

***EVALUATION OF THE CREATIVE PRODUCTION DIVISION IN ORGANIZING THE INACRAFT 2023
(EVALUASI DIVISI PRODUKSI KREATIF DALAM PENYELENGGARAAN INACRAFT TAHUN 2023)***

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Abstract

INACRAFT (Jakarta International Handicraft Trade Fair) is an international handicraft exhibition held annually with different themes. As an exhibition that has been going on for 20 years, INACRAFT successfully involved more than 1,000 creative actors. This study aims to provide knowledge related to the work system of the creative & production division, the role of the creative & production division, and the evaluation of the work of the creative & production division during INACRAFT 2023. The research method used is qualitative. The technique used is to make direct observations at the INACRAFT 2023 event, interviews and literature studies. The results of the performance evaluation of the creative & production division showed several important findings, one of which was the lack of team members on the day of the exhibition which caused the team's performance to be less than optimal in serving customers and also complaints from participants. Evaluation needs to be done every week to identify the results of performance achievements and identify processes or obstacles that have been passed.

Keywords: *Evaluation, Event, INACRAFT*

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are of utmost importance in the economy of Indonesia, making substantial contributions to the Gross Domestic Product (GDP) of the nation and offering employment opportunities to a considerable segment of the populace (Empowerment Report, 2023). MSME is driven by all levels of society, from people in large urban areas to residents in rural areas. MSMEs talk about business size, with the primary determining variable being the assets owned by the related company. The following table provides a detailed explanation of the differences between MSMEs and corporates (big business).

Table 1. Classification of MSME by Capital and Revenue

*Excluding land and building

Company Size	Max. Capital*	Max. Revenue
Micro	Max. Rp 1 billion	Rp 2 billion
Small	Rp 1 billion – Rp 5 billion	Rp 2 billion – Rp 15 billion
Medium	Rp 5 billion – Rp 10 billion	Rp 15 billion – Rp 50 billion

Source: PP No. 7 2021 about Ease, Protection and Empowerment of Cooperatives and MSMEs

However, MSMEs in Indonesia often need help with access to finance and lack digital skills, which can hinder their growth and development. Before the COVID-19 pandemic, Indonesia's MSME sector showed steady growth. The number of MSMEs in the country increased, and they made significant contributions to the economy through the production and export of goods and services. There were also success stories of individual MSMEs that were able to grow and thrive in this period. The COVID-19 pandemic significantly impacted Indonesia's MSME sector, with many businesses facing reduced demand and supply chain disruptions. The pandemic disproportionately affected certain MSMEs, such as manufacturing and service sectors. In response to these challenges, the Indonesian government implemented measures to support MSMEs, including loan guarantees and tax breaks. Looking ahead to the post- pandemic period, Indonesia's MSME sector is expected to recover and continue to grow. There will be opportunities for MSMEs to adapt and diversify to take advantage of new market trends, such as the increasing demand for digital products and services.

Meeting, Incentive, Convention and Exhibition (MICE) can boost demand and attract tourists to a destination, especially during low-season periods (Piga & Melis, 2020). INACRAFT (Jakarta International Handicraft Trade Fair) is one of the biggest handicraft exhibitions in southeast Asia which is attended by Indonesian MSMEs. Furthermore, the Association of Indonesian Handicraft Exporters and Producers (ASEPHI) is working with PT. Mediatama Binakreasi has successfully held the 23rd INACRAFT at the Jakarta Convention Center (JCC) in Jakarta, on March 1-5, 2023.

Exhibitions are diverse events that bring together buyers and sellers, showcasing products and services in a suitable location. They can be termed as trade shows, trade fairs, expositions, or expos, with distinctions between business-to-business (B2B) and business-to-consumer (B2C) types. B2B exhibitions target business attendees, while B2C exhibitions are open to the public, often charging an admission fee (Pidada, 2020; Rostoka & Kushnir, 2022).

