



Bali Tourism Polytechnic
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The 3rd International Hospitality Entrepreneurship
and Innovation Conference 2023

"Hospitality Rebound: Strengthening Sustainability
Strategies for the Unexpected"

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THE 3rd INTERNATIONAL HOSPITALITY ENTREPRENEURSHIP AND
INNOVATION CONFERENCE 2023

"Hospitality Rebound: Strengthening Sustainability Strategies for the Unexpected"

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PREFACE

Warmest Greetings from Bali,

We are honoured and pleased to welcome each of the participants and presenter to this event, The 3rd International Hospitality Entrepreneurship and Innovation Conference (InHEIC) 2023.

The InHEIC was successfully conducted in 2021 and 2022. In this year 2023 we raised a theme “Hospitality Rebound: Strengthening Sustainability Strategies for The Unexpected”. The selection of this theme aims to rebound the hospitality industry by strengthening sustainability strategies to deal with unexpected situations.

In The 3rd InHEIC 2023, we have prepared competent speakers; 1 keynote speaker and 10 invited speakers that are experts in their field, with 74 papers presented in 11 parallel sessions. We also provide an opportunity for scholars and industry professionals to meet and share their contemporary research, as well as get their paper published. All papers presented will be published in a conference proceeding book with the ISSN number. Special for 3 best papers will be published in SINTA 4 (Science and Technology Index.).

The conference is conducted with a hybrid concept. This concept is a combination between an online system with zoom meeting and offline systems for invitation at MICE Building of Bali Tourism Polytechnic. Although this year we could not make the conference fully offline, hopefully it will not decrease the value of this conference.

In this great occasion we would like to give our highest appreciation to our International Partners are Republic Polytechnic Singapore, Universiti Teknologi MARA Cawangan Pulau Pinang, and Victoria University, then our national Partners: Bandung Tourism Polytechnic, Makassar Tourism Polytechnic, Medan Tourism Polytechnic, Palembang Tourism Polytechnic, and Lombok Tourism Polytechnic, thank you for your corporation to collaborate with us. Thank you to all presenters, participants, organising committee, sponsors, media partners and others who cannot be mentioned one by one, to make this conference happen.

We add our best wishes The 3rd InHEIC 2023 will be used as a forum for exchanging opinions, thoughtful discussions and becoming an interesting experience for all participants.
Thank you!

Sincerely,



The 3rd International Hospitality Entrepreneurship and Innovation Conference

Dewa Ngakan Kadek Wahyu Utama

Chairman of The Committee The 3rd
InHEIC 2023

Welcome Remarks Director of Bali Tourism Polytechnic



Dear Esteemed Participants,

On behalf of Politeknik Pariwisata Bali (Bali Tourism Polytechnic), we are pleased to welcome you to The 3rd International Hospitality Entrepreneurship and Innovation Conference 2023 (The 3rd InHEIC). I would like to thank all of you for your willingness to share ideas, thoughts, works, and knowledge on the Hospitality Industry.

This conference will focus on discussing issues that are happening in the hospitality industry by presenting competent speakers in their fields. Selection of theme is based on "Hospitality Rebound: Strengthening Sustainability Strategies for the Unexpected". This conference also provides an opportunity for scholars and industry professionals to meet and share their contemporary research, as well as get their papers published.


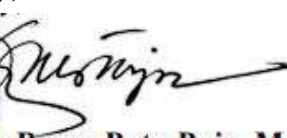
We would like also to thank Republic Polytechnic Singapore, Universiti Teknologi Mara (UiTM) Cawangan Pulau Pinang Malaysia, Victoria University, Bandung Tourism Polytechnic, Makassar Tourism Polytechnic, Medan Tourism Polytechnic, Palembang Tourism Polytechnic, and Lombok Tourism Polytechnic. Thus, this event could happen. Our appreciation also goes to all the speakers, presenters and participants who join us here.

We wish you all the best and we hope this forum will expand our knowledge on hospitality and our network.

Thank you very much.

Salam Makardhi

Sincerely,



Drs. Ida Bagus Putu Puja, M.Kes.
Director of Bali Tourism Polytechnic

Welcome Remarks Coordinator of Hotel Management Study Program



Om Swastyastu,

It is my pleasure to welcome you to The 3rd International Hospitality Entrepreneurship and Innovation Conference (InHEIC) 2023. My name is Dr. I Gusti Agung Gede Witarsana , S.St.Par,MM,CHE, as a Coordinator of the Hotel Management Study Program.

