

Event Management Analysis of the Java International Vape Expo 2024 in Creating a Connecting Space for Indonesian Vapers

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Abstract

Humans are cultural creatures. Each region, tribe, language and group can have a different culture. Culture is influenced by the surrounding environment. Habits that are continuously carried out together will become a popular culture that is easily spread like vaping. Vaping is an innovation in technology and is a transformation from conventional cigarettes to electronic cigarettes. Throughout its journey, vaping has experienced many changes, starting from regulations, form, type, to function. Some people use vape because of necessity, and some people use vape because of their lifestyle. This lifestyle is based on the word "hobby" and when individuals meet other individuals with the same background there will be something in common. From this new communities emerged with the same object. The growth of the community will provide opportunities for many producers, especially in the vape sector. Producers use events as a commercial medium. One of the biggest vape events in Indonesia is the Java International Vape Expo 2024. This research will analyze event management and its correlation with the vapers community in Indonesia using qualitative methods. Java international vape expo 2024 not only showcases vape products and innovations, but is also a platform to improve the vape community through social interaction and learning. Every step from initial research to final evaluation plays an important role in creating an unforgettable experience for all involved, especially in realizing the "Indonesian Vapers People's Party". So this event is able to create a space for connection between vapers throughout Indonesia.

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1. INTRODUCTION

Vaporizers or better known as vapes are a product that is relatively new in the 20th century. Vape is an innovation from conventional cigarettes that has been transformed through technology. It's not just the material that changes, the material processed into the output is also different.

If conventional cigarettes are made from tobacco leaves, cloves and "spice", then vape uses a liquid substance called e-liquid. Thus, vape has more flavor variants, because it is based on product interest research. Many vape users rely on the reason for using it because it has many flavor variants.

Vape has various types, there are *vape mods* which can produce a lot of steam based on higher watts and some are called *Pods*. *Pods* is a new innovation from vape mods which tend to have smaller dimensions so they are more practical in terms of use.

Prior to today, vape has gone through various developments. The process of entering Indonesia is not easy and must go through various kinds of criticism and prohibitions from citizens, businessmen and the government. Until finally several activists from the Indonesian Vape community fought for vapes to be legally marketed by following applicable government regulations.

Cigarettes have become a necessity for a handful of people, they have become a culture that is difficult to eliminate, or even replace. The smoking habit is in the public spotlight,

because there are many pros and cons in each region. With the presence of vapes known as "electronic cigarettes" it has become quite a phenomenon, skyrocketing in social media and the world of advertising. Part *vapers* or people who use vape are people who switch from conventional to electronic cigarettes. For various reasons they move, ranging from health, financial and flexibility reasons. As for *vapers* who have not switched from cigarettes, in the sense that this person before using vape, he did not smoke at all and the factor that many people use vape is lifestyle. Lifestyle is influenced by the environment, where there will be high interest when someone in an environment uses a product. Starting from being based on curiosity, trying, and addiction. Until it becomes a "hobby" for a few people.

Hobbies in vaping are categorized as users who don't just use it to meet their needs, but beyond that they study, explore and collect several devices. Which he likes. Based on shape, brand, and price. From here, several vape communities began to form that accommodate vapers to exchange knowledge and information about vape developments. Or it's not uncommon for them to exchange devices by trading in or just borrowing from each other. With the existence of a vape community, vapers feel like they are not part of a minority. They often hold gatherings or what are called "vape meets" ranging from small to quite large scale by providing other content outside of vaping such as music and *Apparel*.

The development of the vape community in Indonesia has made entrepreneurs look at this phenomenon. It is not uncommon for several manufacturers in the vape equipment sector to start holding big events by inviting several vape communities in Indonesia.

The growing interest in vaping has resulted in the birth of several new communities that are oriented towards certain areas and groups. They created a forum to gather and exchange information about vaping developments.



Figure 1. Poster JIVE 2024
(Source: jive 2024 website)

Management methods *special event* carried out by JIVE 2024 in accommodating communities in Indonesia the background for the author to conduct research entitled "Management Java International Vape Expo 2024 event to accommodate the vape community in Indonesia" with reference to management concepts *special event* from Joe Goldblatt, namely that there are 5 processes, namely *research, design, planning, coordinating, and evaluation*.

2. METHOD

This research uses a descriptive qualitative method with a study focus on Event Management for the Java International Vape Expo 2024 to create a meeting space for Indonesian vapers.

