 15,000 individuals. In the event of a standing party, the venue can accommodate 200-300 exhibition stands. In addition to the exhibition hall, there is also an integrated service office space for consultation and advocacy of MSME financing.

3.1.3 Tourism Destinations

South Sulawesi offers a plethora of incentive tourism destinations, encompassing a diverse range of natural beauty, cultural richness, and unique experiences across its various cities and districts. In Makassar City, incentive participants have the opportunity to engage in historical tours of Fort Rotterdam and the surrounding islands, including Samalona Island, which offers the chance to engage in snorkeling activities. Tana Toraja and North Toraja are particularly attractive to incentive travelers due to their distinctive culture, traditional Tongkonan houses, and remarkable traditional funeral ceremonies. Maros Regency offers opportunities for nature-based recreation in Bantimurung-Bulusaraung National Park, which features waterfalls and colonies of rare butterflies. Bulukumba is renowned for its exotic Tanjung Bira Beach, which offers a plethora of beach activities and water sports. Meanwhile, Bone Regency offers a rich cultural experience, including a visit to the historic Bone Palace and a traditional silk cloth-making workshop. East Luwu has Lake Matano, the deepest tectonic lake in Indonesia, which is suitable for team-building activities. The diversity of destinations allows for the creation of incentive programs that can be tailored to suit a wide range of preferences, from natural adventure to cultural exploration to beach relaxation. This diversity makes South Sulawesi a comprehensive and enticing incentive tourism destination.

3.1.4 Culinary

The culinary traditions of South Sulawesi are a reflection of the region's diverse cultural heritage and natural resources. In Makassar City, the provincial capital, visitors have the opportunity to sample a variety of traditional dishes, including Coto Makassar, a richly spiced beef stew, and Sop Konro, a hearty beef rib soup. Pisang Epe, grilled bananas doused in palm sugar, is a popular snack item among visitors to Losari Beach. Additionally, a beef offal-based dish, pallubasa, is a highly regarded culinary item among food enthusiasts. In Gowa Regency, songkolo bagadang (black sticky rice with grated coconut and palm sugar) is a recommended specialty. Pangkep is renowned for its jalkangkote, a fried pastry filled with vegetables and meat, and dange, a traditional cake made from sago flour.

As one proceeds in a northerly direction, the region of Tana Toraja proffers a distinctive gastronomic experience, characterized by a variety of distinctive dishes. These include Pa'piong, a local preparation of chicken or pork cooked in bamboo, and Pantollo' Pamarrasan, a cured buffalo meat dish. Pinnang Regency is renowned for its Mi Titi, a crispy dry-fried noodle dish, while Sidrap Regency is celebrated for its Nasu Palekko, a chicken preparation cooked with a blend of special spices. In Bone Regency, tourists have the opportunity to sample Barongko, a banana cake wrapped

in banana leaves and steamed. Luwu is renowned for its Kapurung, a vegetable soup with sago balls, while Palopo is known for serving Sarabba, a refreshing warm ginger drink. This remarkable diversity of culinary traditions not only provides tourists with a unique taste experience, but also offers insight into the history and traditions of the people of South Sulawesi through its signature dishes. This, in turn, has the potential to support the development of MICE tourism in South Sulawesi.

3.1.5 Mall Shopping Center

As an economic and business center, South Sulawesi, particularly the city of Makassar, boasts several shopping centers that are highly regarded by both locals and tourists alike. Mall Ratu Indah, one of the oldest shopping centers in Makassar, continues to be a popular destination, offering a diverse range of retail options and entertainment facilities. The Trans Studio Mall in Makassar is notable for its status as the largest integrated entertainment complex in Eastern Indonesia. It comprises a shopping center and an indoor theme park, namely Trans Studio Theme Park. Nipah Mall, situated in the city center, provides a convenient shopping experience with a modern concept. Panakkukang Mall and Makassar Town Square (M'TOS) are also notable shopping destinations, offering a diverse range of retail, dining, and entertainment options. GTC Makassar is recognized as a wholesale center, offering a wide array of products at competitive prices.