Before we get started, I would like to express my sincere appreciation to all of the keynote speakers, plenary speakers, invited speakers, co-host from fellow academic institutions, presenters, participants, the management of Bali Tourism Polytechnic, lecturers, all partners, and especially our beloved students who have generously helped us in making this international conference comes true.

This international conference is one of the projects in our study program which is referred to as “Managerial Application”. By conducting the project, our students are able to develop their managerial skills in the hospitality industry. Creating this event is a great opportunity for our students to implement their competences and build networking for the future. As a result of their passion towards their field the 3rd International Hospitality Entrepreneurship and Innovation Conference 2023 (The 3rd InHEIC 2023) with the theme “Hospitality Rebound : Strengthening Sustainability Strategies For The Unexpected.”

Once again, I would like to pass on my gratitude to all participants of this event for their support. Hopefully this conference will bring forth new innovations and ideas so that we might usher in a new era of prosperity for Hospitality, Business, and Entrepreneurship.

Om Shanti Shanti Shanti Om

Sincerely,

Dr. I Gusti Agung Gede Witarsana , S.St.Par,MM,CHE
Coordinator of Hotel Management Study Program

TABLE OF CONTENT

Proceedings of The 3rd International Hospitality Entrepreneurship &
Innovation Conference 2023
Volume 2, Issue 1, 2023

ACKNOWLEDGEMENT	i
PREFACE	iv
Welcome Remarks Director of Bali Tourism Polytechnic	v
Welcome Remarks Coordinator of Hotel Management Study Program.....	vi
TABLE OF CONTENT	vii
PAPERS OF PRESENTERS	1
HUMAN RESOURCE DEVELOPMENT CHALLENGES ASSOCIATED WITH CIVIL SOCIETY ORGANISATIONS (CSOS) IN BORNO, NIGERIA (<i>Muhammad Abdullahi</i>)	2
INTRODUCING "BUSINESS BY EXPERIENCE" AS A NEW STRATEGY TO INCREASE INNOVATION INDONESIAN TOURISM (<i>Fatah Mario Andaru</i>)	9
HUMAN CAPITAL MANAGEMENT STRATEGIC: EMPLOYEE RETENTION CONCEPTS IN HOTEL INDUSTRY TO CREATE TOP TALENT (<i>Primadi Candra Susanto, Endah Suci Damayanti, Supardi, Kamsariaty</i>).....	28
THE CHARACTERISTICS OF LAND USE AND TRANSPORTATION INFRASTRUCTURE IN TOURISM AREAS IN BALI PROVINCE (<i>Dewa Ayu Nyoman Sriastuti, Putu Alit Suthanaya, Dewa Made Priyantha Wedagama, Anak Agung Gede Yana</i>)	37
HOTEL HOUSEKEEPING LEADERSHIP: LOCAL WISDOM THAT BRINGS TRUTH AS THE AUTHORITY (<i>I Gede Darmawijaya</i>)	50
DETERMINANT EMPLOYEE ENGAGEMENT AND CAREER DEVELOPMENT TRANSACTIONAL LEADERSHIP: ANALYSIS OF TRANSACTIONAL LEADERSHIP, REMUNERATION, AND ORGANIZATION COMMITMENT (<i>Wenny Desty Febrian</i>)	59
ASSESSING ACADEMIC ENGAGEMENT IMPACT OF POST-PANDEMIC ON HOSPITALITY AND TOURISM EDUCATION IN SELECTED COLLEGES, AND UNIVERSITIES OF ILOILO (<i>Denzil I. Galon</i>)	68

