CONFERENCE HYBRID EVENT AS A NEW ALTERNATIVE EVENT IN THE COVID-19 PANDEMIC

Sherinatasha Firmansyahra
1, Syifa Younna2, Vanessa3, Any Noor4
Tour and Travel Business Program, Politeknik Negeri Bandung, Indonesia.
sherinatasha.fr@gmail.com

ABSTRACT
COVID-19 pandemic has a very large impact in various fields, one of which is in the MICE event field, especially conference events. Since there are no activities that require gathering many people around in one place. However many event organizers are looking for a strategies that related to organising an event during this pandemic, one of which is holding a conference event using a hybrid concept by implementing the technology and CHSE health protocols to minimize the spread of coronavirus. This article which focuses on desk study begins with collecting data from secondary data through the internet. The data is developed according to the list of preparing the hybrid event concept and then the data is displayed into a conference hybrid event project. The result of this study will be in the form of concept how to hold a hybrid conference event by implementing the CHSE health protocol. This project is expected to be especially useful for the organizers of organizing MICE events during the COVID-19 pandemic.

Keywords: Conference, Hybrid Event, MICE, CHSE.

INTRODUCTION
The COVID-19 pandemic has a very wide impact in various sectors of life in the world, as well as in Indonesia (Kresna & Ahyar, 2020). The pandemic period has changed the outlook on various community movement activities, especially related to the implementation of an event (Nelsye, et al., 2020). The implementation of social distancing rules, maintaining physical distance, and quarantine of the region are the goals of the government in all countries including Indonesia with the aim of preventing and minimizing so that positive cases of people infected with the COVID-19 virus can decrease (Silpa, 2020). This situation makes many sectors of
economic and tourism activities closed or still able to operate with a limited amount of capacity and certainly not as usual (Kresna & Ahyar, 2020).

MICE (Meeting, Incentive, Convention, Exhibition) is one of the sub-sectors supporting tourism economic activities to be the business most badly affected by the COVID-19 pandemic (Iyung, 2020). Especially in the implementation of conferences events that require many sectors in their implementation so that it can benefit economic influence for some parties such as Professional Conference Organizer (PCO), Travel Agency, and so on (Kusuma C. S., 2019). Indonesia Professional Organizer Society (IPOS) conducted a survey of 112 event organizers spread across 17 provinces, then they found there were about 96 percent of event organizers who experienced postponed (delays) and cancellations. As a result, each of the event organizers lost revenue of up to 5.6 billion rupiah due to the impact of the COVID-19 outbreak (Ahdiat, 2020).

The Ministry of Tourism and Creative Economy (Kemenparekraf) and MICE event businesses must carry out various strategies to deal with the losses caused by COVID-19 by anticipating changes in the implementation of MICE. The strategy that can be done is to combine online and offline event activities by utilizing the rapid development of technology, especially during this pandemic so that it can be adopted for the purposes of organizing events (Wicaksono, 2020). This Conference Hybrid Event implements a combination of virtual and physical meetings through the implementation of strict health protocols to maintain the safety of the audience involved (Dianawanti, 2020). One example of this hybrid event is the National Cultural Week 2020, organized by the Ministry of Education and Culture of the Republic of Indonesia (Kemendikbud) (ICE Indonesia, 2021).

With the change in people's habits in the new normal era during the COVID-19 pandemic, the implementation of hybrid events is increasing along with the need for meetings in various fields by utilizing the opportunity to apply technology and health protocols to MICE activities (Suleha, 2020). In addition, the concept of hybrid or hybrid event is considered to be one of the alternatives to the implementation of events in the midst of a pandemic, this is because this implementation began to be held since the beginning of the COVID-19 Pandemic, and to this day Hybrid Event itself is still an option as an alternative to physical meetings and crowds (Pasaribu, 2021). To support the running of tourism activities, the Ministry of Tourism and Creative Economy in September 2020 published guidance on the implementation of new habit adaptation in the Cleanliness, Health, Safety and Environment Sustainability (CHSE) program which is expected to be a guide to the adaptation of new habits or new normal for stakeholder of MICE (Fajri, 2020).

Based on the above discussion on the development of hybrid events, the use of technology and government support regarding CHSE, this study aims to develop the concept of hybrid events during the COVID-19 pandemic in the implementation of MICE activities focused on the concept of hybrid conference. Furthermore, this study provides practical benefits to MICE business people, and event organizers in organizing hybrid conference activities during the COVID-19 pandemic.
THEORETICAL REVIEW

Conference

Prayudi (2011) said in several events, the MICE business sector is divided into four types of activities, namely Meetings, Incentives, Conferences, and Exhibitions. One of the sub-categories of MICE events is a conference or conference is the implementation of an event to bring together a group of people or officials of a country held with the aim of discussing the topic of international agreements and agreements between countries and so on (Kesrul, 2004). While according to Noor (2013) the conference is also commonly called convention, congress, assembly, or training with the aim to build a business network between countries. Therefore, the conference is included in one of the MICE activities, namely Meeting, Incentive, Convention, Exhibition.

