

Model of E-Marketing Communication on MICE Destination over Launching Kertajati Airport

Amirudin¹, Heri Setyawan¹

¹*Business Administration Department, State Polytechnic of Jakarta, Depok, Indonesia*

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Abstract: The opening of the new airport is a stimulus to improve synchronization and coordination between the central and regional governments in developing e-marketing communications for MICE (Meeting Incentive Conference Exhibition) destinations. In short, if tourists feel more satisfied with MICE destinations, they will be followed by searching for other MICE destinations. Firstly, knowing the readiness of MICE destinations in order to capture market segmentation and win market positioning strategies. Identifying whether Majalengka district can align with other cities as MICE destinations after the opening of Kertajati airport. At last, develop marketing policy and communication strategies to advance Majalengka district as a MICE destination after the opening of Kertajati airport. Having a model for the development and strengthening of e-marketing communications for MICE destinations in other cities after the opening of Kertajati airport by using online and offline-based marketing concepts. Management of data processing on-line marketing using MS Office software and internet networking. While off-line marketing uses descriptive statistics (descriptive statistics) with percentage formulaeation analysis then processed and interpreted descriptively-comparative-qualitative.

1 INTRODUCTION

West Java International Airport (BIJB) is located in Kertajati Subdistrict, Majalengka Regency, about 68 km from Bandung City, the capital of West Java province. Meanwhile, business line are conducting International Airport Business in West Java as well as building and developing Kertajati Aerocity, including planning, funding, development, operations and management, and also maintainenance too development with the aim to implement International Airport business in West Java and sustainably develop Kertajati Aerocity. Furthermore, the ownership (per December 31, 2017) 97,7% by Pemerintah Provinsi Jawa Barat and 2,3% PT Jasa Sarana. Authorized Capital Rp2.500.000.000.000,00 then Issued and Fully Paid-in Capital Rp808.500.000.000,00. Total Employees 76 people. Question 1: what kind of investment procedure business MICE model can be applied to strengthen MICE destinations? Question 2: is there an airport presence to the welfare of surrounding residents around? The author expected, it has a model of investment procedure business MICE for developing and strengthening MICE destinations

in other cities after the opening of Kertajati airport by using based on aetropolis concepts. According to But, how we can reach to Kertajati airport? Look at this map.

According to Shen, aetropolis is a new city in the airport complex of all arterial road infrastructure, toll roads and integrated rail network. Aetropolis is connected to the entire network of traffic needs both people and goods. This airport is a commercial area, business, trade, warehousing, finance-banking, hotel, hospital and so on. Everything that buyers and sellers need related to flight services is available here. All aspects of business are connected within the airport complex so as to facilitate the movement of people and goods. Radius connected between connections within the Airport complex takes 20-30 minutes. Inside the aetropolis requires 3 aspects, namely functional form, spatial form, and connection or communication. (Flores-Fillol, Ricardo, Miquel-Àngel Garcia-López, and Rosella Nicolini, 2016) (Shen, Danyang, and Yunchun Cao. 2016) (Yun, Jieheerah, 2015).



Picture 1: Map of BIJB
Source : PT BIJB



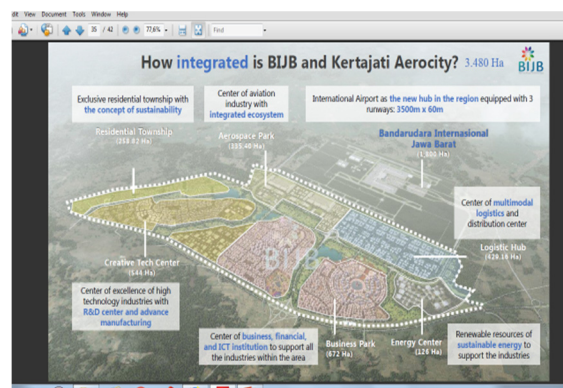
Picture 2: Business MICE
Source : PT BIJB

Question: Are there any places for business MICE?
Yes, they are. Kertajati's airport provide land for commercial purposes as wide as 672Ha.

2 METHOD

This paper use primarily data and secondary data as well as observation and the interviewing random sample. For the secondary data, the author use Annual Report for analysing and interpreting it. According to Brown, sustainability reporting approach to review research on the business MICE destination. Therefore, sustainability reporting is believed to be able to present a business perspective that is more comprehensive, effective, transparent and integrated in one report format sustainability reporting and is believed to be able to present a business perspective that is more comprehensive, effective, transparent and integrated in one report format. (Brown, J., & Dillard, J, 2014) (Cheng, M., Green, W., Conradie, P., Konishi, N., & Romi, A., 2014) (Lai, A., Melloni, G., & Stacchezzini, R.,

2016) (Reuter, M., & Messner, M, 2015). How does look like Kertajati aerocity? Look at this picture. The aerocity that will be developed by PT BIJB is built on 3.480 Ha of land where there are business MICE covering an area of 672 Ha. (PT BIJB, Annual Book Report, 2017, 2018) (PT BIJB, Company Profile, 2017, 2018).