A STUDY ON FACTOR THAT INFLUENCING INTERNSHIPS SATISFACTION AMONG STUDENT OF FACULTY HOTEL AND TOURISM MANAGEMENT UITM PERMATANG PAUH (<i>Shafiq Aikal Zainan</i>).....	80
THE ROLE OF PERCEIVED TRAVEL RISK AS A MEDIATION ON DESTINATION QUALITY AND REVISIT INTENTION IN BALI (<i>Hanugerah Kristiono Liestiandre, Alifa Anggieta Warham, Ida Bagus Putra Sanjaya</i>)	89
INFLUENCE OF PRICE PERCEPTION ON ROOM BOOKING PURCHASE INTENTION AT LUXURY RESORTS IN UBUD (<i>Komang Putri Ristya Dewi, Gusti Agung Gede Witarsana, Clearesta Adinda</i>)	99
UTILIZATION SOCIAL MEDIA AS A PROMOTIONAL TOOL IN DEVELOPING POTENTIAL IN BAGOT TOURISM VILLAGE SAMOSIR DISTRICT (<i>Christina Indriani Sianipar, Ananda Pratiwi Panjaitan, Wella Bella May Sheila V</i>).....	112
COMMUNITY SOCIAL CAPITAL IN TANGKAHAN TOURISM MANAGEMENT (<i>Christina Indriani Sianipar, Joy Fery Ando Sinaga, Jul Indah Sulistriani Laia</i>)	132
THE INFLUENCE OF JOB SATISFACTION ON EMPLOYEE PERFORMANCE AT HOTEL NIKKO BALI BENOA BEACH (<i>Abdurrahman Putra</i>)	144
INTERNATIONAL TOURIST PREFERENCE TRAVELLED TO LABUAN BAJO (<i>Ni Putu Widia Listyorini, Aprisha Firda Lestarien , Bagus Pramasta Putra, Ida Bagus Putra Negarayana</i>).....	156
THE DEVELOPMENT OF TOURISM INDUSTRIES AFTER COVID-19 PANDEMIC IN NUSA DUA, BALI (<i>Nyoman Gede Mas Wiartha, Ni Desak Made Santi Diwyarthi, I Dewa Putu Hendri Pramana</i>)	166
WELLNESS TOURISM AREA UNIT (WTAU) AND ITS SUSTAINABLE STRATEGY: A LESSON FROM KARO REGENCY, INDONESIA (<i>Liyushiana, Anggita Damanik, Nuryeni Simamora, Putri Rizkiyah, Dewi Yanti</i>)	177
THE INFLUENCE OF MICE EMPLOYEE SERVICE QUALITY ON CUSTOMER SATISFACTION AT PULLMAN BALI LEGIAN BEACH (<i>Ni Putu Gayatri Wulandari, Ni Luh Gde Sri Sadjuni, I Nyoman Sukana Sabudi</i>)	194
INFLUENCE OF INSTAGRAM ON BRAND AWARENESS OF MIKIE HOLIDAY FUNLAND	

<i>(Ikhlas Ramadhan, Muhammad Rizky Lubis, Eron Alfons Hattori, Nuryeni Simamora, Ika Wulandani, Ayu Ansari Sitepu)</i>	212
CONTENT MARKETING STRATEGY ON INSTAGRAM TO INCREASE BRAND AWARENESS AT HOTEL X DURING THE COVID-19 PANDEMIC	
<i>(Rully Kusuma Dewi, Ida Ayu Kalpikawati, Ni Wayan Chintia Pinaria)</i>	218
SWOT ANALYSIS IN THE GAMING BUSINESS (CASE STUDY OF THE GAME BOOSTING SERVICES)	
<i>(Muhammad Angger Anom Puspapraja, Ni Desak Made Santi Diwyarthi)</i> ...	228
DOES AUGMENTED REALITY SWAYING CONSUMER PURCHASE INTENTION?	
<i>(Dr Sudin Bag, Kousik Mandal)</i>	235
TOURISM SAFETY AND SECURITY: THE ROLE AND BEST PRACTICE FROM THE SUPER PRIORITY DESTINATION LAKE TOBA	
<i>(Liyushiana, Ika Berliani Lase, Cindy Khairunisa Marpaung, Putriani Br Sinamo, Rizkiyah Putri)</i>	246
THE INFLUENCE OF TOURIST EXPERIENCE ON REVISIT INTENTION TO LABUAN BAJO TOURISM DESTINATIONS	
<i>(Veby Vadila Kasim, Nadia Candra Pramesti, Gusti Ayu Intan Sri Suandari, Dewa Ayu Made Lily Dianasari)</i>	262
COMMUNITY PERSPECTIVE ANALYSIS OF SUSTAINABLE TOURISM VILLAGE DEVELOPMENT IN BATU JONG-JONG VILLAGE, LANGKAT DISTRICT, NORTH SUMATRA PROVINCE	
<i>(Muhammad Rizki Lubis, Ikhlas Ramadhan, Claudina Sibarani, Delvi Andri, Juan Christin, Pitri Wijaya Ritonga)</i>	270
THE INFLUENCE OF TIKTOK SOCIAL MEDIA ON DOMESTIC TOURISTS' VISITING INTEREST TO LABUAN BAJO	
<i>(Ni Kadek Ari Santi, Ni Made Septi Dwiari, I Gusti Ngurah Agung Rama Wijaya, Dewa Ayu Nyoman Aridayanti)</i>	283
ENTREPRENEURIAL PERSPECTIVE TOWARDS SPORT CENTER BUSINESS (CASE STUDY IN GEN Z IN MILLENNIAL ERA)	
<i>(I Komang Bintang Tri Wiguna, Putu Ricky Danendra, Ni Desak Made Santi Diwyarthi, Ni Nyoman Sukerti)</i>	295
HOSPITALITY STUDENTS PERCEPTION OF PREFERRED HOTELS AS WORKPLACES	
<i>(I Nyoman Wagindra Andika, Irene Hanna H. Sihombing, Ni Made Suastini)</i>	302
THE EFFECT OF BURNOUT ON TURNOVER INTENTION IN THE FOOD AND BEVERAGE PRODUCT DEPARTMENT AT GOLDEN TULIP JINENG RESORT BALI	
<i>(Ni Kadek Yunita Cahyani, Ni Desak Made Santi Diwyarthi, Ni Luh Gde Sri Sadjuni)</i>	315