In addition, the construction of contemporary shopping centers has commenced in several districts situated outside the city of Makassar. As the second most populous city in South Sulawesi, Palopo boasts the Palopo City Mall, which has become a hub for the local community's modern lifestyle. In Parepare, Paputo Mall represents a significant shopping destination, combining traditional and modern concepts. Gowa Regency, which borders Makassar, has Gowa Discovery Park, a recreational complex that also features a shopping area. While not as expansive or opulent as those in Makassar, shopping centers in other regencies, including Bone, Bulukumba, and Pinrang, are beginning to emerge. These centers typically take the form of plazas or modern markets that offer a range of daily necessities and a selection of national brands. This development reflects the economic growth and evolving lifestyles of the people of South Sulawesi, who are increasingly embracing modernity while maintaining their local characteristics.

3.1.6 Hotel Facilities

At the time of writing, there are 329 hotels registered in South Sulawesi. Of these, 80 are located in the city of Makassar. These hotels are well placed to accommodate and support a range of activities and tourist activities in Makassar. Infrastructure facilities and various sectors that support South Sulawesi/Makassar City also facilitate the implementation of straightforward policies and the dissemination of information regarding accommodation promotions from the South Sulawesi Provincial Government and the Makassar City Government. These factors contribute to the growth of MICE organizations in South Sulawesi, particularly in Makassar City. The chairman of PHRI has identified two key areas for improvement: firstly, the government should adopt a more proactive approach to encouraging the organisation of MICE, and secondly, the development of human resources is essential to support the growth of the MICE industry in South Sulawesi.

Jeffrey Eugene T, an activist of the MICE industry in South Sulawesi and the chairman of ASPERAPI, as well as the head of one of the largest companies organizing exhibition events in South Sulawesi, stated that over the past five years, the expansion of MICE events in South Sulawesi, particularly in Makassar City, has demonstrated a favorable trajectory in relation to the advancement of the MICE industry in South Sulawesi. From the perspective of the event industry, the period between 2010 and 2023 saw a notable increase in the organization of MICE events, with growth rates ranging from 30 to 40% annually. This trend reached 70% by 2019. However, in early 2020, the government declared a state of emergency due to the escalation of the global pandemic caused by the SARS-CoV-2 virus, which led to a significant decline in MICE activities. Following the conclusion of the pandemic in Indonesia, the MICE industry demonstrated a resurgence in growth in 2023, exceeding 80% of its pre-pandemic levels. This growth is evident not only in the number of

events, including cultural events that are held on an annual basis, but also in the development of events in all city districts in South Sulawesi. For instance, Bulukumba Regency hosted several international events during the 2022-2023 period. As the proprietor of PT Debindo Mega Promo Makassar, one of the enterprises engaged in the organization of events and the MICE industry, he is keen for this sector to continue to expand, even in the context of the ongoing pandemic. (Interview conducted on June 25, 2020).

3.2 Needs and Availability of Human Resources (HR) Event Organizers in South Sulawesi

Table 2. Data on HR needs and availability for event organizers in South Sulawesi

No	Event Organizer / Wedding Organizer / Professional Event Organizer (EO / WO / PEO)	Availability	Requirements	Skills
1	KC Wedding Organizer, Event Organizer, & Decoration	8	2	1
2	Event Organizer PT Zetta Adi Communication	12	5	6
3	Lii entertainment	6	4	4
4	Medicare Center Indonesia	6	2	2
5	Ririn Event Organizer	8	2	2
6	Friendly Event Organizer	12	4	4
7	Segienam Organizer	6	2	2
8	YASIKA PRODUCTION	6	3	3
9	99 Party Organizer, Decoration & Entertainment	8	4	4
10	indah decoration	12	1	1
11	Dimensi Entertainment	6	4	4
12	MONROE ENTERTAINMENT	6	2	2
13	Dhirga La Academy Junior	8	2	2
14	Ongsongs Entertainment	12	5	5
15	CV. Lintang Pramiswari	6	4	4
16	Komunitas Musik Independen Makassar	6	2	2
17	Perencana Event Organizer Makassar	8	2	2
18	Eight Indonesia	12	4	4
19	Wedding Organizer Makassar	6	2	2
20	Kantor Runway Wedding Organizer	6	3	3
21	Es-Em Decoration & Party Organizer	8	4	4
22	Color Festival Production	12	1	1
23	Kantor Trimedia Citra Land Hertasning	6	4	4
24	Dee Management Event Organizer Makassar	6	2	2
25	promotor eo makassar	8	2	2
26	MACSINDO	12	5	5
27	Mamex Production Makassar (Makassar Mice Expo. CV)	6	4	4
28	Event Organizer Srikandi Catur Karya	6	2	2
29	Cv Rachmat	10	2	2
30	Makassar Rental	2	4	4
31	Mars Management	6	2	2
32	Penyelenggara EO Makassar		3	3
33	DELAPAN COMMUNICATION	6	4	4
34	Locomotive 21 Production	3	1	1

