

Analysis of Event Marketing, Registration, and Digitalized Ticketing

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Abstract— Almost all parts in an organization both commercial and non-commercial must have held an event. No exception in the education, especially at the University. The number of events carried out on campus is a phenomenon that makes students who are members of organizations learn to organize it so that it can run well. Organizing events is not easy and requires a lot of energy, time and costs starting from marketing, registering, ticketing, participant validation, and distribution of certificates. The aim of this research is to analyze the ineffectiveness and inefficiencies that occur in running an event. Analysis and observations were made based on the processes that took place in the holding of events held by students at Universitas Atma Jaya Yogyakarta. The process will be simplified by utilizing digital media so that the process of making an event becomes more effective and efficient. This research resulted in a BPR (Business Re-engineering Process) in which the marketing, registration, and ticketing processes that were originally done manually were, converted to digital with a web-based system. It is expected that from this BPR, researchers can develop an application to digitalize marketing, online event registration, ticketing, and event validation using QR Code.

Keywords— event; marketing; promotion; QR code; registration

I. INTRODUCTION

The Event Industry is one of the largest industries in the world and contributes to a positive economic impact [1]. According to [2], Events are about people who gather together to make, operate, and participate in an experience. The term Event is used to describe various activities designed for different purposes. According to [3], Events are 'unique moments in time' and 'apart from everyday events. Events are public or private, commercial or charitable, celebrations or warnings, bringing people together to share experiences and produce measurable results [2]. Civil events, conventions, exhibitions and festivals, special events, incentive trips, meetings and

conferences, retail events, reunions, social life cycle events, sports events, and tourism are examples of event subfields [3]. Each event has an organization behind it; manage activities, manage funding, manage staff and volunteers, conduct marketing and public relations, manage security, print leaflets and tickets, recruit players, arrange decorations and many other activities [4]. The way organizations handle events is known as event management. This can include the organization's goals for managing events, assigned roles and responsibilities, ownership of tools and processes, success determinants, standards, and event handling procedures. Coordination between departments within the organization needed to handle events and ease the flow of information and communication between them is the focus of event management [5]. Event management and event marketing have emerged over the past decade as a dynamic sector of the tourism and entertainment industry. Event management and marketing are also the second largest research themes that are most concerned by researchers [6]. The number, diversity, and popularity of the event have also increased throughout this decade. With the increasing number of events, there is a growing awareness of sustainable needs to develop event management professionalism that is able to create, organize, and manage events [7].

In Indonesia and throughout the world, marketing an event has existed as long as traditional marketing has been done. Effective marketing can attract people who are interested or not interested in participating in an event. Event also can be used as an effective way to enliven a location[8]. However, even more important is to ensure that the event is supported by a sufficient number of participants to make it successful [4]. In some cases, it is far more difficult to market something that visitors cannot take home or consume physically. Thus, promotion efforts might suggest that visitors will be entertained and have fun at the event.

In managing events, the organization or organizer of the event has two roles. On the one hand it supports

marketing activities in the form of promotions; on the other hand, event organizers also play a role in disseminating non-promotional information to the public which is the main target for the organization. The main purpose of an event is to achieve positive promotions on the media for an event without paying for space and energy to carry out promotions. Strong relationships with media are the main key and various innovative techniques and tools to generate visitor attraction are important when trying to make desired media exposure [9]. Also, media relations and publicity must be given much attention. A well-planned publicity campaign must be run in conjunction with any advertising campaign. Ideally, this drive must be spread over a period of months, reaching its peak just before the event. Early warning allows prospective visitors to order event tickets at both the organizer / stand and prevent potential clashes with other events [4].

Event is an activity that can be done at leisure and can be done by everyone. Events bring people together and make their time more qualified. Regardless of how big the event is held, the event requires a high level of planning, various skills and lots of energy. According to [10], when holding an event, the organization must be responsible for visitors or participants present at the event. This means that organizations must be able to manage events to get visitors to the event, distortions from competitors will disappear or at least decrease during the event. The event must be attractive and flexible in following the wishes of the target audience [11]. Events are also related to food, drinks, and other products sold or given, but basically the services provided consist of intangible experiences during the duration of the event in a managed atmosphere.