THE INFLUENCE OF PROMOTION THROUGH INSTAGRAM ON PURCHASE INTENTION AT THE TRANS RESORT BALI (<i>Ni Made Riska Nathania, I Nyoman Sukana Sabudi, Putu Diah Sastri Pitanatri</i>).....	330
BALI TRANSITIONING TO A NEW ORDER IN THE FIELD OF EVENT TOURISM: AN EXPERIENCE FROM THE PANDEMIC COVID (<i>Luh Yusni Wiarti</i>).....	338
TOURIST SATISFACTION ON UNIQUE SELLING POINTS AND ITS IMPACT ON LOYALTY (CASE STUDY OF TRADITIONAL BALINESE BEVERAGES MARKETIN (<i>I Putu Utama</i>).....	356
ANALYSIS THE EFFECTIVENESS OF STANDARD OPERATING PROCEDURES FOR PROCUREMENT OF FOOD ITEMS AGAINST FOOD COST AT “X” HOTEL (<i>Ni Luh Melyantini, Ni Luh Gde Sri Sadjuni, I Nyoman Sukana Sabudi</i>).....	367
IDENTIFICATION OF ONLINE REVIEWS OF TOURIST SATISFACTION VISITING LABUAN BAJO TOURISM DESTINATIONS (<i>Kadek Mayola Dwi Rahayu, Bintang Kartika Sari, Ni Kadek Ayu Diah Sri Suprabawati, Ni Made Tirtawati</i>).....	381
DIGITAL MARKETING AT HOTELS IN NUSA DUA (CASE STUDY OF FIVE-STAR HOTELS IN NUSA DUA) (<i>Ni Desak Made Santi Diwyarhi, I Wayan Adi Pratama, Made Yudhawijaya</i>).....	390
SERVICE QUALITY OF WAITERS/ESS WITH DEAF DISABILITIES AT BURGER KING, SUNSET ROAD KUTA, BADUNG (<i>I Nyoman Arcana, I Nyoman Wiratnaya, Ni Kadek Puspa Dwi Ardani, Ni Putu Ariesta Budiani</i>).....	402
WOMEN’S ENTREPRENEURIAL INTEREST TOWARDS BUSINESS (CASE STUDY TOWARD FLUFFY NAIL BAR) (<i>Ayu Gania Pradyumna, Felicita Maya Anggita, Laurensia Putu Jessica Maharani, Putu Ayu Chandra Cantika</i>).....	420
THE INFLUENCE OF SALES PROMOTION AND PRICING STRATEGY ON PURCHASE INTENTION AT DISCOVERY KARTIKA PLAZA HOTEL DURING THE COVID-19 PANDEMIC (<i>Brenda Godeliv, I Putu Esa Widharthana, I Gusti Agung Febrianto</i>).....	432
THE INFLUENCE OF EMPLOYEE SERVICE QUALITY ON GUEST SATISFACTION AT BANYUBIRU RESTAURANT, THE LAGUNA A LUXURY COLLECTION RESORT & SPA HOTEL NUSA DUA BALI (<i>Luh Putu Eka Pratiwi, Ni Luh Gde Sri Sadjuni, Ni Desak Made Santi Diwyarhi</i>).....	443
THE INFLUENCE OF JOB SATISFACTION AND ORGANIZATIONAL COMMITMENT ON EMPLOYEE TURNOVER INTENTION AT	