Organizing and overseeing a prosperous exhibition is a challenging endeavor. Numerous exhibitors dedicate substantial resources to marketing and promotional tactics for these occasions, with the goal of drawing in and maintaining attendees (Chongwatpol, 2015). Event organizers function as providers of services, facilitating the event by implementing marketing approaches designed to align exhibitors and attendees according to factors like attitudes, politics, economics, and sociocultural elements (Jung, 2005 cited in Vitali et al., 2022). Furthermore, the role of the event organizer is explained in more detail by (Putra, 2023) where the event organizer takes care of the entire series of events, starting from the concept creation process, venue preparation, licensing, supporting equipment, artists and talent, documentation to the course of the event and if necessary to the publication of the event in the mass media.

Creativity assumes a pivotal role in shaping the design and ultimate triumph of cultural and creative artifacts (Han et al., 2023). Subsequently, these artifacts are subject to the impact of indigenous cultural components, the aesthetics favored by the contemporary audience, the sway of celebrity culture, and the unique connotations associated with symbols and visuals. The variety of products on INACRAFT

comes from 7 categories of Raw Materials (Ceramics, natural fibers, metals, rocks, textiles, wood, and other materials) ranging from Batik, Traditional Textile Moslem Fashion, weaving, Songket, Embroidery, Home Deco, Jewelry & Accessories, Housewares, Decorative Items, Bags & Travel goods, Gift Items and Miscellaneous crafts. These products are essential for preserving and promoting cultural heritage, requiring innovative approaches to meet market demands (Zhu & Han, 2023).

The implementation of INACRAFT in 2023 must still pay attention to the CHSE (cleanliness, health, safety, and environment) standards. Recorded in 2023, MSME actors who participated in INACRAFT were 1,121 participants, an increase of almost 50 percent compared to the previous year of around 685 participants due to the impact of the COVID-19 pandemic. The prevalent incentive for participating in events is typically characterized by its physically challenging and site-specific attributes (Dragin-Jensen et al., 2018), which unfortunately cannot be realized at present owing to the restrictions on large gatherings and travel. Organizing events certainly has a level of difficulty and complexity that requires management to work extra and sometimes beyond normal limits. In this case, the increase in the number of event participants will also affect the layout design produced by the creative & and production divisions.

The division responsible for creativity and production serves as the focal point of operations for any successful and profitable organization. This division involves identifying the key elements that support the firm's management structure, overseeing relationships with suppliers, and catering to the needs of customers (Afolalu et al., 2021). The production

process necessitates thorough planning to convert input resources such as labor, raw materials, finances, information, energy, and others into desired outputs like high-quality goods and services, thereby achieving the business objectives and enhancing the market value of the products and the company. Additionally, the efficiency of production planning can be bolstered through the implementation of control mechanisms. Control within the production domain serves as a metric for assessing the execution level of plans (Ongbali Samson et al., 2018). It ensures that production activities commence at designated locations and times, maintains a seamless operation flow, accurately documents processes, compares the data against the established plans, identifies any deviations or irregularities, implements necessary corrections to mitigate the impact of such deviations, and provides feedback to the planning department for immediate plan adjustments.

A log frame, also referred to as a Project Framework, serves as a strategic tool for the planning and management of development initiatives (BOND, 2003). Resembling a table or framework, its purpose is to systematically and concisely present crucial project components in a clear and logical manner. Originating in the United States, the log frame model has been widely embraced and customized for utilization by various donors, including the Department for International Development (DFID). DFID defines the Logical Framework as a resource that aids project designers in a logical contemplation of the project's objectives (the purpose), necessary project actions to achieve those objectives (the outputs), and the activities required to generate these outputs. From the perspective of DFID, the project's purpose is aligned with overarching objectives at a higher level (the goal).

