



Preliminary Case

Marketing



GANESHA
INTEGRATION
CASE
COMPETITION
2021

**Ganesha Integration
Case Competition 2021**

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The Industry

Event Industries

In 2019, the event industry presents a huge opportunity for growth. According to ekonomi.bisnis.com, Founder of Backstagers Indonesia, Krisnanto Sutrisman said that the industry for event organizers has grown around 15-20% with an industry value of more than IDR 500 trillion. At that time, there were 4,000 businessmen in this industry with a formal workforce absorption of around 40,000 people.

Measured by the size of the group of people gathered, a number of events in Indonesia can be classified into 3 groups based on Mohamad Ario Adimas, Vice President of Marketing at Locket.com. The first group is large-scale events such as music concert festivals, exhibitions, sports leagues and international events. Then the second group is a medium and small scale event which is the type of event most often held in Indonesia, such as performing arts at schools, workshops, conferences, school reunions, and annual sports events. The last group is an event that is personal-owned, such as a small reunion, iftar together, watching together, birthday party, bridal shower, circumcision, routine sports activities, etc.

Reporting from industry.co.id, large-scale events are recorded at around 300-400 a year. Overall, in 2018 there were more than 5,000 events being held or 100 events held per week. Based on ticket sales data from 2017 to 2018, music shows have increased by 500%, MICE has increased by 225%, and sports activities have increased by 250%, which shows that the prospect of this event industry is very large. This growth is also supported by the rapid growth of technology that makes it easier for people to access various information about events from their cell phones.

Since the Pandemic ...

Events that are usually held offline such as music concerts, sports, weddings, birthday parties, exhibitions, etc are always synonymous with crowds. Meanwhile, since the implementation of large-scale social distancing (PSBB) status by the government and social distancing orders being carried out everywhere, automatically hampering offline events. Based

on the survey conducted, the General Secretary of the Indonesian Event Industry Council (Ivendo), Harry D. Nugraha said that there had been a 96.4% of events delayed and 84.8% of event cancellations carried out by event organizers in 17 provinces in Indonesia since the implementation of those rules from the government. He also estimated that the losses arising from that would range from IDR 2.7 trillion to IDR 6.9 trillion throughout Indonesia with an estimate of around 90,000 total workers in the industry being affected by this.

However, there is already a guideline entitled Health Protocol and Risk Control for Industry Events in Indonesia for Adaptation of New Habits that were made by Ivendo. This protocol refers to a number of references such as the Decree of the Minister of Health of the Republic of Indonesia, The World Tourism Organization (UNWTO), World Travel & Tourism Council (WTTC), and Event Safety Alliance.

Company Profile

EOLA+



Seeing the rapid development and tremendous potential of the Indonesian event industry even before the Covid-19 pandemic, digital platforms play a pivotal role in connecting stakeholders of the event industry businesses with related service providers. Therefore, these stakeholders have to adjust themselves to digitalization and the industrial revolution 4.0.

One of the problems with this industry is that there is no platform to connect service providers with event organizers, making it difficult to find the best service providers. Not only that, event organizers find it difficult at times to find service providers that match the event schedule, especially during the high season. With that in mind, PT Jasaloka Kreativa Mandiri, so-called EOLA+ or EOLAPLUS is developing a platform that will answer all of those problems, becoming a massive application to accommodate various needs related to events.

These are the company's vision and mission.

- *Vision*
To be the top of mind platform for the marketplace of service providers in Indonesia
- *Mision*
To provide a single-door solution to organize events in Indonesia

PLAN-ORGANIZE-CONNECT

EOLA+ platform is a combination of various platforms that are already on the market, inspired by the need to have a one-stop solution. Most of the platforms we currently have now only served the needs of hosting events partially, with each of them serving a different market share. EOLA+ will strive to integrate these various services and focus on serving the whole market share of the event industry.

With the tagline *Plan-Organize-Connect*, EOLA+ will be a one-stop solution that allows various stakeholders to interact, transact and carry out various activities in organizing events. Thus, the implementation of events can be carried out more efficiently and effectively, which in turn will accelerate the growth of the event industry in Indonesia. The pricing for its platform will consist of a 10% transaction fee and advertising fee.

Target Market

As a platform that provides a one-stop solution for various stakeholders in the event industry, the target market for EOLA+ is very broad, including:

1. Event Organizer
2. Service Providers
3. Providers of place and facilities

EOLAPLUS's target market is not limited by location, gender, age, social and economic level. All business lines will tend to serve the B2B market. Those target markets also are the supplier and partners of EOLA+ because of the business model that provides platforms to connect them.

EOLA+ is in an industry that offers a platform to bring together many interested parties. So, there are several player in this industry such as OLX, Jasamart, Kaskus, Bridestory. However, EOLA+ focuses on bringing together all parties who play a role in organizing the event. While other players do not have a specific target market focus. In addition, EOLA+ is also concerned about the development of the capabilities of vendors by providing information and education through social media.

The marketing of the EOLA+ platform will be carried out online and offline. What has been done now is raising brand awareness by providing information/tips in the form of articles about events through social media, such as Instagram, Facebook, and Twitter (@eolaplus).

Current Condition

EOLA+ was founded in August 2019, and joined LPiK (Lembaga Pengembangan Inovasi dan Kewirausahaan) in November of the same year. Then, PT Jasaloka Kreativa Mandiri, which is the official name of EOLA+, began to become legal in June 2020. So right now, EOLA+ is preparing for launching its website-based platform in the 1st quarter of 2021. Then, the development of platform-based apps until the 3rd quarter of 2021.

On its first strategic plan, EOLA+ wanted to launch in 2020. But, because of the pandemic, its implementation had to be postponed because there needed to be some adjustments to the various existing protocols. Initially, EOLAPLUS's marketing strategy would target various events such as music concerts, weddings, MICE (Meetings, Incentives, Conferencing, Exhibitions), etc. Now, EOLA+ wants to enter the market starting from weddings first because only weddings continue to run quite well even in pandemic conditions.

Since it was just established, EOLA+ still has very limited human resources. With the commissioner Ahmad Danu Prasetyo and CEO Desti Parameswari, they are assisted with Muhammad Pasca Nugraha as the CTO and Merry Martina as the CMO. Even so, every month EOLA+ must spend on the following matters in broadly speaking.

- Subscribe to domains and cloud servers
- Marketing
- Administration
- Rent an office
- Salary

And EOLAPLUS's biggest expenses are on platform development, domain fees, and notaries.

Problems

Due to this pandemic, the EOLA+ platform had to change its strategy for launching its platform because the event industry was on the decline due to restrictions on organizing events because of social distancing rules. **How is the most effective way of marketing strategy to initial penetration of the EOLA+ market during the current pandemic?**

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