The method used in this research is a qualitative method. The reason for choosing this method was because the research carried out produced descriptive data. This is in accordance with the opinion of Bogdan and Taylor (1975: 50) as written in the book DR. Lexy J. Maleong (1998: 3), namely: Qualitative methodology as a research procedure that produces descriptive data in the form of written or spoken words from people and behavior that is observed and directed at the individual's background in a holistic (whole) manner. This is also the opinion of Kirk and Miller (1986: 9) who define qualitative research as a particular tradition in social science which fundamentally relies on observing humans in their own area and relating to these people in their language and terminology.

Research technique is a term used by Eileen Kane, according to Lexy J. Maleong (1998: 112), this term is used to differentiate from research methods. The scope includes written and unwritten data sources consisting of words and actions, photos and statistics, humans as instruments, observations, interviews, field notes, use of documents, and other methods.

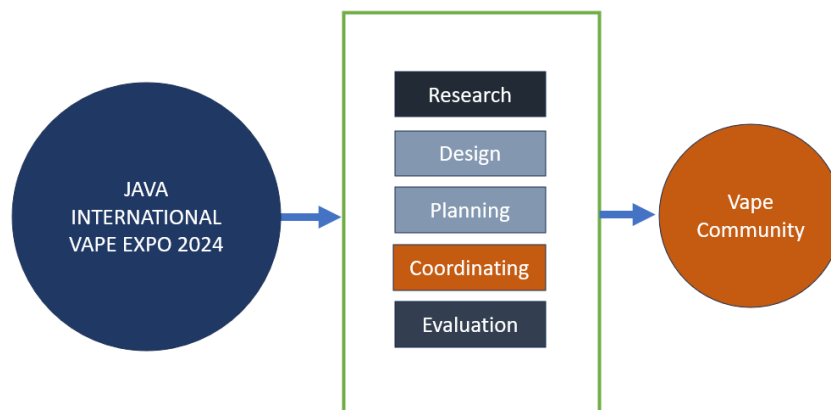


Figure 2. Thinking Framework
(source: Personal Documentation, 2024)

Research technique is a term used by Eileen Kane, according to Lexy J. Maleong (1998: 112), this term is used to differentiate from research methods. In this research, several techniques were used, including:

In line with the above, to obtain data in this research was carried out using the following technique:

1. Literature review

Researchers carry out library techniques by collecting relevant source books that support the theory in the research, reviewing the contents of the book and citing important parts as a reference for carrying out research based on a particular theory.

2. Observation

The observation method is a method used to observe something, someone, an environment or situation sharply and in detail, and record it accurately in several ways (see Tjetjep Rohendi, 2011: 182) In art research, observation activities reveal a systematic picture of events, behavior behavior (creation and appreciation) Events that run from preparation to the running of the event. The type of observation carried out is involved observation, namely the observer directly examines the ongoing event.

3. Recording

Recording techniques are used to assist the observation process, namely by: Photography and audio recording. This technique is used because it is considered more precise, fast, accurate and realistic compared to writing notes.

Photography techniques are used to obtain visual data, collect and manage visual information, analyze visual data and show research data findings (see Tjetjep, 2011: 195). In this research photography was carried out to photograph the works being studied and their artists.

Meanwhile, audio recording techniques are used to record information that reflects actions and thoughts expressed verbally or spontaneously.

4. interview

Interviews are a technique used to obtain information about a phenomenon. The success of an interview really depends on the openness of the interviewee in revealing the circumstances of the event.

3. DISCUSSION

Organizing the Java International Vape Expo 2024 requires a structured and well-planned approach. Using Joe Goldblatt's theory, the author will analyze the five main stages in event management: Research, Design, Planning, Coordinating, and Evaluation. Here is an in-depth analysis of each stage:

1. Research (Research)

The research stage is the foundation of the entire event planning process. For Java International Vape Expo 2024, research started with understanding who the target audience was and what they needed.

First, we need to understand who will be attending the expo. Are they experienced vapers, manufacturers, or beginners? Conducting surveys or interviews can help us get a clear picture of participant demographics and their interests. Second, analyze competitors by paying attention to other vape events that have been held previously. What do they do well? Are there elements we can take away or improve? For example, do they have particularly popular special sessions or interesting interactive features?