Making tickets on an event is a very complicated task, involving pages of tickets. Therefore, tickets are one of the major programs at important events such as the Olympics [12]. Ticketing is still a quite complicated problem in international events such as the FIFA World Cup and the Olympics [13]. The number of tickets sold is the best variable to show the attractiveness of visitors to an event [14]. Tickets owned by visitors, directly and indirectly, are important factors for the success of an event and, therefore, tickets must be arranged and realized in a more professional manner and more coherent with the context in which the ticket is located. In this regard, more advanced and better definitions can be proposed for the meaning of ticketing: "all activities (in the program, organized and controlled) that start from the input of event strategies (goals, targets, concept services) and become through price integration, distribution and ticket communication to get the presence of visitors, in quantity and quality, is suitable to support the achievement of the object and its purpose, that various stakeholders, want to meet with the same event " [15]. Based on the dimensions mentioned above and focusing on event management who want to develop towards a more professional one, this research was made with the aim that the management of an

event or organization can understand how to make, organize and manage events more effectively and efficiently by utilizing WEB-based, QR technology code and Mobile Apps in marketing, registering and making event tickets. It is expected that by applying technology, management of an event can run successfully and fully satisfy the participants and organizers of the event.

II. METHODOLOGY

Determination of the scope of the study was carried out using purposive method. Sampling uses purposive sampling to determine the process of procurement of events from the process of marketing, registration, ticketing, validation to the issuance of certificates conducted by the organization / student association at Universitas Atma Jaya Yogyakarta (UAJY). The research method used is descriptive method by collecting primary data from observation and interview process. Data collected by observing how the marketing process, registration, ticketing, validation until the issuance of certificates. In addition, data collection was also conducted by interviewing the event committee about the problems faced when holding an event. In addition, researchers also use secondary data by studying the data in documents belonging to student associations and event committees that relate to the aims and objectives of the study.

Based on the results of existing business processes, researchers conducted Business Process Re-engineering methods so as to produce new business processes that are more effective and efficient.

III. RESULT AND DISCUSSION

The conventional event process flow is shown in the flowcharts in Figure 1 and 2. Figure 1 shows The Flow of Conventional Registration Process, while Figure 2 shows The Flow of Re-registration Process. The next section explains the process part of each activity in the event. Each conventional event process has its own problems.