ANANTARA ULUWATU BALI RESORT (Kadek Medi Krismayanti, Ni Desak Made Santi Diwyarathi, Ni Nyoman Sukerti).....	456
MODEL OF RESEARCH AND DEVELOPMENT (R&D) APPROACH ON TOUR PACKAGE PLANNING (Windra Aini)	471
FOOD COMPOSTING FOR THE SUSTAINABLE HOTEL INDUSTRY (Renaldo Fajar Nugraha Susilo, Christian Bagus Satria, Dewa Ayu Kade Marchia Dewi, Andreas James Darmawan).....	484
INFLUENCE OF ONLINE REVIEWS ON ROOM BOOKING INTENTION AT PULLMAN BALI LEGIAN BEACH (Ni Putu Novi Artini, Nyoman Gede Mas Wiartha, I Dewa Putu Hendri Pramana)	496
THE EFFECT OF DIGITAL TOURISM ON THE INSTAGRAM PLATFORM ON INTEREST IN VISITING BATU KATAK ECOTOURISM (CASE STUDY @VISITBATUKATAK) (Muhammad Rizki Lubis, Ikhlas Ramadhan, Junita Zendrato, Anggita Damanik, Desy Rotua Simbolon, ⁶ Ridha Siregar)	509
PUBLIC PERCEPTION OF ECOTOURISM DEVELOPMENT IN SUBAK SEMBUNG, PEGUYANGAN VILLAGE, DENPASAR (Purwita, N.P., Permadi, K.S.)	520
ANALYZING POSSIBILITIES OF PROMOTING FOOD CULTURE OF RAJASTHAN THROUGH FOOD MUSEUM: A VIEW POINT (Prof (Dr.) Swapna Patawari, Mahesh Kumar Bairwa, Rajni Kumari).....	540
TOURISM INDUSTRY DEVELOPMENT IN NEW NORMAL ERA (A CASE STUDY IN MELASTI BEACH) (Made Darmiati, Ni Desak Made Santi Diwyarathi, I Wayan Jata, ⁴ Ni Wayan Cittin Atiramaniya)	559
DEVELOPMENT OF ONE-DAY TRIP TOUR PACKAGE IN LINGGA CULTURE VILLAGE KARO DISTRICT (Rosdiana Pakpahan, Elita Putri Sari Rangkuti, Claudia Veronika Purba) .	572
THE EXISTENCE OF BULUH AWAR TOURISM VILLAGE AS A KARO CULTURAL TOURISM DESTINATION IN DELI SERDANG (Angelika Nababan, Jastrid Caroline Herera Sinaga, Mudia Adzkie Ananda Piliang)	587
PRESERVATION OF THE HODA HODA MONSAC DANCE IN SUPPORT CULTURAL TOURISM ON SAMOSIR (Dewi Yanti, Rut Maraek Bulan Siahaan, Windy Ratu Karina)	595
CONSERVATION OF TRADITIONAL BATAK MUSIC AND DANCE AS TOURIST ATTRACTION AT DOLOK SIPIAK ART HOUSE, SIMALUNGUN DISTRICT, NORTH SUMATRA (Joel Parluhutan Tamba, Rosdiana Pakpahan).....	606