Shone & Parry (2010) revealed in the implementation of an event, the priority is uniqueness because each event will be different in its implementation. As in the implementation of a conference has differences in its implementation ranging from the crew involved, the number of participants invited, the division or allocation of hosting time, and the choice of location for the conference event. Uniqueness in the implementation of conference events becomes a distinctive feature in the level of communication between event organizers and the clients involved, this is because several types of events have their own complex levels in terms of managing operational elements.

Hybrid Event

Changes in people's habits in the new normal era during the COVID-19 pandemic make the Company and Event Organizer need to adapt to meet these needs. With careful planning and concept, Hybrid Event is able to increase the number of participation because it reaches a wider audience without being limited by distance and time (Poswal, 2020). According to Wicaksono (2021) Hybrid Event can be a solution in the midst of a pandemic. Pandemic conditions do require business people to be more creative and innovative. Making changes both small and large scales need to be done in order to survive. Especially for businesses in the field of events, you can glance at hybrid events.

Hybrid event is a combination of offline events with virtual online components that engage the audience with an event directly and with a completely virtual environment (online) through virtual event platforms such as live streaming or other methods (Simons, 2019). Hybrid Event can reach 10 times more participants than the maximum limit of participants, this is because participants who cannot attend in person can enjoy the event online. For example, in the implementation of ICCA hybridly in 2013, 84 participants attended in person (offline) while other participants attended virtually (online) by attracting an additional 604 participants from a total of 75 countries (Heijkoop, 2014).
Hybrid event is an effective event activity program to be held, both held virtually or onsite (on the spot directly). Linthicum (2021) said that hybrid events are also one of the solutions that can be utilized if there are participants or audiences who are not present in person, such as a) participants cannot attend due to health or safety concerns; b) participants who have minimal and limited travel expenses, therefore unable to attend to the location of the event; and c) the venue for the event has limited capacity, so that not all participants can gather on the spot.

Unlike conventional events, conference events that are held hybridly can increase the involvement of more participants, because participants who cannot participate directly due to limited travel costs or other constraints can attend the conference event through the use of video conferencing software. The use of cheap "commodity off-the shelf" (COTS) technology allows anyone with an Internet connection, webcam, and headset to deliver and/or attend the conference (Gichora, 2010).

CHSE (Cleanliness, Health, Safety, Environment Sustainability)

The Ministry of Tourism and Creative Economy released a guidebook on CHSE-based health protocols in August 2020 to minimize and prevent the spread of the COVID-19 virus during this pandemic (Bascha & Reindrawati, 2020). CHSE is the implementation of health protocols based on Cleanliness, Health(Health), Safety, and Environment Sustainability. CHSE was made based on the decision of the Minister of Health regarding health protocols in public places and facilities as an effort to prevent and control COVID-19 (Simanjuntak & Dewanti, 2020).

According to Immanuel (2021) kemenparekraf which is an institution that houses the tourism sector and creative economy promotes this CHSE-based health protocol to be able to be applied as the application of new health protocols by community business entities. Kemenparekraf revealed that the main points in the return of COVID-19 pandemic conditions must be done through disciplined health protocols. This program is also present in the government's efforts to create a safe and comfortable space for the community. In addition, with the guidance of CHSE-based health protocols, people do not need to worry about re-activity in the new normal era as the current situation (Fajri, 2020).

The implementation of CHSE-based health protocols in Indonesia broadly includes the use of masks in accordance with the health index, social distancing or maintaining distance in crowded places, measuring body temperature using thermoguns or thermometers, always ready hand sanitizer, and providing disinfectants for public places and facilities to be used (Ministry of Tourism and Creative Economy, 2020).

Implementation of CHSE at the Conference Hybrid Event

In the process of implementing CHSE-based health protocols at hybrid event conference activities, the activists of this event play a role in coordinating
with authorized institutions / agencies in efforts to prevent and handle COVID-19. The institution consists of task force COVID-19 and police and of course accompanied by the help of actors in the field of IT in the process of implementing the concept of virtual conference at the conference hybrid event (Ministry of Tourism and Creative Economy, 2020).

Furthermore, the Ministry of Tourism and Creative Economy (2020) added that the government can play a role in supporting the sustainability of hybrid conference events during the COVID-19 pandemic. The government is also expected to provide widespread internet access by considering the use of digital technology in order to minimize physical contact in hybrid conference events.

Then the last is that the participants of the conference hybrid event and PIC (Person In Charge) can contribute by providing direction and ensuring the implementation of health protocols as an effort to prevent the spread of the COVID-19 virus during preparation (pre-event), implementation (on event), and the end of activities (post event) (Fajri, 2020).

