

**VISITOR MOTIVES OF CULINARY AND SHOPPING FESTIVAL EVENT AT
LIPPO PLAZA MEDAN**

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ABSTRAK

Saat ini perkembangan industri pariwisata semakin kompleks dan menyangkut berbagai bidang usaha. Dampak yang diberikan juga beragam dan berbentuk multiplier effect. Salah satu kegiatan yang dominan saat ini adalah industri perhelatan dan menyangkut dengan segala lini usaha, salah satunya pusat perbelanjaan.

Terkait dengan hal ini salah satu kegiatan yang mendapat dukungan dari Kemenpar dan melibatkan hampir seluruh usaha di Indonesia dilaksanakan oleh Asosiasi bisnis.

Untuk menggali motivasi wisatawan maka dilakukan pengumpulan data melalui kegiatan pembagian kuesioner, dalam hal ini secara spesifik kepada mahasiswa UPH medan yang setiap harinya mengunjungi Lippo Plaza. Untuk mendapatkan hasil dampak maka akan dilakukan wawancara mendalam kepada responden dari tenant dan juga pengunjung yang mendapatkan hadiah melalui program ini.

Kesimpulan yang didapatkan nanti diharapkan bisa memberikan gambaran secara khusus apa yang menjadi pertimbangan dalam pelaksanaan perhelatan dari Lippo Plaza Medan dan secara umum ke seluruh pusat perbelanjaan yang ada di Indonesia.

Kata kunci: manajemen perhelatan, dampak perhelatan, motivasi wisatawan

ABSTRACT

Today, the tourism industry has become richer and sophisticated. It involved various businesses and has given multiplier effect towards the society. One of dominant business activity in this sector is event management. It also touches various kind of business e.g. shopping center.

Related to this, one of activity that has full support from the ministry of tourism in Indonesia is Culinary and Shopping Festival 2016. This event is being held from 27 September 2016 up to 27 October 2016 in many provinces in Indonesia.

Data that is being collected to answer the research is being distributed to various visitors and specifically to student of UPH Medan. Hopefully from the data collection, the analysis will answer what kind of motives is to come to event. Whether the visitor coming for the culinary and shopping festival or for another event will be answered from the study. Therefore combining the data with how the tenant expectation can show the relationship between visitor motives and the festival.

Keywords: event management, culinary and shopping festival, visitor motives

1. Background

Nowadays, the development of tourism industry becomes more massive and evolving into various industries. Known before as a business of moving person from one place to another now tourism has become business for everyone. Touching from travel industry, food and beverages industry, lodging industry and now has also involving event management.

The business is not only enjoyed by small scale industry but also by international chain scale. Starting form small tour operator up to massive hotel chain. From low technology business up to high technology. It is industry for all and now become the main source of income decided by many countries in the world.

One of government that has decided to set it course to have positive foreign exchange by the help of tourism industry development is Indonesia. As a country that mainly depend on oil and gas before, Indonesia now strive for more sustainable source of income which is tourism. Therefore through the ministry of tourism, the government of Indonesia set various program in increasing the number of tourist.

Program set by the government is by setting Culinary and shopping festival as an event to be held in 12 provinces in Indonesia. It also involving 85 shopping centers. The ministry of tourism, Mr. Arief Yahya stated that the event that will be held from 27 September 2016 to 27 October 2015 will be the first and the biggest event in the world since the scope of event. This event is organized by *Asosiasi Pengelola Pusat Belanja Indonesia* which are the association of shopping center management all over Indonesia.

One of location where the event is take place in Lippo Plaza Medan North Sumatra. As the third biggest city in Indonesia, Medan has become a metropolitan. The city have more than five malls in many spots in location and now has become a fast growing city. Lippo Plaza is become interesting because it has strategic location at the center of the city. The second

interesting point is that the mall is connected to various business such as university, hospital, banks and public offices. Therefore it is interesting to see whether the program of Culinary and Shopping Festival relationship with the visitor motives. Whether it will impact the increasing number of tourist in the future or not.

2. Event Management and MICE Industry

In the tourism body of knowledge, mostly are practical issues and knowledge. Event Management which is a part of tourism as knowledge are in the cross and multidisciplinary area of work. By definition, event management is the application of project management to the creation and development of large scale events such as festivals, conferences, ceremonies, formal parties, concerts, or conventions.

