

## Building Participation in Sustainable MICE Event Based on Social Identity in Medan City

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### Abstract

*The city of Medan has been designated by the government as a MICE destination in Indonesia. MICE events (Meetings, Incentives, Conventions and Exhibitions/Events) are important activities in the development of the tourism industry. MICE activities use many facilities in the tourism industry, such as transportation, accommodation, various attractions and entertainment including souvenirs. Organizing a MICE event in a destination has a multiplier effect not only in the economic field but also in the social and environmental fields. Therefore Sustainable MICE events have become a global trend that aims to maintain the sustainability of quality economic, social and environmental life. The implementation of Sustainable MICE events will provide a positive value for a destination to be selected by a world association as a preferred destination. Several studies have been conducted to obtain mechanisms underlying a sustainable MICE industry. This study aims to examine 1) the effect of social identity in the implementation of sustainable MICE events, 2) the effect of social identity on the desire to participate, 3) the effect of the implementation of sustainable MICE events on the desire to participate and 4) the effect of social identity through the implementation of sustainable MICE events on the desire to participate. The population and samples were taken from the community in the IVENDO association which is an association of MICE event organizers, 94 participants who had been event organizers in the city of Medan. The sampling technique uses a non-probability sample using a saturated sample. Data collection was carried out using a questionnaire. Data analysis technique uses PLS Smart 3.0. The results of the study show that social identity variables have a positive and significant effect on sustainable MICE events. The social identity variable has a positive and significant effect on the desire to participate. The implementation variable of sustainable MICE events influences the desire to participate. Social identity variables through sustainable MICE events have a positive and significant effect on the desire to excel.*

### Keywords

MICE; social identity; desire to participate



## I. Introduction

The MICE industry is a sector in the tourism industry that is showing rapid growth and is expected to continue to grow in the next few decades. The MICE industry also makes a great contribution to the host destinations. Many other business sectors will be related, such as trade, transportation, travel, entertainment, accommodation, food and beverage services, venues, information technology and finance (Seebaluck et al., 2013:2). The city of Medan has been declared by the government to be the top 7 (seven) cities as MICE destinations in Indonesia. The assessment of the criteria to become a MICE

destination has of course been fulfilled in order to be selected as a MICE destination. The MICE industry is considered capable of creating a multiplier effect on the economy. (Fitri, 2020)

MICE activities have a multiplier effect on the economy such as employment, income derived from the tourism business, tourism facilities that can be utilized by local communities. The impact of this multiplier effect will encourage overall economic growth. On the other hand the MICE industry also has negative impacts such as threatening the quality of the economic, social and environmental sectors where MICE activities take place (Presbury, 2005: 30). Of course this can pose a long-term sustainable risk from the development of the MICE industry.

Some of the negative impacts of MICE events on the environment such as excess waste production, large amounts of energy use, cultural shifts, (Zamzuri et.al., 2012: 1). Therefore, the principle of sustainable MICE events is needed in maintaining the sustainability of economic, social and environmental quality.

The implementation of sustainable MICE events has become a global trend because it is a form of environmental, economic and social responsibility. This sustainable event is also an assessment for world associations when choosing a destination as a venue for international events. If the expectations of MICE tourists are met in a destination it will lead to satisfaction. Destination image significantly influences the decision of associations or participants to choose a destination (Fitri, 2021)

Therefore, players in the MICE industry must be able to implement sustainable events such as reducing the use of plastic, reducing the use of paper by using digital technology, and selecting suppliers who also implement sustainable practices.

IVENDO (Indonesia Event Industry Council) is an event organizer association in Indonesia that has DPD in the city of Medan, engaged in the field of Event Organizer, Wedding Organizer, Vendors of Event Industry Equipment, Vendors of Talent Artists of the Event Industry, Publication Vendors, Documentation or Event Industry Technology, Event Industry Venues and other business fields related to the Event Industry, have endeavored to provide a role as event organizers in Indonesia, especially in the city of Medan. There are several problems in the implementation of sustainable MICE events such as not all actors in the MICE industry in the city of Medan have awareness in implementing sustainable concepts. Suppliers who are involved in MICE activities also have not fully implemented the sustainable concept so that it becomes difficult for industry players in the city of Medan to apply the sustainable concept consistently. For this reason, a participatory model is needed so that sustainable implementation can be carried out consistently. Through the implementation of the MICE sustainable event concept, it is hoped that the management of MICE activities in the city of Medan will be even better, so as to enhance the image of the destination city of Medan as a MICE destination in Indonesia and become an option in organizing international MICE.