Table 2. A Logical Framework (DFID Model)

Objectives	Measurable Indicators	Means of Verification	Important Assumptions
GOAL: Wider problem the project will help to resolve	Quantitative methodologies for assessing or qualitative approaches for evaluating the timely attainment of objectives	Methods and resources that are economical for quantifying or evaluating indicators	(Goal to super goal) External factors necessary to sustain objectives in the long run
PURPOSE: The immediate impact on the project area or target group i.e. the change or benefit to be achieved by the project	Quantitative methodologies for assessing or qualitative methodologies for evaluating the timely attainment of objectives	Methods and resources that are economical for quantifying or evaluating indicators	(Purpose to Goal) External conditions necessary if achieved project purpose is to contribute to reaching project goal

Objectives	Measurable Indicators	Means of Verification	Important Assumptions
OUTPUTS: These are the specifically deliverable results expected from the project to attain the purpose	Quantitative methodologies for assessing or qualitative methodologies for evaluating the timely generation of results	Methods and resources that are economical for quantifying or evaluating indicators	(Outputs to purpose) Factors out of project control which, if present, could restrict progress from outputs to achieving project purpose
ACTIVITIES: These are the tasks to be done to produce the outputs	INPUTS: This is a summary of the project budget	Financial out-turn report as stipulated in the grant agreement	(Activity to output) Factors out of project control which, if present, could restrict progress from activities to achieving outputs

Source: Mikkelsen, 1995 cited in (Lamhauge et al., 2011)

Based on the explanation above, researchers are interested in conducting research related to the evaluation of the creative and production division in the implementation of INACRAFT 2023.

METHODS

This research employs a qualitative methodology utilizing descriptive approaches. Moreover, the data collection methods utilized include observations, interviews, and literature reviews. The author directly conducted the observations during the INACRAFT 2023 Event. Additionally, interviews were carried out to ensure data comprehensiveness and accuracy, as well as to identify suitable data sources. A purposive sampling approach, characterized by the selection of representative samples based on specific criteria or knowledge, was also employed by the researchers (Creswell, 2010 cited in Lawani, 2021).

In this study, the authors interviewed resource persons consisting of production division supervisors, creative staff, and the outsourced production division. The study of literature in this study is needed to sharpen the analysis of research related to the role of the creative and production division to ensure the smooth running of an event.

RESULT AND DISCUSSION

Creative & Production Division Work System at INACRAFT 2023

The creative & production division has several series of processes to make the INACRAFT 2023 event a success, the process is described as follows:

1. Coordination

Coordination is carried out by the creative & production division together with ASEPHI as the initiator of INACRAFT and the JCC as the venue for INACRAFT to get directions on job descriptions. Furthermore, this direction is shared specifically with the design and production teams.

2. Design

The design team is tasked with designing the layout, equipment and other event needs in a visual form. Once completed, the layout will be submitted to the ASEPHI for quality control. If there are changes, then the design team has the obligation and authority to make revisions until they are approved.



Figure 1. Mock Up Design Opening Ceremony
Source: Processed Data

3. Data Production

The data team is assigned to recapitulate additional data, coordinate with vendors to prepare equipment and other equipment needs, calculate the overall number of

booths, prepare rooms and internal needs, crosscheck booth needs that have or have not been met, and recapitulate the availability of

goods to be exhibited or marketed (stock overnight).