35	MRG Productions		4	4
36	CV. Applepie Entertainment	2	2	2
37	MGS OFFICE EVENT	4	2	2
38	Bazelpro Outbound	8	5	5
39	Sebelas Pro	8	4	4
40	Emefsi Management	2	2	2
41	3 Pro	8	2	2
42	Satutujuh.Management-eomakassar	1	4	4
43	VIANO PRODUCTION SULAWESI	6	2	2
44	Le Bleu The Wedding Organizer	2	3	3
45	IdNnesian	2	-	4
46	CV. 12 Management	12	1	1
47	Marindra Travel Organizer	8	4	4
48	Serena Organizer	6	1	2
49	anaya decoration	5	4	-
50	Outbound Elang Celebes	1	5	-
Jumlah			104	

Source: Authors, 2023

The utilization of event organizer (EO) or event planner services has exhibited a notable upward trajectory on an annual basis. These services are utilized by a multitude of parties to organize events for companies, wedding receptions, and outbound activities. The existence of an Event Organizer (EO) is considered to facilitate parties who want to design or program various large-scale events and lack the time to take care of all the management tasks associated with such events, including planning, implementation, and event closure. This is also what triggers the emergence of other event organizer types, such as Professional Convention Organizer (PCO), Professional Exhibition Organizer (PEO), Event Organizer (EO), and Wedding Organizer (WO), in South Sulawesi.

Nevertheless, the number of permanent employees owned by each Event Organizer remains inadequate, given the unmet demand for personnel with the requisite event organization competencies.

Table 3. Data Tracer Study Program PKA

No	Period	Registered	Graduate of	Work		
				EO/WO/PEO	Other industries	not working
1	2013 -2014	17	17	7	2	8
2	2014 -2015	27	26	9	11	5
3	2015 -2016	31	30	6	20	4
4	2016 -2017	33	29	5	12	12
5	2017 -2018	79	78	15	45	10
6	2018 -2019	105	102	37	50	7
7	2019 -2020	110	110	not yet distributed		
8	2020 -2021	105	-			
9	2021 -2022	97	-			
10	2022 -2023	91	-			
Quantity		695	363	79	140	46

Source: Authors, 2023

It can be observed that students from PKA engage in professional activities not only within the province of South Sulawesi but also in other regions. However, there is a lack of empirical evidence substantiating the assertion that alumni from PKA occupy positions within the Tourism Office at the city and district levels across all regions of South Sulawesi. Nevertheless, it can be inferred that the City and District Tourism Offices play a pivotal role in organizing a multitude of cultural events. The South Sulawesi event calendar illustrates that graduates with MICE expertise are still predominantly employed by event-organizing companies. Among the total alumni, 30% have established their event businesses, indicating a significant discrepancy between the number of graduates and the number of emerging event organizers in South Sulawesi.

3.3 Skill competencies are needed in organizing events in South Sulawesi

The results of mapping the implementation and organization of events in South Sulawesi describe the competencies possessed by an employee in organizing events in the MICE field. The results of interviews with industry practitioners in South Sulawesi revealed that some of the competencies expected of employees are still at the initial or operational levels, rather than at the managerial level. Some of the initial competencies, such as crowd management, installation and dismantling of exhibition elements, logistics, staging, audio-visual, registration, and protocol, are the competencies expected of operational employees in the MICE field.