Picture 3: Aerocity at Kertajati
Source : PT BIJB

Furthermore, we analyze the socio-economic conditions near the airport area related to economic and trade activities. With the presence of the aeropolis in the airport complex, land prices in the region tend to rise. Therefore, commercial companies, warehousing and private companies compete with each other for land adjacent to the aeropolis. So that the use of land is balanced between the commercial area and the greening area, it must be regulated by the government so that the region gets a fresh and healthy atmosphere. According to the literature, the concept of aeropolis refers to the area surrounding the airport complex and has been promoted commercially to revitalize urban areas. However, at Kertajati airport, this development has not been of interest to industrial consumers or housing developers. This paper discusses how to further promote so that Kertajati airport is in demand by people and goods who will use the services of both arrivals and departures. (Shen, Danyang, and Yunchun Cao. 2016). Thus, this is a business model of aerocity at Kertajati airport for those who want to investment on business MICE. (Public Relation of PT BIJB, 2018).

1. Letter of Intention (surat perjanjian)
2. Investment/ business proposal (proposals investasi/bisnis)
3. Evaluation (evaluasi)
4. MoU/Refundable Deposit (nota kesepahaman/uang jaminan)

5. *Business Plan Discussion/Feasibility Study & Due Dilligence* (Diskusi Rencana Bisnis/Implementasi Kelayakan & Uji Tuntas)
6. *Design Development (Permits & License)*
Perencanaan pengembangan (izin dan lisensi)
7. *Joint Venture/Joint Operation/Land Utilization Agreement* Kerangka Perjanjian/Kerjasama Operasional/Perjanjian Pemanfaatan Tanah
8. *Construction/Operation*
Konstruksi/Pengoperasian



Picture 4: Investment Prcedure Business Model
Source : PT BIJB

Next opinion, Yun said, Because of the volume of distribution of goods and the movement of people using airport services both arrivals and departures, scientists suggest the formation of cities within the airport complex. All the facilities needed by a city should be available in an airport complex such as a railroad network, toll roads, arterial roads and close to the seaport. Kertajati Airport, which was operational two years ago, fulfilled the requirements for the formation of an aetropolis. (Yun, Jieheerah, 2015).

3 RESULT AND DISCUSSION

According to Wang, firstly: price is the only element of the marketing mix that contributes to income (mainly related to product, promotion and place costs) and influences the financial achievements of the airport. Secondly, the determination of airport rates generally aims to cover operational costs and get funding for development investment, especially for airports that apply the principle of cost-based in determining aeronautical rates. Commercial airports need to review the marketing communication approach as an effort to introduce and increase the movement of aircraft, passengers and cargo which form the basis for revenue for the airport. Moreover, for airports that will only operate like Kertajati

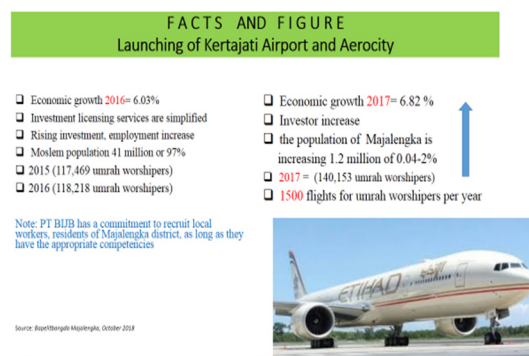
International Airport, an effective and integrated approach is needed to market airport services to potential customers with messages so that customers can design and implement their respective marketing goals. (Wang, K. J.; Hong, W. C. 2011). Furthermore, the promotion mix approach currently used by the company is advertising, direct marketing, personal selling, sales promotion, public relations, and social media. For the place aspect, the company uses a Business to Business (B2B) approach with airlines (related to passengers and cargo), airport service providers (such as ground handling, in-flight catering, aircraft maintenance, and government-provided services such as air traffic control, customs, immigration), airport support services to passengers (such as retail, F & B, parking vehicles, catering and travel), providers of commercial areas (such as advertising agents, real estate), or suppliers (such as construction and engineering companies). In addition, the airport also uses a Business to Customer (B2C) approach with end users or indirect relationships through intermediaries such as airlines, retail providers, or real estate agents. Meanwhile, the marketing strategies adopted by Kertajati International Airport are as follows:

- ✓ Airport Network in cooperation with national and / or regional airport groups, such as Seoul Incheon International Airport, Singapore Changi Airport Group, Dubai Airport, and others; Alliance Anchor Hub as the main hub airport for airline alliance connectivity such as Singapore, Changi, Tokyo Haneda, and others;
- ✓ Airport City/Aerocity development Kertajati International Airport is synergized with airports in the world that provide the majority of services for an urban area without leaving the area;
- ✓ Multi-Port Capital Development of aerocity with strong intermodal connectivity;
- ✓ Airports as airport end destinations that provide retail facilities or service centers for certain communities;
- ✓ Airport Business Traffic that is devoted to serving business trips (both scheduled and non-scheduled);
- ✓ Airport Low Cost Carrier Base which focuses on low cost airline services, such as: Kuala Lumpur;
- ✓ An airport Air Cargo Platform which is devoted to meeting the needs of cargo freight operators.