Several studies on sustainability have been carried out such as by Kim and Lee (2014), stating that the sustainability of MICE events is influenced by brand awareness and the image of the convention center. Likewise Komang (2014) the implementation of sustainable events affects the image of the destination. This means that the community around the destination must be able to apply sustainable concepts. Lisa (2018) uses perceived sustainability, perceived value and satisfaction variables in examining the implementation of sustainable MICE events. Kyuree and Dongwoo (2020), investigate the effect of social identity on context-laden venue names and event names that are distinctive in the willingness of resident communities to participate. There is no research that uses

social identity to examine the implementation of sustainable MICE and the willingness to participate in this sustainability.

Social identity theory has been considered a fundamental factor for building a sustainable market environment in business (Balmer in Kyuree: 2020). The social identity of individual MICE communities is an important factor for building a sustainable industrial market. Individuals who are members of an association/business community must have the same goal in implementing a concept (Lim, WM: 2016). The concept referred to in this study is sustainable MICE. Individuals in the MICE organizing community must have the same goals and identity towards sustainable MICE, and if MICE events are held with a strong identity, then all members will be motivated to participate in sustainable MICE events.

## **II. Review of Literature**

### **2.1 Social Identity Theory**

Social Identity Theory is a concept widely used in social psychology to describe certain types of intergroup behavior, perceived by relevant social groups. According to Tajfel in Sukoco (2013), a person gets his social identity through self-awareness that he is a member of a group, has an emotional attachment to the group, and has a positive evaluation of the group. Based on this, Ellemers, Kortekaas, and Ouwerkerk in Sukoco (2013) argue that a person's social identity consists of 3 components, namely:

1. Cognitive Identity (cognitive awareness that one belongs to the group - self-categorization),
2. Affective Identity (feeling of emotional involvement with the group – affective commitment), and
3. Evaluative Identity (positive and negative value connotations attached to membership in the group - group self-esteem).

Social identity shapes and drives certain behaviors that confer the benefits of membership in a group. (Ellemers et al., 1999; Bergami and Bagozzi, 2000; in Sukoco: 2013)

### **2.2 MICE Sustainable Events**

Dwyer et al. in Nawarathna (2021) defines sustainable events as the way in which events are organized by considering social, environmental and economic impacts. In this study, the concept of Sustainable Event MICE was derived from a sustainable MICE assessment guide designed by the Bandung State Polytechnic (POLBAN) and the Association of Indonesian Exhibition Companies (ASPERAPI). This concept is used because the indicators offered in the implementation of the Sustainable Event MICE concept are in accordance with the objectives of this study. In this concept, 8 dimensions of sustainable MICE were developed which became the assessment indicators, namely:

- 1) Food and Beverage Dimensions,
- 2) Dimensions of Waste Management,
- 3) Dimensions of Community Involvement,
- 4) Transport Dimensions,
- 5) Dimensions of Provision of Needs
- 6) Dimensions of Energy Use,
- 7) Dimensions of Event and Communication Systems
- 8) Health Protocol Dimensions. (Any at all:2020)

### 2.3 Desire to Participate

There are two reasons underlying companies carrying out sustainable activities, namely moral reasons and economic reasons. The moral reason starts from the company's responsibility in the midst of limited resources. The economic reason is the company's efforts to strengthen the image and credibility of its brand or product through the implementation of a sustainable concept. Carrying out sustainable activities also means carrying out promotions for the company. The sustainable concept means that companies care about the economy, social and environment based on profit, people and planet (3P).

As a business entity, a company must be profit-oriented so that the survival of the company is guaranteed so that it can operate and develop. The survival and competitiveness of the company will be realized if the company has concern for the welfare of employees and humans (people). Concern for the environment and biodiversity (Planet) can be realized in the form of greening programs, and the provision of clean water facilities.