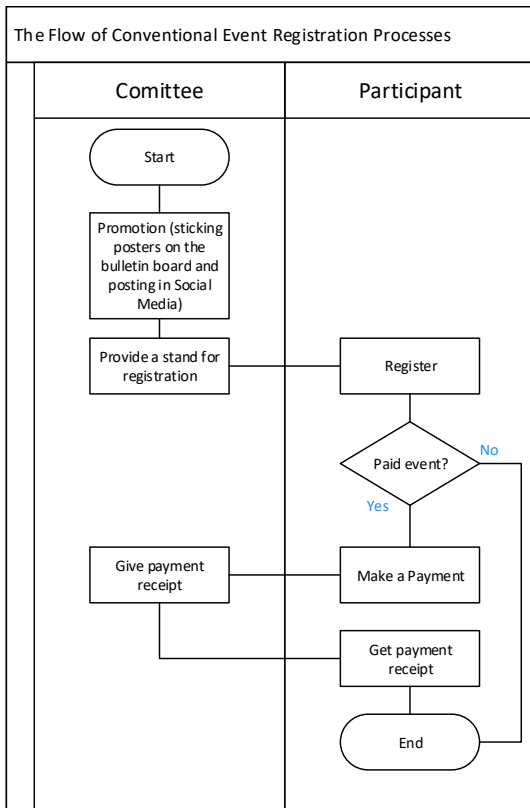


Figure 1. The Flow of Conventional Registration Process

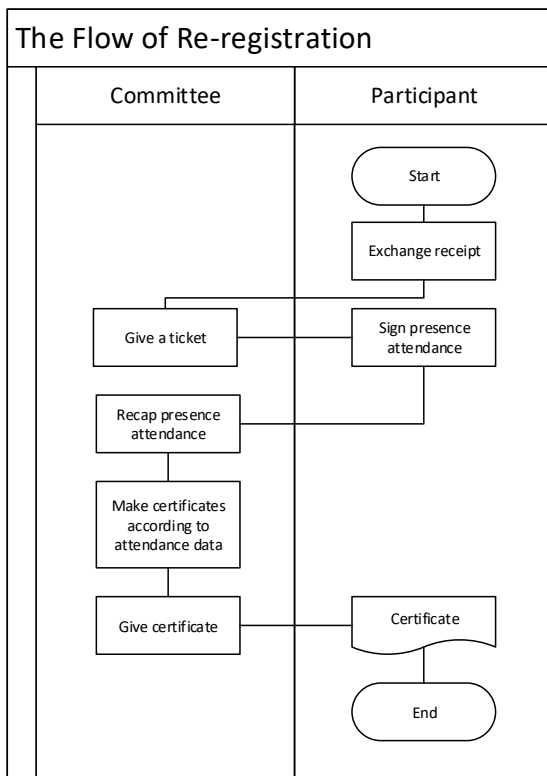


Figure 2. The Flow of Conventional Event Re-registration Process

A. Promotion

In the process of holding events conducted by student organizations / associations at UAJY, the organizing committee will promote first using printed media in the form of posters and social media. The goal is for the target participants to see the advertisement then buy the event ticket. Social Media and poster are used because of the average target audience of students both internally at UAJY campus and external campus. Promotional activities using print media are usually carried out by distributing posters on the campus or on the bulletin board. In addition, promotion of using posters is also done by attaching to the walls of buildings and other public facilities. This activity tends to be negative because it can be called a vandalism activity that can cause visual waste. The committee also has to pay for printing posters that will be posted. In addition, the committee also had to make a permit and give the letter to stakeholders in the campus area to be allowed to stick to posters.

B. Registration Squad

After the promotion process is carried out, the organizing committee must open a stand as a place for registration of participants. The committee must make a permit to open a stand in several locations on campus. This is certainly time consuming and a long bureaucracy because you have to do a permit to borrow a place to open a stand. After the booth can be opened, the committee must maintain and service participants who want to register. The registration stand that was opened was not only in the campus, but in several public places or at the place where the sponsor sponsored their event. The organizing committee spends at least 5-6 hours to maintain the registration stand and requires several committee members to look after it. This is certainly a waste of time that should be used to prepare for other needs and work. Prospective participants who wish to register themselves have difficulties if they have to come to the registration stand. Especially if prospective participants come from other campuses or even from other universities.

C. Ticketing and Re-registration

The registration process for participants to participate in an event usually does not immediately get an entrance ticket. Participants are only given payment receipts as proof of registration. Entrance tickets will be given 3 days before the execution or even during the registration process on the day of the execution. This of course can lead to additional costs for procuring receipts as well as printing ticket entry. The registration process that still tends to be conventional can result in large costs, time and energy and an ineffective and inefficient flow. When registering on the day of the event, the participant shows the entrance ticket and writes the name as the official data for the committee. For events such as seminars and workshops, re-registration is used to attend attendance. Presence attendance is used so that visitors can

collect certificates later. This requires a long time, resulting in a long queue.

D. Certificate

The certificate provided by the committee is in the form of physical or print given at the end of the event or even a few days after the event is held. Certificates are made manually by inputting the names of the participants present, then printing the certificate. Not to mention if there is a mistake in writing the name of the participant, the committee must make and reprint the certificate. Making certificates in print certainly requires printing time and costs. This is felt to be ineffective and inefficient because the funds used for printing certificate fees can be allocated to other needs. Table I summarizes the problems in activities in conventional event registration.