MEDAN CITY HERITAGE TOUR PACKAGING (<i>Hetty C Nainggolan, Rosdiana Pakpahan, Dina Yunita</i>).....	620
LOCAL COMMUNITY EMPOWERMENT MODEL THROUGH THE TOURISM ENTREPRENEURSHIP IN TOBA LAKE, A SUPER-PRIORITY TOURISM DESTINATION (<i>Dermawan Waruwu, R Tri Priyono Budi Santoso, I Wayan Ruspendi Junaedi, Suardin Gaurifa</i>).....	633
THE FORM, FUNCTION, AND MEANING OF THE CHANGES THAT HAPPENED IN THE COMMUNITY IN THE CEMAGI TOURISM VILLAGE AREA, MENGWI DISTRICT, BADUNG REGENCY, BALI PROVINCE (<i>Ni Nyoman Sukerti, Kadek Andita Dwi Pratiwi</i>).....	647
VAPORIZE AS A LIFESTYLE FOR COLLEGE STUDENTS (STUDY ON THE JJVAPOR GIRL COMMUNITY OF VAPORIZE USERS IN BENGKULU CITY) (<i>Meirita Nursanti, Sri Handayani Hanum, Ika Pasca Himawati</i>).....	661
PROMOTING CULTURE IN EARLY AGE THROUGH COMIC, DIGITAL STORY TELLING AND VIDEO ANIMATION (<i>Suciana Wijirahayu, Hendro Priyatmoko, Yuni Ifayati</i>).....	672
IMPLEMENTATION OF COMMUNITY-BASED TOURISM IN THE DEVELOPMENT OF ECOTOURISM IN THE VILLAGE OF KERUJUK NORTH LOMBOK (<i>Deby Regina Br Bangun, Jekson Nainggolan, Nova Bernedeta Sitorus</i>).....	683
RIVER ECOTOURISM DEVELOPMENT AS A SUSTAINABLE SOCIO ENTREPRENEURSHIP ON THE GAJAH WONG RIVER BANK COMMUNITY IN YOGYAKARTA CITY (<i>Binti Masrurroh, Argyo Demartoto, Trisni Utami</i>)	697
COMMUNITY PARTICIPATION IN THE MANAGEMENT OF PENGLIPURAN VILLAGE AS SUSTAINABLE TOURISM BASED ON COMMUNITY INVOLVEMENT (<i>Ni Nyoman Sukerti, Ni Desak Made Santi Diwyarthi, Ni Luh Gde Sri Sadjuni</i>)	709
THE DRONE TECHNOLOGY DEVELOPMENT FOR SUSTAINABLE LOGISTIC ENVIRONME (<i>Wynd Rizaldy, Sandriana Marina, Lira Agusinta</i>).....	714
IMPLEMENTATION OF GREEN HUMAN RESOURCES MANAGEMENT IN HOSPITALITY INDUSTRY TO INCREASING ENVIRONMENTAL AWARENESS (<i>Dewa Bagus Dimas Yoga Erlangga</i>).....	728
FACTORS INFLUENCING OPEN DEFECATION BEHAVIOR IN LENGKONG GUDANG TIMUR VILLAGE	

<i>(Muhammad Rizqy, Suciana Wijirahayu Ahmad Zulaibib al Faqih, Diva Rifani Zafira, Muhammad Bayhaqi, Norman Raehan Saputra)</i>	734
IMPACT OF DENAI LAMA TOURISM VILLAGE DEVELOPMENT AGAINST THE ECONOMY OF LOCAL COMMUNITIES <i>(Ikhlas Ramadhan, Muhammad Rizki Lubis, Cindy Khairunnisa Marpaung, Jerian Rio Jimmy Purba, Wella Bella May Sheila V)</i>	742
ENTREPRENEURIAL PERSPECTIVE AMONG GEN Z STUDENTS AT POLITEKNIK PARIWISATA BALI <i>(I Gusti Ayu Agung Berlian Saputra, Ida Ayu Nyoman Yuni Devi Antari, Kadek Agung Laksana, Ni Desak Made Santi Diwyarthi)</i>	755
FACTORS INFLUENCING END-USER ACCOUNTING SYSTEM SATISFACTION AT 5-STAR HOTELS IN BADUNG REGENCY <i>(Komang Putri Meryastiti, Ni Made Sri Rukmiyati, Ni Luh Riska Yusmarisa)</i>	762
GEN Z PREFERENCE TOWARD PIZZA CULINARY BUSINESS <i>(Ni Luh Made Putri Andini, Ni Made Maya Arya Yulisa, Ni Putu Leona Sukma Dewi, Ni Desak Made Santi Diwyarthi)</i>	773
HOTELS AND RESTAURANTS SUSTAINABILITY: EVIDENCE FROM TOURISM INDUSTRY IN INDONESIA <i>(Ni Luh Putu Uttari Premananda)</i>	781
ENTREPRENEURIAL INTEREST TOWARDS CLOTHING BUSINESS (CASE STUDY TOWARD KEBAYA AND KAMEN) <i>(Dewa Ayu Noviyari Wedanti, Ni Kadek Maeda Wedari, Ni Kadek Nandita Maharani, Ni Desak Made Santi Diwyarthi)</i>	789
STUDY ON TOURIST PERCEPTION AND MULTIPLIER EFFECTS OF MALALAYANG BEACH WALK DEVELOPMENT IN MANADO CITY TOWARD THE LOCAL COMMUNITY ECONOMY <i>(Peter Karl Bart Assa)</i>	796
SYNOPSIS.....	810

