

LOGISTIC MANAGEMENT IN THE IMPLEMENTATION OF EXPO REI 2025 BY PT. DEBINDO MEGA PROMO MAKASSAR

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Abstract

This research aims to analyze the logistics management of Expo REI 2025 organized by PT. Debindo Mega Promo Makassar, focusing on planning, procurement, handling, and evaluation stages. Using a qualitative descriptive method, data were collected through interviews, observation, and documentation with key stakeholders such as project managers, logistics teams, and exhibitors. The results show that logistics management was carried out systematically through four stages. Planning emphasized scheduling, budgeting, and coordination with vendors. Procurement involved selection and contracting of suppliers to provide event needs, although incomplete specifications occasionally caused delays. Handling encountered challenges such as limited loading dock capacity, restricted time due to mall operations, and booth area violations by exhibitors. Solutions included staggered loading schedules, enhanced signage, and stronger coordination. Evaluation indicated improved efficiency compared to previous years, though communication gaps remained an issue. The research concludes that effective logistics management is crucial for the success of exhibitions. Recommendations include developing more detailed MoUs with vendors and exhibitors, improving communication during technical briefings, and adopting innovative approaches to logistics planning for future events

Keywords: mice, logistic management, EXPO REI

1. INTRODUCTION

Tourism contributes significantly to Indonesia's economy, generating over IDR 211 trillion in 2024. Within the tourism sector, Meetings, Incentives, Conventions, and Exhibitions (MICE) play an increasingly strategic role. Exhibitions, in particular, serve as vital platforms for industry promotion and collaboration. Makassar has positioned itself as an emerging MICE hub, supported by infrastructure such as convention centers and international-standard hotels. Among the city's major annual events is Expo REI, organized by PT. Debindo Mega Promo, one of Indonesia's leading Professional Exhibition Organizers (PEO). Expo REI is recognized as the largest property exhibition in Eastern Indonesia. Logistics management is one of the most critical components determining the success of exhibition events. It involves planning, procurement, handling, and evaluation to ensure operational smoothness. Ineffective logistics often result in delays, inefficiencies, and dissatisfaction among stakeholders. This study focuses on analyzing logistics management practices, identifying challenges, and examining the solutions applied by PT. Debindo Mega Promo in Expo REI 2025.

One of the tourism industries that is currently receiving significant attention and being heavily promoted by the government is the MICE industry. The development of the MICE industry in Indonesia is very evident, not only because of the increasing number of events being held and the growing number of professional associations related to MICE, but also with the emergence of schools

and curricula that specifically discuss and study the complex management of MICE (Wijaya, 2023: 172). MICE has become a popular industry among business people and is one of the main drivers of economic growth in related regions, because this event sector has unique characteristics as it involves participants with higher spending power than ordinary tourists, and has a significant economic impact on the destination. According to Luturlean et al. (2019: 147-156), MICE is known as a tourism activity that combines leisure and business, usually involving a group of people together, while according to Bowdin et al. (2024: 576-619), an event is defined as an organized activity that includes MICE.

Makassar currently has sufficient facilities for MICE activities, such as convention centers, star-rated hotels, and an international airport. However, this potential cannot be fully utilized without the support of the government and related parties. Therefore, MICE tourism potential must be managed comprehensively, professionally, and optimally. With the presence of Event Organizers (EOs), known as MICE players, who are responsible for planning, organizing, and implementing various types of events, event organizers have a strategic role in ensuring the success of an event. Competition in the event organizer industry encourages innovation and creativity, creating new event concepts that attract participants and drive the economy. According to Luturlean et al. (2019: 147-156), an event organizer can be defined as an event executor who performs their work at the request of a client, where they assist event owners in planning, organizing, and facilitating small, medium, or large-scale events.