A NO BOOTH	B Nama	C Booth Name	Fasilitas Standard						J Additional	K Keterangan	L Notes
			D MCB 2 Amp	E Meja	F Kursi	G Tempat Sampah	H Karpas	I Lampu TL			
1	KAINNESIA	KAINNESIA	✓	✓	✓	✓	✓	✓			
2	BATIK INDRAYA & NALIKA ATELIER	BATIK INDRAYA & NALIKA ATELIER	✓	✓	✓	✓	✓	✓			
3	AYANA BATIK	AYANA BATIK	✓	✓	✓	✓	✓	✓			
4	KENONG BATIK	BATIK KENONG	✓	✓	✓	✓	✓	✓			
5	MOH. ADIB SANTOSO	BATIK PUTU BALIA (PEKALONGAN)	✓	✓	✓	✓	✓	✓			
6	BATIK MAHADEWI	BATIK MAHADEWI	✓	✓	✓	✓	✓	✓			
7	BATIK ANDALUSIA	BATIK ANDALUSIA	✓	✓	✓	✓	✓	✓			
8	BASWARA BATIK	BASWARA BATIK	✓	✓	✓	✓	✓	✓			
9	SAFADI	BATIK SALUMA CIREBON	✓	✓	✓	✓	✓	✓			
10	BATIK SURYA TEJA	BATIK SURYA TEJA	✓	✓	✓	✓	✓	✓			
11	CATALIA BATIK	CATALIA BATIK	✓	✓	✓	✓	✓	✓			
12	LENNY COLLECTIONS	LENNY COLLECTIONS	✓	✓	✓	✓	✓	✓			
13	Pekatan Batik	PEKATAN BATIK	✓	✓	✓	✓	✓	✓			
14	MANUHARSA X GENTANALA	MANUHARSA X GENTANALA	✓	✓	✓	✓	✓	✓			
15	FLORENT JEWELRY	FLORENT JEWELRY	✓	✓	✓	✓	✓	✓			
16	Yayasan Merdi Sihombing	Yayasan Merdi Sihombing	✓	✓	✓	✓	✓	✓	HOLOGEN LIGHT (1 UNIT)		
17	Indah Putri Batik	INDAH PUTRI BATIK SOLO	✓	✓	✓	✓	✓	✓			
18	PT ALLANA MAJU BERDAYA	ALLANA INDONESIA	✓	✓	✓	✓	✓	✓		TANPA PARTISI	
19	RACHELI INDONESIA	RACHELI INDONESIA	✓	✓	✓	✓	✓	✓			
20	Batik Dewa Dewi Sragen	BATIK DEWA DEWI SRAGEN	✓	✓	✓	✓	✓	✓			
21	CV DUE MEREKKA GEMILANG	ARTINE.KAIN	✓	✓	✓	✓	✓	✓			
22	PUTERA SILVER	PUTERA SILVER BALI	✓	✓	✓	✓	✓	✓	RECEPTIONI ST DESOK (3 UNIT)	ADDITIONAL ONSITE	
23	BATIK RETNO MULYO KLATEN	BATIK RETNO MULYO KLATEN	✓	✓	✓	✓	✓	✓			
24	ANTARA SILVER	ANTARA SILVER	✓	✓	✓	✓	✓	✓			
25	BOBY LESMANA GOLD & SILVER	BOBY LESMANA GOLD & SILVER	✓	✓	✓	✓	✓	✓			

Figure 2. Booth Requirement List Format

Source: Processed Data

4. Field

After going through the design and data collection process, both processes will be collected to be adjusted to field conditions. The field production team will perform calculations on outdoor media, select vendors and make contracts, cross-check the

suitability of the results of the design team and data, make marks with official vendors, monitor the duration of loading in and out, responsible for the JCC area, vendor supervision and perform stock opname if any.