Indicators of the desire to participate in sustainable activities that motivate and obtain the benefits expected by the company by carrying out sustainable responsibilities include:

- 1) the company avoids the negative reputation of environmental destroyers who only pursue short-term profits regardless of the consequences of the company's bad behavior,
- 2) a strong ethical framework can help managers and employees gain support in the environment in which the company works,
- 3) the company gets the respect of the core group of people who need the existence of the company
- 4) the company's ethical behavior is safe from environmental disturbances so that it can operate smoothly (Ambadar in Nurbaiti: 2017)

### 2.4 Relationship between variables

- a. The influence of social identity on the implementation of the concept of sustainable MICE

The social identity possessed by community members contributes to the activities carried out by the community. Identification of the group encourages members to be active in co-creation and co-consumption. This is in line with the arguments developed by Wu and Sukoco (2010) and Sukoco et al. (2011) that increasing social identification will encourage members to share and implement activities. positive social identity will influence positive perceptions regarding the implementation of the sustainable MICE concept.

H1 = Social identity influences the implementation of the concept of sustainable MICE.

- b. Effect of the Implementation of the Sustainable MICE Concept on the desire to participate

Companies are required to implement sustainable MICE event activities, based on moral and economic reasons. Moral reasons are more based on the idea that companies must be able to create mutually beneficial relationships with stakeholders. While the economic reason is more on how the company is able to strengthen the image and credibility of the brand or destination through sustainable implementation so as to ensure the survival of the company.

Sustainable MICE events are a form of Community Development implementation. According to Ife in Muhdar, et al (2014) stated that one of the principles of Community Development or community development is participation. Participation is a form of community development characterized by the active involvement of everyone in the

community in the process of implementing sustainable MICE events both as individuals and as group members.

H2 = Implementation of the Sustainable MICE Concept affects the desire to participate.

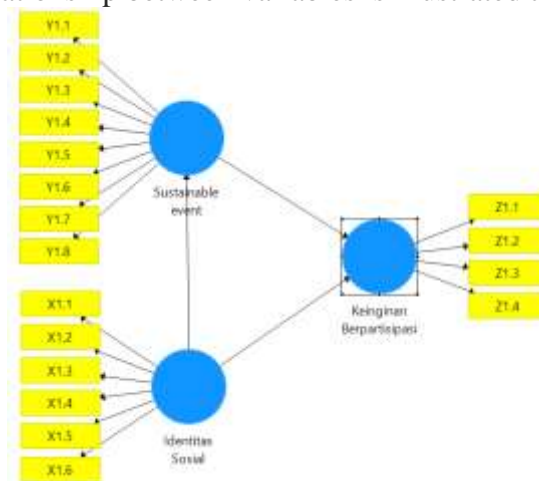
c. The influence of Social Identity through moderator variables Implementation of the Sustainable Concept on the desire to participate

Social identity shapes and drives certain behaviors that confer the benefits of membership in a group. An individual who feels that he has become part of a group (his social identity is formed) will have a commitment to jointly achieve the goals of the group, where the commitment to achieve these common goals will shape the behavior of group members (Stets & Burke, in Sukoco: 2013).

The strong identity of the MICE event organizer community will encourage them to jointly implement sustainable MICE event activities as participation and commitment to achieving organizational goals in sustainable MICE events. The results of the study show that social identity has a positive influence on members' behavioral intentions to participate in community activities in the future through co-creation activities or activity implementation.

H3 = Social Identity through the Implementation of the Sustainable Concept Has an Influence on the Desire to Participate

The relationship between variables is illustrated as follows:



### III. Research Method

This research model is survey research with a quantitative approach. Furthermore, data collection techniques were carried out through questionnaires using a Likert scale of 5 categories. This study consists of 1 independent variable, namely social identity and 1 intervening variable, namely sustainable events and 1 dependent variable, namely the desire to participate

The research population was the IVENDO association community, 94 participants who had held events in the city of Medan. The sampling technique is non-probability sampling using a number of saturated samples of 94 people. Furthermore, the data was analyzed using the PLS path method.