Assess Location and Resources Select the ideal location for this event. Is there enough space for all booths and visitors? Also check existing facilities, such as parking, accessibility, and technical requirements. The budget also needs to be evaluated to ensure we can utilize resources optimally.

In this case, the Java International Vape Expo 2024 sees opportunities in the field related to the need for vapers and manufacturers. This time the concept is specifically to create a meeting space for the vape community throughout Indonesia by inviting them to attend the event. This target is an added point for holding the JIVE 2024 event. Communities who come can gather, exchange ideas and also get to know each other from one community to another.

2. Design (Planning)

After the research is complete, the next step is to plan the event with careful details. First, what is built is the Concept and Theme. This event chooses a theme that will be the center of attention of events such as the "Indonesian Vapers People's Party" to emphasize innovation and exploration in the world of vaping which can be enjoyed by all groups and the vaping community in Indonesia. This theme reflects the event's values and captures the audience's attention. Then you can build the Participant Experience through how participants will interact throughout the event. The exhibition layout is made to make it easier for visitors to explore all the booths. Then provide areas

for workshops, product demos and discussion rooms. Make sure that each element supports the theme and provides a satisfying experience.

Activities Determine the types of activities that will be carried out during the expo. For example, hold a vape competition with attractive prizes such as cloud chasing, vape tricks and brewers. Then hold a workshop session with speakers as experts who have been studying the world of vaping for a long time, as well as product demos from various manufacturers. All of these activities should be designed to provide added value to participants and enrich their experience.

3. Planning (Planning)

The planning stage involves laying out all the elements of the event in a detailed plan. Schedule and Timeline, Create a detailed schedule for each activity and session during the expo. Such as determining the time for the opening ceremony, workshop sessions and competitions. Ensure this schedule is realistic and allows sufficient time for each activity. In terms of budget. This event has a detailed budget. This includes costs for location, marketing, technical equipment, talent fees, and other operational costs. As well as designing a flexible budget with reserves to deal with unexpected things.

The logistics sector has managed all aspects of logistics, such as providing equipment, setting up booths and technical arrangements. Make sure all technical requirements such as sound and lighting systems are installed properly. As well as coordinating with vendors and service providers to ensure everything is ready on the big day.

4. Coordinating

During an event, coordination is key to ensuring everything runs smoothly. Through good team communication and ensuring all team members understand their roles and responsibilities. Conduct briefings before the event to equalize understanding and explain procedures and use efficient communication tools to ensure everyone can coordinate with each other well.

During the event, implementation monitoring was carried out to monitor all activities to ensure everything was on schedule. If there is a problem, immediately solve it and communicate with the team. Also, every div. The event ensures that all visitors and exhibitors get the help they need. What is no less important and the main content in this event is visitor interaction. This works by ensuring visitors feel appreciated and get clear information by providing an information center or help desk to answer questions and handle problems that may arise.

5. Evaluation (Evaluation)

After the event, an evaluation will help us understand the success of the event and areas for improvement. The first thing to do is collect feedback from visitors, exhibitors and the event team using surveys or interviews to get valuable information about their experiences. Ask about what they like and what could be improved. There were findings from the evaluation stage, namely that the entry and exit routes were sometimes full due to the arrival of visitors at the same time, so that the venue felt full at certain times and empty at certain hours. This can be overcome by limiting the number of visitors.

After completing the evaluation, proceed to the results analysis stage by reviewing the achievement of the event objectives. Is the number of visitors on target? How is participant satisfaction? Is the budget well managed? Analysis of these results will provide a clear picture of the success of the event. Overall, the event was as expected, only a few minor problems occurred, and these could be handled well in the field through spontaneous problem solving.

The latter creates reports and recommendations detailing the findings from the event. Because the Java International Vape Expo is a vape event that is held annually, we have designed recommendations for future improvements, such as new ideas for activities, changes in layout, or more effective marketing strategies. So that next year's event will run even better.

4. CONCLUSION

Java international vape expo 2024 not only showcases vape products and innovations, but is also a platform to improve the vape community through social interaction and learning. Having undergone five event management processes, namely Research, Design, Planning, Coordinating and Evaluation. The author can ensure that the Java International Vape Expo 2024 will be a successful event, satisfying visitors and exhibitors, and achieving all the desired goals. Every step from initial research to final evaluation plays an important role in creating an unforgettable experience for all involved, especially in realizing the "Indonesian Vapers People's Party". So this event is able to create a space for connection between vapers throughout Indonesia.

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