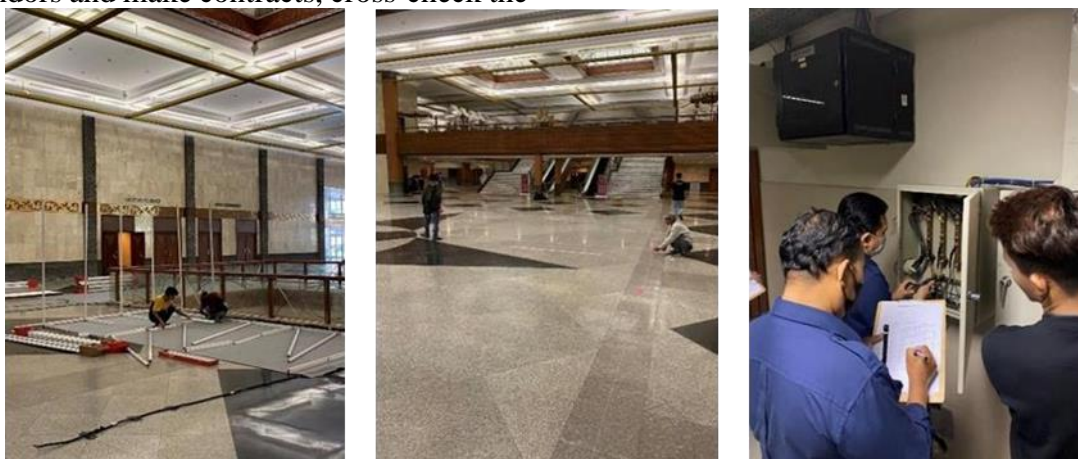


Figure 3. Booth Requirement List Format

Source: Processed Data

Role of Creative & Production Division

Based on the author's involvement as an intern at INACRAFT 2023, it is known that the production division has several roles for the INACRAFT 2023, namely:

1. Planning promotional needs, publications, and various information related to INACRAFT 2023
2. Provide input to the director regarding promotional programs, publications, and

various information for the success of INACRAFT 2023

3. Manage and coordinate the performance of the team in completing operational tasks
4. Prepare, arrange, and present the necessary exhibition layout
5. Coordinate the team working in the field
6. Organize and set the installation of outdoor promotional media, such as hanging banners, gates and backdrops
7. Create work evaluation reports and project proposals for subsequent years
8. Generate new ideas based on the results of cooperation and input from designers, printers and contractors.



Figure 5. Hanging Banner, Gate and Backdrop INACRAFT 2023

Source: Processed Data



Figure 4. INACRAFT 2023 Layout

Source: Processed Data



Figure 6. INACRAFT 2023 Evaluation Meeting with ASEPHI

Source: Processed Data

Creative & Production Division Performance Evaluation

In this study, the authors used Logical Framework Analysis (LFA) to determine the results of the performance evaluation of the creative & production division. The following table 3 illustrates the LFA for INACRAFT 2023.

Table 3. Logical Framework Analysis

	Description	Indicators	Verification Device	Assumption
Activities	Design Team: Designing layout Designing equipment and event needs Design revision and design approval	Design Team: Elaboration of financial results through weekly meetings	Design Team: 1. Daily report 2. Weekly Meeting	Design Team: 1. Work according to deadlines 2. Devices used according to specifications 3. Design following the direction of the results of the meeting
				Production Team: 1. Get the right amount of data 2. Meet the needs needed INACRAFT 2023 3. Update performance progress through daily reports and weekly