Throughout the year, various activities have been held in Makassar City, including MICE events organized by the local government, as well as national and international markets. One of the major national events regularly held in Makassar is the REI Expo, organized by PT. Debindo Mega Promo Makassar. Exhibitions, as one of the main elements in the MICE industry, are a strategic platform for various industries to promote products, establish partnerships, and encourage innovation. Data from The Global Association of the Exhibition Industry (UFI Research, 2022) shows that exhibitions generate a Gross Domestic Product (GDP) of 200.7 billion US dollars, making it the 55th largest economy in the world. Karsonno (2016) explains that exhibitions are promotional activities held to showcase various works from various fields, such as art and industry, with the aim of attracting the attention and interest of visitors. The REI Expo is an annual event held by the Real Estate Association of Indonesia and is the largest exhibition event in Eastern Indonesia. This event provides a platform for every property industry to have equal opportunities in business. The 2025 REI Expo, which will be held at the Ratu Indah Mall in Makassar from February 19 to 23, 2025, is the 30th edition. In organizing an event, there are important elements that must be involved so that the event can run according to plan. One of the important elements in organizing a MICE event is good cooperation management. Terry's research (2021: 9-24) defines management as a process to achieve predetermined goals by involving other people in its implementation. In the context of cooperation management, this refers to the management and coordination of various parties involved so that they can collaborate effectively to achieve the success of the MICE event.

The success of an exhibition is not only measured by the number of participants and transactions that occur during the event, but also by the efficiency and effectiveness of the logistics management that supports it. Well-managed logistics ensure smooth operations, minimize the risk of loss, and increase participant satisfaction. Meanwhile, Haugen (2021: 89-91) states that logistics management can be defined as a process involving the planning, implementation, and control of the flow of goods and information, with the main objective of logistics being to meet customer needs efficiently and effectively. Therefore, strategies and solutions are needed to overcome these challenges to ensure the smooth running of the entire logistics process at the REI Expo event.

2. RESEARCH & METHODOLOGY

This study employed a qualitative approach using a case study design to gain an in-depth understanding of logistics management practices. A purposive sampling technique was applied to select key informants who were directly involved in logistics operations, ensuring the relevance and accuracy of the data collected.

Data were collected through multiple techniques to enhance data triangulation. In-depth interviews were conducted with project managers, assistant managers, and logistics coordinators of PT Debindo Mega Promo to obtain firsthand insights into logistics planning and execution. In addition, direct observation was carried out during the preparation and implementation of events to capture real-time logistics activities. Documentation was also analyzed, including company records, contracts, and event-related materials. Furthermore, a literature review of relevant academic studies and industry reports was conducted to support and contextualize the findings.

Data analysis was conducted using the logistics management model proposed by Rachman and Kongrat (2020). This model consists of four main stages: planning, procurement, handling, and evaluation. The planning stage involved identifying logistics requirements, budgeting, and interdepartmental coordination. Procurement focused on vendor selection, negotiation, and contracting processes. Handling encompassed on-site coordination, loading and unloading activities, and logistics monitoring during events. Finally, the evaluation stage involved performance analysis and the collection of feedback to assess the effectiveness of logistics operations.

3. FINDINGS AND DISCUSSION

Expo REI 2025 logistics planning included inventory identification, budget preparation, vendor coordination, and scheduling. Clear task distribution and coordination meetings were crucial in this stage. Vendor selection was based on reputation, reliability, and cost efficiency. MoUs and contracts were established to ensure clarity of roles and responsibilities. However, incomplete specifications occasionally caused delays. During event setup, the logistics team faced challenges such as limited loading dock space, tight time restrictions due to mall operating hours, and exhibitors exceeding designated booth areas. Solutions included staggered loading schedules (shift system), improved signage and layouts, and enhanced communication with exhibitors. Post-event evaluation highlighted that logistics coordination significantly influenced the overall success of Expo REI 2025. Feedback from exhibitors emphasized improved efficiency compared to previous years, although issues of communication and space management persisted. Findings affirm that logistics is not merely a technical function but a strategic component of event success. Effective management minimizes risks, supports exhibitor satisfaction, and enhances the event's reputation.

Tabel 1. Logistical Challenges and Solutions for the 2025 REI Expo

No	Obstacle	Result of obstacles	Explanation of Obstacles	The solution implemented	Solution Explanation
1	Delays in the loading process	Causing a tight preparation schedule and risking changes to the event rundown	The loading process was delayed due to the long loading dock line and busy schedule, so some preparations at the location had to be carried out within the limited time provided by the venue.	Tighter loading schedule planning and time slot arrangements between vendors	Rescheduling with detailed time slots for each vendor and exhibitor, with strict supervision in the field to avoid vehicle congestion and ensure that the loading process runs according to the agreed terms.