Table 4. MICE Professional Competency Certification Scheme

Number	Competency Cluster	Competency Unit
1	Certified Event Registration	<u>Collaborating with Colleagues and Customers (I.55HDR00.149.2)</u>
		<u>Performing work in a diverse social environment (I.55HDR00.150.2)</u>
		<u>Communicating Orally in English at a Basic Operational Level (I.55HDR00.217.2)</u>
		<u>Managing Guest Registration for an Event (N.82MIC00.071.2)</u>
		<u>Processing Registration Activities In An Event (N.82MIC00.070.2)</u>
2	Certified Event Stand Building	<u>Collaborating with Colleagues and Customers (I.55HDR00.149.2)</u>
		<u>Following health, safety, and security procedures in the workplace (I.55HDR00.151.2)</u>
		<u>Installing and Dismantling Exhibition Elements (N.82MIC00.073.2)</u>
		<u>Arrange And Monitor Installation And Dismantling Of Exhibitions (N.82MIC00.074.2)</u>
		<u>Monitor Loading And Unloading (N.82MIC00.075.2)</u>
3	Certified Event Logistic	<u>Collaborating with Colleagues and Customers (I.55HDR00.149.2)</u>
		<u>Following health, safety and security procedures in the workplace (I.55HDR00.151.2)</u>
		<u>Monitor Loading and Unloading (N.82MIC00.075.2)</u>
		<u>Conducting Negotiations With Vendors (N.82MIC00.057.2)</u>
4	Certified Event Marketing Communication	<u>Collaborating with Colleagues and Customers (I.55HDR00.149.2)</u>
		<u>Developing Marketing Strategy (N.82MIC00.021.2)</u>
		<u>Developing Communication Strategy in Exhibition Activities (N.82MIC00.022.2)</u>
		<u>Getting and Managing Sponsorship (N.82MIC00.040.1)</u>
		<u>Developing Exhibition Concepts (N.82MIC00.008.1)</u>
5	Certified Event Venue Management	<u>Collaborating with Colleagues and Customers (I.55HDR00.149.2)</u>
		<u>Following health, safety and security procedures in the workplace (I.55HDR00.151.2)</u>

		<u>Choosing the Place and Location of the Activity (N.82MIC00.025.1)</u>
		<u>Handling Activity Licensing (N.82MIC00.058.2)</u>
		<u>Handling the Crowd (N.82MIC00.060.2)</u>
		<u>Managing Event Management (N.823010.020.01)</u>
6	Certified Event Liaison Officer	<u>Collaborating with Colleagues and Customers (I.55HDR00.149.2)</u>
		<u>Performing work in a diverse social environment (I.55HDR00.150.2)</u>
		<u>Presenting Information (I.55HDR00.165.2)</u>
		<u>Conducting Information Exchange in Conversational Language (I.55HDR00.204.2)</u>
		<u>Communicating Orally in English at a Basic Operational Level (I.55HDR00.217.2)</u>
		<u>Handling Protocol Event Activities (N.82MIC00.072.2)</u>
7	Certified Event Destination Bidding	<u>Collaborating with Colleagues and Customers (I.55HDR00.149.2)</u>
		<u>Planning and Executing Sales Activities (I.55HDR00.158.2)</u>
		<u>Presenting Information (I.55HDR00.156.2)</u>
		<u>Developing Bidding Proposals (BID) (N.82MIC00.003.2)</u>
		<u>Developing Meeting and Conference Programs (N.82MIC00.002.2)</u>

Source: Jakarta MICE Professional Certification Institute 2023

The results demonstrate the competencies required for event planning in South Sulawesi. Through interviews with event planners in South Sulawesi, it was revealed that while some planners possess fundamental skills, they lack managerial abilities. Based on the description and a selection of the results of interviews conducted by researchers with some practitioners and event organizers, as well as with several employees and related tourism offices, it can be concluded that the competencies currently still needed are those associated with certification clusters 1, 2, 3, 4, and 5 in the MICE certification scheme.

4. CONCLUSION

In conclusion, the MICE industry in South Sulawesi holds promising growth potential, supported by several key factors, including the region's rich tourism offerings and adequate infrastructure. South Sulawesi boasts everything necessary for hosting successful events, such as an international airport, toll roads, a convention center, shopping malls, hotels, and reliable transportation. These facilities make it an ideal destination for MICE activities. The region also hosts annual events that are considered highlights of the South Sulawesi calendar, further showcasing its capacity for large-scale gatherings. Additionally, the increasing demand for Event Organizers (EO) and Event Planner services has led to a rise in the number of event-organizing businesses opening in South Sulawesi.

However, despite this growth, the region faces a shortage of qualified MICE professionals. While numerous events are held every year, there is a lack of skilled workers in the industry. Event service entrepreneurs often resort to recruiting volunteers who lack the necessary competence. Furthermore, there is a shortage of qualified alumni to meet the demand for MICE professionals, especially in Makassar and other regions. Event organizers in South Sulawesi require expertise in areas such as event registration and management, crowd control, customer relations, and adherence to health and safety protocols. The most in-demand competencies align with clusters 1, 2, 3, 4, and 5 of the MICE certification scheme, highlighting the need for skilled professionals in the industry to support its continued development.

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