TABLE I
PROBLEMS IN CONVENTIONAL EVENT REGISTRATION

Activity	Stakeholder	
	Committee	Participant
Promotion	<ul style="list-style-type: none"> - Requires a lot of funds for poster printing - Requires a lot of effort to attach posters - Produce garbage both physically and visually 	<ul style="list-style-type: none"> - It's hard to find event information because you have to go to the bulletin board
Registration Stand	<ul style="list-style-type: none"> - Requires a lot of committee members to stand by at the stand - Time is wasted to stand by at the stand - Tickets are still in the form of paper or in receipts 	<ul style="list-style-type: none"> - Difficult to register because you have to go to the booth location - There is a possibility that the ticket is lost / damaged
Re-registration & Event Implementation	<ul style="list-style-type: none"> - Difficulties in checking the proof of payment / ticket as validation of the participant - Providing a re-registration form / attendance list to sign so as to produce an incoming queue 	<ul style="list-style-type: none"> - Must register with the name and signature - Must bring a ticket or receipt
Certificate	<ul style="list-style-type: none"> - Check the attendance list, design certificates, input names on certificates and print certificates - Difficulties in distributing the certificate 	<ul style="list-style-type: none"> - Waiting for information when the certificate is shared because it is not necessarily shared on the day of the event

E. Discussion

Based on the problems described in the previous section, it is recommended using a website for event promotion and registration. The flow of the process of promotion, registration and ticket sales using a website shown in Figure 3 and 4. The process of promoting and registering using a website (from now we call it E-Vent) is easier because all the processes are carried out effectively and efficiently. Event organizers do not need to spend more money to print posters and work hard to post the posters. Moreover, most events benefit from advertising through online press sites [16]. In addition, the organizers also no longer need to waste time by opening a registration stand. By registering using the website, the proof of registration can be sent via e-mail to prospective participants containing a QR code. The QR Code (Quick Response Code) is a trademark for machine-readable optical labels that contain information about the items attached [17]. A QR code contains the participant's identity which can be used as an entrance ticket. This of course can help the organizers by reducing paper use and reducing the waste caused by posters posted in various places. This e-ticket also has several advantages such as free queue and reduce the risk of losing a ticket [18].

