

Event Design sebagai Strategi Value Co-Creation pada Pameran IFFINA Indonesia Meubel & Design Tahun 2023 Hingga 2025 = Event Design as a Value Co-Creation Strategy at The IFFINA Indonesia Furniture & Design Expo 2023 to 2025

Hanifa Liandra Ramadhani, author

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Abstrak

Penelitian ini bertujuan untuk menganalisis peran event design sebagai strategi value co-creation pada pameran IFFINA Indonesia Meubel & Design tahun 2023 hingga 2025. IFFINA merupakan pameran B2B berskala internasional yang bertujuan meningkatkan nilai ekspor serta membangun ekosistem industri mebel dan kerajinan yang kolaboratif dan berkelanjutan. Penelitian ini difokuskan pada perencanaan konsep event, perancangan event design melalui elemen settings, programme, dan services, serta strategi PT Mahala Imaji Kreasi dalam merespons dinamika internal dan eksternal melalui pendekatan analisis SWOT. Metode penelitian yang digunakan adalah kualitatif dengan jenis penelitian studi kasus. Teknik pengumpulan data berupa wawancara mendalam, observasi tidak langsung, dokumentasi, dan studi literatur akademik. Hasil penelitian menunjukkan bahwa event design memegang peranan penting dalam menciptakan value co-creation antar stakeholders melalui kolaborasi, pertukaran pengetahuan, dan interaksi strategis selama penyelenggaraan IFFINA. Penerapan prinsip value co-creation menjadikan IFFINA sebagai ekosistem industri yang inklusif dan inovatif. Penelitian ini juga menunjukkan adanya keterkaitan erat antara konsep event, event design, dan value co-creation. Selain itu, analisis SWOT berperan penting dalam merumuskan strategi perencanaan yang responsif terhadap kekuatan, kelemahan, peluang, dan tantangan yang dihadapi Mahala, sehingga strategi dalam perencanaan konsep event dan event design IFFINA dapat diarahkan secara tepat menuju pencapaian tujuan bersama.

.....This study aims to analyze the role of event design as a value co-creation strategy at the IFFINA Indonesia Meubel & Design Exhibition from 2023 to 2025. IFFINA is an international B2B exhibition designed to enhance export value and foster a collaborative and sustainable ecosystem within Indonesia's furniture and craft industry. The research focuses on planning event concepts, the design of event elements including settings, programme, and services, as well as the strategies employed by PT Mahala Imaji Kreasi in responding to internal and external dynamics through a SWOT analysis approach. This research uses a qualitative case study method, with data collected through in-depth interviews, documentation, non-participant observation, and academic literature review. The findings reveal that event design plays a crucial role in facilitating value co-creation among stakeholders through collaboration, knowledge exchange, and strategic interaction during IFFINA. The application of value co-creation principles positions IFFINA as an inclusive and innovative industrial ecosystem. Furthermore, the study highlights a strong interrelation between event concept, event design, and value co-creation. In addition, the SWOT analysis plays an essential role in formulating planning strategies that are responsive to Mahala's internal strengths and weaknesses as well as external opportunities and threats, which helps the event concept and design strategies to be directed effectively toward achieving IFFINA goals.