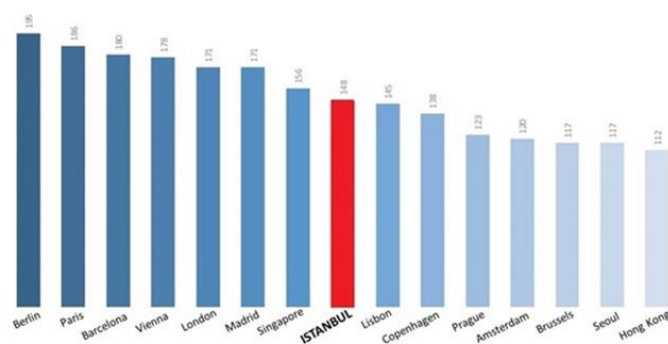
Event management involved many tourism businesses such as travel, culinary, lodging and also destination management. MICE also known as Meeting, Incentives, Conference and Exhibition is a wide range of activities of tourism. Nowadays traveling for business is not only involving small scale of tourism activities but also involves various business. Today, MICE has become attractive for many destination in the world. Since by doing MICE activities there will be more in flow of visitor into the destination. This will increase the foreign exchange value and also give more multiplier effect to the stakeholder in the destination.

The association that documenting MICE and also research the industry is IAPCO. The organization IAPCO is stand for The International Association of Professional Congress Organizers. The organization already publishes a book called "Meetings Industry Terminology". This book is functions as a dictionary for the MICE industry.

Inside the book, these are the definitions as put out by IAPCO about Meeting, Incentives, Conference and Exhibition. (1) Meeting is a general term indicating the coming together of a number of people in one place, to confer or carry out a particular activity. Frequency of how we call the meeting can be on an ad hoc basis or according to a set pattern, as for instance annual general meetings, committee meetings, etc. (2) Incentive is a meeting event as part of a program which is offered to its participants to reward a previous performance.

Another definition is for Conference. (3) Conference is a participatory meeting designed for discussion, fact-finding, problem solving and consultation. As compared with a congress, a conference is normally smaller in scale and more select in character - features which tend to facilitate the exchange of information. The term "conference" carries no special connotation as to frequency. Though not inherently limited in time, conferences are usually of limited duration with specific objectives. (4) Exhibition is an event at which products and services are displayed.

One of success story of destination build by MICE industry is Singapore. A small country in Southeast Asia with no more than 269 mi² has become a strong economics country not only in the region but also in the world. In 2015 the number of MICE activities being held in Singapore is 156 congresses. This makes Singapore on the rank 7th among all the MICE destination in the world.



Picture 1. Number of Conference held in various destination

The number that given based on the data shown before by success destination has brought many destination want to follow the path that lead to successful Singapore. Through the number of conferences and events held in Singapore had brought many foreign exchange that create powerful growth in Singapore economy. In 2015 although still loss than the year 2014 for 7.6 percent, Singapore already accept about S\$ 21.8 billion. To support the growth Singapore already have Singapore Exhibition & Convention Bureau under its administration.



Picture 2. Value of Business in Tourism for Singapore (taken from STB statistics)

In Academic area, there are also many researchers interesting to study about the motivation behind visitor such as Yaduo and Shenoy. Both research are trying to understand the motives of visitor in visiting a festival. The model and methodology has open understanding of how to research in the field of event management. Other publication is also being disseminate and administered by the help of UNWTO (United Nation World Tourism Organization) to see the business comprehensively.

3. Methodology

To understand the relationship between the festival of culinary and shopping and the visitor motives at Lippo Plaza Medan there will be some set up to be developed first. The population of visitor to Lippo Plaza Medan is really big and various. Visitor will come not only from Medan but also from outside of Medan. The data that will be needed to understand the relationship between visitor and festival of culinary and shopping are about the demographic of visitor in Lippo Plaza, the motivation of visitor to visit Lippo Plaza and also to compare the sales number of tenant before and during the festival.

To gain the data, several ways of extracting the data will be needed such as in depth interview with the management of Lippo Plaza, and also to share some questioner to the visitor. The data gathered through the questioner will be analyzed using the help of SPSS software. The analysis will be using Tobit Regression analysis.

4. Visitor Motivation to Lippo Plaza during the Culinary and Shopping Festival

This research will be conducted during the event being held in 27 September 2016 to 27 October 2016. The interview will be conducted in the end of the event and if it is necessary after the event is being held. If there is more data needed, a communication with national organizer can be conducted.

The research hopefully can answer how motives of visitor to come to event. Whether the visitor coming for the culinary and shopping festival or for another event will be answered from the study. Therefore combining the data with how the tenant expectation can show the relationship between visitor motives and the festival.

5. Conclusion

The conclusion gathered from this research is hopefully will bring into audience the description about what kind of motivation from the visitor to come and enjoying culinary and shopping festival. The research will be specifically answer what impact that the event will bring to Lippo Plaza Medan. Hopefully the answer can be bring into national awareness and endorse more research in the future. Thus the event management in the future can be managed professionally and based on academic data.

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