No	Obstacle	Result of obstacles	Explanation of Obstacles	The solution implemented	Solution Explanation
2	Cables and installations were not tidy during the event	May pose a risk of accidents to visitors and staff, and may result in warnings from venue management that could disrupt the event and compromise its comfort and safety.	During the exhibition, electrical and network cables were seen to be untidy, resulting in a warning from venue management. This posed a potential safety hazard and detracted from the aesthetics of the event.	Standardization of installation management and strict technical supervision	Develop strict guidelines regarding cable arrangement and installation, as well as appointing specific technical personnel to supervise and ensure that cables are neatly arranged before and during the event.
3	The existence of third-party vendors belonging to exhibitors who place special requests that do not comply with venue rules	The incompatibility of the booth triggered sudden adjustments that consumed additional time and energy, resulting in reprimands from the venue. The presence of third-party vendors that were not properly managed also caused complex problems related to conflicting design installation schedules and overall coordination	Some exhibitors requested booth designs that did not comply with the venue's standard height regulations, causing technical conflicts and sudden adjustments on site that could disrupt the aesthetics and order of the event.	Coordination and design verification	Coordinate with exhibitors and third-party vendors to dismantle and repair their booths.
4	Exhibitor items that leave the	Causing visitor traffic	There were exhibitors who	Field supervision	Clear booth placement and

No	Obstacle	Result of obstacles	Explanation of Obstacles	The solution implemented	Solution Explanation
	designated marking booth	disruptions, potential conflicts between exhibitors, and disturbing the aesthetics of the exhibition.	placed items outside the marked booth boundaries, causing spatial disturbances, potential conflicts between exhibitors, and disrupting visitor flow.	and issuing warnings in a clear and polite manner	regular supervision by officers during the event, as well as dissemination of rules and regulations to exhibitors before and during the event so that all participants comply with the designated areas for the sake of smoothness and mutual comfort.
	Posting of exhibitor posters and flyers that do not conform to the available size	The appearance of the booths and exhibition hall was untidy and unattractive, prompting complaints from exhibitors.	The installation of promotional materials that exceed or do not fit the designated area causes aesthetic disturbances to the exhibition, and there are sudden orders for posters that need to be resized.	Provide guidance and measurements for the space provided, and offer the necessary alternatives.	Provide size and installation location guidelines as well as direct supervision to ensure promotional materials are installed according to the space provided, and offer alternatives such as ordering new posters according to the available size.

Source: Authors, 2024

The table above provides a clear picture and highlights the importance of effectively managing obstacles that arise during event management in order to minimize potential losses, disruptions, and dissatisfaction for the smooth running and success of Expo REI 2025. Obstacles that are not properly

addressed can potentially have negative impacts, ranging from financial losses and damage to reputation to a poor experience for participants and visitors.

4. CONCLUSION

Based on the description presented in the discussion regarding the logistics management process for the implementation of Expo REI 2025 by PT. Debindo Mega Promo Makassar, the following are conclusions related to the stages of logistics management as well as obstacles and solutions to obstacles encountered in the implementation of Expo REI 2025:

- a) The implementation process of logistics management for Expo REI 2025 is in line with Rachman and Kongrat's theory, which states that the stages of management begin with planning, procurement, implementation, and evaluation. The planning stage includes identifying needs, compiling checklists, forming teams, and coordinating with vendors and venue managers. The procurement stage is carried out through a vendor selection process, negotiations, scheduling of goods arrival, and transparent payment administration management to ensure timely logistics readiness. In the implementation stage, the team supervises the installation of materials, handles technical obstacles in the field, and ensures the security of exhibitor goods. Next, the evaluation stage is carried out in three phases: pre-event, during the event, and post-event to assess the effectiveness of the logistics system, identify obstacles, and formulate improvement strategies. Overall, the logistics management carried out by PT. Debindo Mega Promo is considered quite effective and can be a reference model for organizing similar events in the future.
- b) Despite PT. Debindo Mega Promo's success in organizing Expo REI 2025, it cannot be denied that the logistics team encountered a number of significant obstacles, such as delays in the loading process, cables and installations that were not tidy during the event, third-party vendors' special requests that did not comply with venue regulations, exhibitor items that were placed outside the designated booth areas, posters and flyers that were not installed in accordance with the available space, and sudden orders and requests from exhibitors. These obstacles underscore the importance of improving planning, coordination, and communication between all parties involved. Through consistent oversight and a high level of adaptability, these challenges can be minimized, ensuring the smooth management of event logistics moving forward while maintaining professionalism and the overall success of the exhibition.

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