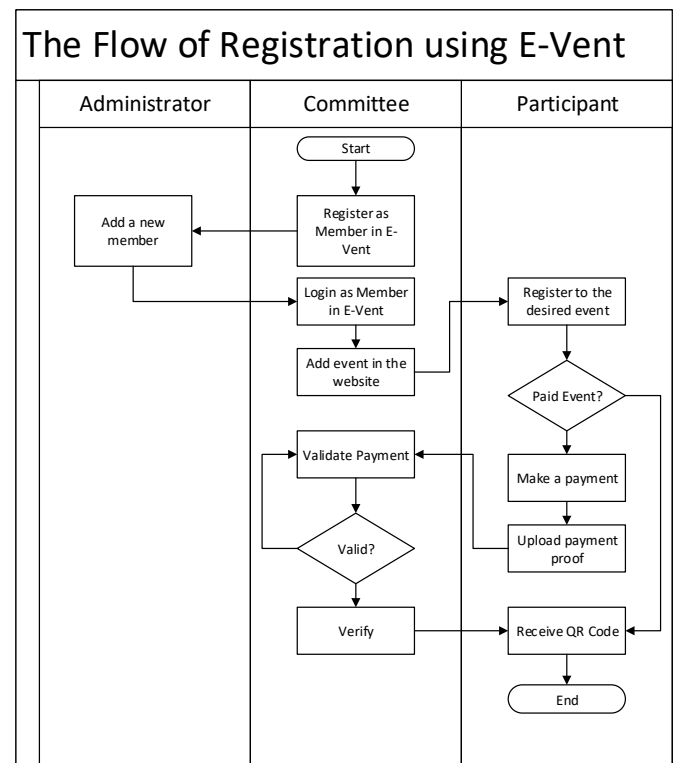


Figure 3. The flow of registration using website

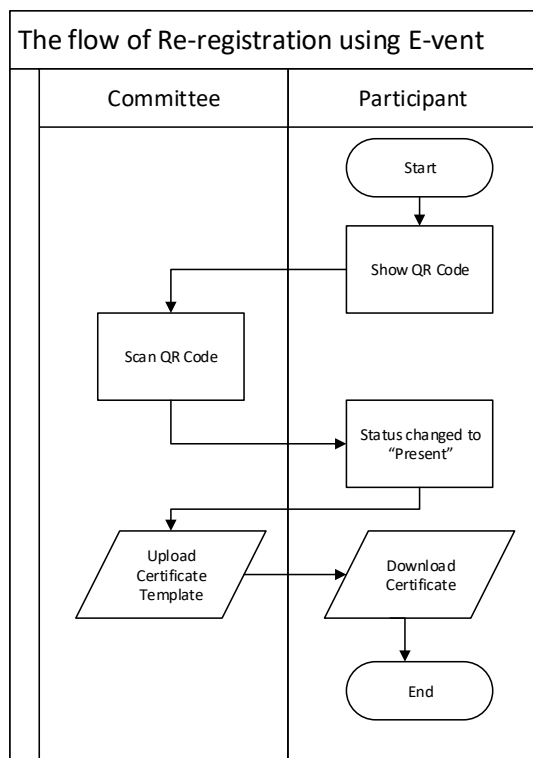


Figure 4. The flow of Re-registration using website

During the event, with the mobile apps to scan the QR code, it can also help the organizers to record the attendees. The organizer will no longer need to recap the attendees' data for making the certificate. The organizer only needs to scan the QR code from the participants to find out who the participants were at the event. This facilitates the process of validating the attendance of participants. Then the committee can upload the certificate template on the website to provide certificates to participants. Certificates for event participants can be directly downloaded on the website when the status is present at the event. With the existing process will further shorten the time participants get a certificate. This is because participants no longer need to wait too long to wait for the certificate to be distributed.

IV. CONCLUSION

The flow of promotion, registration, registration, and the issuance of certificates that are currently carried out still tend to be conventional and cost a lot of money, time, and energy. This is because the organizing committee must carry out a long process starting from the permit to open the booth, print a lot of posters, maintain registration stands, and print certificates. The process carried out is very ineffective and inefficient, so that sometimes or even often raises large costs and has the effect of inhibiting the event held. E-Vent can be an alternative that can be used so that the process of promotion, registration, registration, and awarding

certificates run smoothly. E-Vent greatly facilitates the organizing committee in handling the promotion, registration, registration, and awarding of certificates easily, quickly and precisely. The costs incurred for using E-Vent are also not large because the process offered is quite simple and can handle all processes of registration, registration to certificate.

The process of procuring a long event and requiring time, energy, a lot of costs can be simplified by using technology in the form of websites, mobile apps and QR Code. The marketing and registration process can be changed by using media websites so that prospective participants can see information and register from anywhere and anytime. By registering using the website, the proof of registration can be sent via e-mail to prospective participants containing a QR code. A QR code contains the participant's identity which can be used as an entrance ticket. By using mobile apps to scan the QR code, the committee can validate the attendees. If validated, the system will automatically change the status of participants so that participants can access their electronic certificates.

The website as a promotional media for an event will certainly reduce the use of poster paper as a promotional media and also make it easier to promote using social media because it is enough to copy the website URL. Ticket registration and purchase is easier through the website because it can be done anytime and anywhere. Participants are also facilitated in storing tickets or sign-in because an email will be sent in the form of a QR code after registering and paying for the event registration that is followed. In addition, certificate collection for event participants can be directly downloaded on the website when the status is present at the event. The use of website technology, mobile apps and QR code makes it easy for event organizers and participants in terms of time, effort and cost. Ease in promoting, seeking information on an event, registration, managing tickets to certificates. In addition, it can help reduce and even eliminate the use of paper for receipts, tickets, and certificates. Costs previously used for ticket printing and certificate requirements can be allocated for the benefit of other events.

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