**METHODOLOGY**

This research is a desk study conducted by collecting secondary data from various sources and journals obtained through the internet, the data consisted of:

<table>
<thead>
<tr>
<th>Data Source</th>
<th>Data Type</th>
</tr>
</thead>
</table>
| **Hybrid Event** (Simons, 2019; Kacholia, 2020) | a. Hybrid Event planning process (pre-event, on event, post event)  
b. The concept of Hybrid Event |
| **Conference Event** (Shone & Parry 2010; Linthicum, 2021) | a. Implementation of the use of technology in the implementation of hybrid conference events  
b. The use of the Internet in the implementation of virtual conferences |
| **Protokol Kesehatan CHSE** (Kementerian Pariwisata dan Ekonomi Kreatif, 2020; Fajri, 2020) | a. Data related to the implementation of CHSE-based health protocols in Indonesia. |
| **Buku Panduan Pelaksanaan Kebersihan, Kesehatan, Keselamatan, dan Kelestarian Lingkungan di Penyelenggaraan Kegiatan** | a. Data related to guidance on the implementation of health protocols in an event based on CHSE Cleanliness (Hygiene), Health |
Furthermore, data processing techniques are carried out by grouping data on predetermined criteria. In this study the criteria for grouping data formed to build hybrid events consisted of:

**Table 3. Data Processing**

<table>
<thead>
<tr>
<th>Data Criteria</th>
<th>Indicator</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Technology Implementation</strong></td>
<td>a. Use of virtual conferences support platform (<em>WebEx, Zoom, YouTube Live</em>)&lt;br&gt;b. Use of &quot;commodity off-the shelf&quot; (<em>COTS</em>) technology&lt;br&gt;c. Use of digital innovation and technology in registration systems, promotional media, and cashless payments</td>
</tr>
<tr>
<td><strong>CHSE Implementation</strong></td>
<td>a. <em>Crowd control management</em>&lt;br&gt;b. Understanding of the application of CHSE guidelines and SOP&lt;br&gt;c. CHSE Certification</td>
</tr>
<tr>
<td><strong>Health Protocols</strong></td>
<td>a. COVID-19 Vaccination Certificate&lt;br&gt;b. Negative PCR test certificate&lt;br&gt;c. Disinfection of production materials (facilities and venues)</td>
</tr>
</tbody>
</table>

Source: Author's Processed Results (2021)

**RESULTS AND DISCUSSION**

The results of the study focused on the goal achieved, namely developing the hybrid concept in organizing conference events during the COVID-19 pandemic by implementing CHSE-based health protocols. Based on the results of data collection, the development of the concept will be applied to the guidebook so that it can be directly used and applied by event activists, especially PCO (Professional Conference Organizer). Then the development flow of the developed concept consists of:
1. Introduction (purpose and benefit) of holding a Conference Hybrid Event.
   Contains a brief explanation of mice (conference event), hybrid event, and general guidance on CHSE-based health protocols. As well as an explanation of the purpose and benefits of holding a hybrid conference event by implementing CHSE-based health protocols.
2. CHSE general guide
   This guide contains guidelines that refer to the chse element as a whole.
3. Hybrid Event Implementation Guide
   In this section is divided into two types of guides, namely offline and online guides in organizing hybrid conference events.
4. Offline Guide (Conference Event)
   Guidance related to the implementation of conference events held offline or on-site starting from the pre-event, on event, and post event stages with the implementation of CHSE-based health protocols.
5. Online Guide (Virtual Conferences)
   Guidance related to the implementation of conferences events held virtually or online.
6. Tips and trick
   Contains several important points about what tips are needed in the implementation of hybrid events.
7. Planning Budget
   Contains a brief explanation of how to prepare and prepare budgeting to hold a hybrid conference event.

FINAL DESIGN OF E-GUIDEBOOK HOW TO ORGANIZING CONFERENCE HYBRID EVENT
CONCLUSION

The application of the hybrid event concept in the implementation of the conference event can provide convenience and new solutions for the event organizers in holding events, especially conferences in the midst of the COVID-19 pandemic. In addition, the progress and innovation of information technology can help in efforts to realize conference event activities even in the situation of the COVID-19 pandemic. With the trend of conducting conference events using hybrid concepts can be a new alternative and innovation opportunities in the field of MICE. And with the support of the implementation of the implementation of the CHSE health protocol in accordance with government rules, innovation in the implementation of conference events can be carried out in the midst of a pandemic. Various other types of support such as holding training before the implementation of hybrid conference events, utilizing virtual conference platforms, and coordinating with government agencies / agencies involved in the conference activities can support adaptation and development in the concept of organizing hybrid conference events.

REFERENCES