SWOT ANALYSIS IN THE GAMING BUSINESS (CASE STUDY OF THE GAME BOOSTING SERVICES)

¹Muhammad Angger Anom Puspapraja, ²Ni Desak Made Santi Diwyarthi

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Abstract

The aim of this article is to perform a SWOT analysis on game boosting services as a gaming business. While game boosting services are a recent development in the gaming industry, they have experienced a swift expansion. The method utilized in this analysis involves a mixture of interviews, observations, and literature reviews, and the sample population is composed of Gen Z individuals who have a fondness for playing games. The findings indicated that online game boosting is a profitable business with a bright future ahead. Arcadia Joki's service with Honkai Impact 3 game presents a notable opportunity due to the continuously expanding market share of gamers and the relatively low number of online game jockey service providers in the market. However, the service is also confronted with threats in the form of numerous competitors offering similar online game jockey services, both in the first and second versions.

Keywords: Analysis, gaming, boosting, business, services

Introduction

The rapid development of technology in various aspects of human life is happening in sectors such as industry, business, education, health, and even entertainment. RSA explains that technological development in the entertainment world is seen in examples such as video and console games. Games aim to eliminate boredom for players, fill leisure time, and provide a hobby outlet for users. Technological advancements help to facilitate gameplay, especially in the era of smartphones, which provide easy access to games with highly advanced graphics (RSA, 2018).

The development of technology is closely related to human innovation and creativity in the world. The same is true for gaming technology. Games are a promising business venture because they involve children, teenagers, adults, and the elderly. There are various views from experts regarding the history of the development of gaming technology. The history of game development on the internet began in the 1950s at the University of Manchester. (University of Manchester with Manchester Mark 1), University of Cambridge (University of Cambridge with EDSAC), University of Pennsylvania (University of Pennsylvania with EDVAC), and Princeton University (Princeton University with the IAS machine). Video games then developed rapidly and became a part of everyday entertainment.

The development of technology and information in the world has brought humanity to the latest civilization, the era of the fourth industrial revolution. The concept of this technological revolution is based on continuous communication

through the internet, facilitating interactions and exchange of information between humans, humans with machines, and between machines (Cooper & James, 2009). The main components in the industry of the 4.0 era are cyber-physical systems (connecting the real world and the virtual world), the Internet of Things (IoT), the Internet of Services (IoS), and smart factories (Roblek, Mesko, and Krapez, 2016).

The number of smartphone users in Indonesia is 89.9 million people, or 67.8% of the total internet users in Indonesia, making it an attractive market for the Indonesian gaming industry. The gaming market in terms of age includes teenagers and workers, with a break-even point of 1.4 years (Apronny, 2021). However, unfortunately, out of the 163 highest-ranking arcade games available in the Google app store for Indonesia, only 17.9% of developers are from Indonesia. This is interesting to be studied in-depth, in order to understand the background of game development in Indonesia, the factors that influence its development, and the efforts that can be made to increase the number of game players provided in internet-based applications.

The history of gaming has undergone various developments, starting from graphical changes that used to only consist of lines and dots, to now offering super visuals. The stages of gaming development in the world can be divided into 10 stages of development. The history of video game development in the early stage (1970-1975), the second stage (1976-1980), the third stage (1981-1985), the fourth stage (1986-1990), the seventh stage (1991-1995), the eighth stage (1996-2000), the ninth stage (2001-2005), the tenth stage (2006-2010), the eleventh and twelfth stages (2016-2020), and the thirteenth stage (2021-2025).