Therefore, Kertajati International Airport is a new airport (green field airport) striving to position itself as The Best Gateway for Business and Tourism. In order to realize this goal, the Company uses several approaches such as regional potential by

looking at the Regional Economic GDP, cultural and tourism potential, and support government for the economic development of the region. Furthermore, In the development of the concept of aerocity implemented by Kertajati International Airport, the market share was identified as 3 (three) large groups, namely: passengers, cargo and aircraft. These three groups are markets that can guarantee the sustainability of Kertajati Aerocity's operational activities. The type of passenger market in question is the number of passengers at Kertajati Airport, both domestic and international. This type of market cannot be separated from the presence of an introduction and pick-up. Therefore, the passenger market is the number of passengers, deliverers and pickers. The cargo market consists of 2 (two) types, namely domestic and international cargo handled by Kertajati Airport with the type of cargo carried by passenger aircraft (belly). The aircraft market consists of domestic and international aircraft. (PT BIJB, Annual Book Report, 2017, 2018) (PT BIJB, Company Profile, 2017, 2018)

After conducting interviews with random sample and primary data and also analyzing secondary data, the following facts were obtained. Therefore, Kertajati Airport is included in the MICE destination base on 8 criteria: accessibility, destination image, stakeholder support, places of interest, large-scale meeting facilities, accommodation facilities, environmentally friendly conditions, exhibition facilities, professional human resources (HR). According to Li, The purpose of this study was to determine the e-marketing optimization of Kertajati Airport as a stepping stone for MICE activities in Majalengka, West Java. The existence of the airport is beneficial and prosperous for the local community. Kertajati Airport is the proudest and second largest airport in Indonesia. The airport was built based on a feasibility study which stated that demand for airport services and aviation services increased rapidly along with the increasing tourism industry in Indonesia. Therefore, many airports in other regions in Indonesia are needed. As a result of the existence of Kertajati airport, the industries that follow will get multiflyer-effects so that people's welfare increases. Foreign investors and property are given facilities so that tax gains will increase rapidly as well. (Li-Ting (Grace) Yang, Zheng Gu, 2015).



Picture 5.

Looking at the data of the Ministry of Hajj and Umrah of Saudi Arabia, the public's interest to leave Umrah every year in the Ciayumajakuning area continues to increase. For example, in 2015 (117,469 worshipers); 2016 (118,218 worshipers); and 2017 (140,153 worshipers). The number of moslem population in West Java province is the highest in Indonesia, around 41 million or 97%. A statement from the provincial government of West Java noted that it needed 1500 flights for umrah per year. Meanwhile, economic growth 2017= 6.82 %, investor increase, the population of Majalengka is increasing 1.2 million. (PT BIJB, Annual Book Report, 2017, 2018) (PT BIJB, Company Profile, 2017, 2018) (Public Relation of PT BIJB, 2018) (Bappelitbangda, Kabupaten Majalengka, 2018).

Question: is there any place for leisure after business MICE activities over?

Yes, they are. Panyaweuyan Terraces, Argapura district is one of the many people talking about. The view of the farm's terraces created by farmers really refreshes this eye!

Argapura Sub-district in this contour has land sloping 25 to 40 percent. The steep hills with an altitude of about 400-2000 masl are used by the people to paddy and garden. Crops that have been felt and become superior are: leaf onions, rice, sweet potatoes, shallots, and so on. So, what will we do? We can invest as soon as possible and as much as we have.

4 CONCLUSION

MICE business development in the Kertajati airport area which will become the first aetropolis in Indonesia depends on integrated road infrastructure and e-marketing optimization. As a result, construction, property and housing developers will grow rapidly both within the airport complex and in

the surrounding area surrounding the airport. The speed of Kertajati airport development depends on the partnership between the central and regional governments and the private sector. The Kertajati airport provides land to build Hotels, Apartments, Hospitals, Sports & Saunas, Logistics & Carrier, Lounge, F&B, Duty Free Stores, Biz & Commerce Centers, Theme Parks, Hajj Embarkation & Umra. (PT BIJB, Annual Book Report, 2017, 2018) (PT BIJB, Company Profile, 2017, 2018).

So, the presence of Kertajati Airport's aerocity is expected to increase the activities of the tourism industry and public welfare, especially in Majalengka Regency, West Java. (Andy Fred Wali & N. Gladson Nwokah, 2018) (Noelia Sánchez-Casado, Ilenia Confente, Eva Tomaseti-Solano, Federico Brunetti, 2018).

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