	Description	Indicators	Verification Device	Assumption
	Production Team: Additional data recapitulation Coordination with vendors Recapitulation number of booths Data collection needs of the room and equipment Able to work under pressure	Production Team: 1. The creation of a survey form be filled by the parties involved 2. Creating a needs list format for teams, vendors and boots	Production Team: 1. Field survey 2. Coordination with related parties 3. Daily report 4. Weekly meeting	meetings Production Team: 1. Spread the survey form to the parties involved 2. All parties fill out the survey form 3. Ensure all parties fill out the survey form 4. Coordinate intensively with all parties 5. Responsive to all existing needs 6. Monitor the installation of construction booth Design Team: 1. Through the layout made, all parties get an overview 2. Layout used for marking 3. Briefing related to layout to the production team 4. All needs are prepared for the continuity of the event
	Design Team: Generate mockup event layouts Produce equipment design and event needs to be used as an overview	Design Team: 1. Mockup layout should be understandable to people who read it 2. Availability of mockups (minimum 1 pcs) for each type of equipment and needs	Design Team: 1. Daily report 2. Weekly Meeting	Design Team: 1. The finished design, sent to the production team for further review 2. Designs that have been designed to be used when INACRAFT takes place Production Team: 1. Understand the field map related to the needs that must be met 2. Coordinate with the design team
Outputs	Production Team: Get additional data used for the continuity of the event Get information needs of vendors Get information on the number of booths in accordance with the number of partnerships Get the number of rooms and needs of the team during the event Get the number of stocks opname to be marketed or used in the event	Production Team: Data in accordance with the number of needs	Production Team: 1. Field survey 2. Coordination with related parties 3. Daily report 4. Weekly meeting	Production Team: Monitoring the field situation until the event is completed Design Team: 1. The approved design will be used for the purpose of the event 2. The design used has been through the approval of the INACRAFT management
Purpose/ Outcomes	Design Team: Design that has been created and approved will be used during the event The design must match the theme and concept of the event	Design Team: Designed and approved by INACRAFT management	Design Team: 1. Daily report 2. Weekly Meeting	Design Team: 1. Work according to the deadline 2. The equipment used is qualified 3. The design plan is in accordance with the directions from the results of the coordination meeting

	Description	Indicators	Verification Device	Assumption
Goals/Impacts	Production Team: Data collection results must be met in accordance with the needs of the parties Make sure there are no flaws that could spoil the course of events	Production Team: The parties involved have filled out survey data distributed by the production team	Production Team: 1. Field survey 2. Coordination with related parties 3. Daily report 4. Weekly meeting	Production Team: 1. Get the appropriate amount of data 2. Fulfill needs during the event 3. Update performance progress through daily reports and weekly meetings Production Team: 1. Spread the survey form to the parties involved 2. All parties fill out the survey form 3. Ensure all parties fill out the survey form 4. Coordinate intensively with all parties 5. Responsive to all existing needs 6. Monitor the installation of construction booth Design Team: 1. Through the layout made, all parties get an overview 2. Layout used for marking 3. Briefing related to layout to the production team 4. All needs are prepared for the continuity of the event
	Design Team: Build a visual image that is in harmony with the theme and concept of INACRAFT 2023	Design Team: Layout design, equipment and other needs are made 1:1 with the original layout, but with a reduced scale	Design Team: 1. Visual design layout 2. Equipment and other needs	Design Team: 1. The finished design, sent to the production team for further review 2. Designs that have been designed to be used when INACRAFT takes place 3.
	Production Team: Providing the needs of stakeholders ranging from pre- event to main event	Production Team: All needs of stakeholders are met in accordance with the number and needs required at the time of data collection	Production Team: Facilities and infrastructure	Production Team: Monitoring the field situation until the event is completed Design Team: 1. The approved design will be used for the purpose of the event 2. The design used has been through the approval of the INACRAFT management

Source: Processed Data

Based on the LFA above, the results of the performance evaluation of the creative & production division are as follows:

1. Lack of team members on the day of the event which resulted in the performance of the division to be less than optimal in the

- face of complaints from participants
2. Leakage at the venue due to lack of quality control
3. Lack of coordination with the sales team that causes additional items to be installed late and errors in the booth name

4. Division still has not mastered the field, as in the provision of directives to vendors
5. Design and production teams lack synergy in coordination regarding finishing

CONCLUSION

Based on the results of the exposure above, it can be concluded that the creative & production division has an important role in supporting the sustainability of INACRAFT 2023. In this case, they are responsible for coming up with new design ideas, planning and providing input regarding promotional needs, organizing and coordinating operational tasks, and making reports related to evaluating performance results.

Furthermore, based on LFA, several findings need to be considered and improved to improve the quality of company performance. The suggestions in this study are:

1. There needs to be a detailed discussion related to the SOP to find out the participant's facility data to avoid possible miscommunication
2. Add staff to the production team so that each hall has its own PIC. This is useful for determining the flow of communication

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