## IV. Result and Discussion

### 4.1 Measurement Model Analysis

To test convergent validity, the loading factor value is used. Convergent validity is declared good if the outer loadings  $> 0.70$ . The outer loading value of each indicator on the research variables is above 0.70.

Discriminant validity is seen through the Average Variance Extracted (AVE) method. It is said to be valid if  $AVE > 0.5$ . The AVE value is above 0.5. This means that each variable has good convergent validity and discriminant validity.

The composite reliability of each variable is above the value  $> 0.70$ . Likewise, Cronbah's Alpha value for each variable is  $> 0.70$ . Thus each variable is declared reliable.

Statistical Collinearity value for each VIF variable  $< 5$ , so multicollinearity does not occur.

### 4.2 Structural Model Analysis

Structural model measurements or inner model measurements were carried out to see the relationship between the constructs, the significance value and the R-square of the research model. The results of the research model obtained that Social identity has a positive and significant direct effect on sustainable MICE events (9.936, P-value  $0.000 < 0.05$ ). Hypothesis accepted. Social identity has a positive and significant direct effect on the desire to participate (8.125, P-value  $0.000 > 0.05$ ). Hypothesis accepted. Sustainability event has a positive and significant direct effect on the desire to participate (8.125, p-value  $0.000 < 0.05$ ). Hypothesis accepted. Social identity through sustainable events has a positive and significant influence on the desire to participate (6.300, p-value  $< 0.05$ ). Hypothesis accepted. Furthermore, the coefficient of determination (R<sup>2</sup>) of the endogenous variable sustainable MICE and the desire to participate are 0.558 and 0.429.

## V. Conclusion

### a. Social Identity towards Sustainable event

The results of the analysis show that the social identity variable has a positive and significant effect on the sustainable event variable. This can be seen from the t-statistics  $>$  from t-table ( $9.936 > 1.967$ ) with a P-value of  $0.000 < 0.05$ . The results of this study are in accordance with research conducted by Arcana (2014) which states that social identity variables affect sustainable events. In general, they believe that implementing this concept can provide economic benefits for companies as their social identity and provide opportunities to involve local communities to participate in various forms to behave according to sustainable principles. Although they face several challenges in managing MICE in a sustainable manner such as the characteristics of the MICE actors themselves and the initiatives of the companies. Besides that,

### b. Social Identity on the desire to participate

The results of the analysis show that the influence of social identity has a positive and significant effect on the desire to participate (t-table = 1.967  $<$  t-statistic = 8.125) with a P-value of  $0.000 < 0.05$ . So it can be stated that if the implementation of a sustainable event is good, it will increase the desire to participate by members of the social community. The results of this study are in accordance with research conducted by (Sukoco, 2013) which shows that social identity has a positive and significant effect on the desire to participate, this finding is also in line with the argument built by Algesheimer,

Bagozzi and Dholakia (Sukoco, 2013) that identification Social behavior encourages members' behavioral intentions to always participate in community activities and always recommend them to colleagues.

c. Sustainable event on the desire to participate

The results of the analysis show that the sustainable event variable has a positive and significant effect on the desire to participate ( $t\text{-table} = 1.967 < t\text{-statistic} = 8.125$ ). with a P-value of  $0.000 < 0.05$ . From these results it can be said that if the implementation of sustainable events is carried out well it will increase the desire of community members to participate in community activities.

d. Social Identity through sustainable events on the desire to participate.

The results of the analysis show that the social identity variable through sustainable events has a positive and significant effect on the desire to participate ( $t\text{-table}=1.967 < t\text{-statistic}=6.300$ ). with a P-value of  $0.000 < 0.05$ . This means that if the social community has a good social identity, it will increase the implementation of sustainable events and will also increase the desire to participate in the social community. These results are consistent with research conducted by Slamet in Nurbaiti and Bambang (2017) which states that community participation in the development process will materialize as a real event if the supporting factors are fulfilled, namely the existence of an opportunity, an atmosphere or environmental conditions that are recognized by the person that he has the opportunity to participate, there is a will,.This positive perception arises because respondents have good knowledge and experience regarding implementing sustainable event activities as the implementation of sustainable programs so that with this positive perception, respondents tend to actively participate in these activities.

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