Not only for leisure time, gamers also play with the aim of competing to showcase their respective competencies, ranging from speed, precision, integrity, coordination, and consistency or focus in working, discipline, and attitude. Online games also make players feel like they can dominate the world with various strategies applied. They prepare themselves well before playing matches among fellow gamers. Some turn-based strategy games have the theme of dominating the world or world domination. This makes gamers able to dominate the world with various strategies such as diplomacy or warfare (Adi Pratama and Yudhawijaya, 2022). Skor.id (2021) states that some prominent turn-based strategy games include *Europa Universalis IV*, *Rebel Inc*, *Evil Geniuses: World Domination*, *Hearts of Iron IV*, *Civilization VI* (Skor.id, 2021). Tokopedia.com (2021) explains that the top ten best online games in the world include *Player Unknown's Battle Grounds (PUBG)*, first released in 2018), *Mobile Legends*, *Free Fire*, *Minecraft*, *Apex Legends*, *Fortnite: Battle Royale*, *Counter Strike: Global Offensive*, *Heart Stone*, *League of Legends*, and *DOTA 2*.

The above description shows that online games are a means in today's era that brings together various characters through online media, with the aim of playing, interacting, exercising, relieving stress, and so on. This has attracted researchers to study online games that have been pursued for years, to understand the weaknesses and strengths of online games, the challenges and obstacles faced in the present era, and the prospects for future business development in the short, medium, and long term.

Literature Review

SWOT analysis is a technique that was first introduced by Albert Humphrey in the 1960s. The project was part of a research conducted by Stanford University on various companies in America. SWOT analysis is divided into three stages: data collection, analysis, and decision-making after analysis.

The benefit of SWOT analysis is to help map out various situations and conditions, so that appropriate steps can be taken towards them. For example, in establishing cooperation with the right parties, such as scientists, experts in their fields, community figures, etc. This research used SWOT analysis to determine various aspects related to the online gaming service business called Hokai Impact level 3.

The development of the gaming industry has created huge opportunities worldwide, especially in the Asian region. Based on data from Niko Partners, Southeast Asia is a good market share with a predicted revenue of IDR 70.4 trillion in the gaming industry in 2019, which is expected to increase to IDR 116.8 trillion in 2023 (Apronny, 2021). This is supported by the Covid-19 pandemic situation, where human movement is limited, and there is boredom, concern about health conditions, and economic situations, resulting in an increase in the number of players. The number of mobile and PC gamers is estimated to increase. The number of mobile gamers is predicted to increase from 227 million in 2019 to 290.2 million in 2023. The number of PC gamers is predicted to increase from 154.3 million in 2021 to 186.3 million in 2023 (Apronny, 2021). The above description shows that the gaming industry is a huge opportunity in business for the future, and is worth considering in entrepreneurship.

According to Andi (2011), online game players are a new trend among young and adult people in the current era. Online game players can spend a long time and a relatively large amount of money on their hobbies. There are four types of players, including achievers, who play with specific targets or goals, explorers, who like to explore, are curious, enjoy trying new things, and investigate the game world, socializers, who enjoy socializing, not just in relation to games, and grieves, who enjoy disturbing, attacking and hurting, and bringing down opponents in a game.

The development of online games has opened up opportunities for the existence of online game jockeys. Online game jockey is a term found in the gaming industry. Online game jockey is a highly profitable profession and a business opportunity in the future. This is because the role of online game jockeys helps gamers to stay in top positions/rankings without having to work hard. According to Antonio (2022), online game jockeys are professionals who work in the gaming industry.

Online game jockeys offer services to play games for other people. The development of online game jockeys has been significant since the emergence of MMOPRG and Nexia games in the early 2000s. The phenomenon of increasing online game jockeys continued with the arrival of Ragnarok and RF online games. These online game jockeys generally promote their skills in various online gaming forums, both in discussions and meetings related to the game. This also includes promotions on various social media platforms. Online game jockeys are skilled, trained, and able to play games for hours. This greatly helps players who use their

services to raise the ranking or level of other players' game accounts (Akbar, 2012, Adiningtyas, 2017, Angger, 2023).

The significant growth of online game jockeys has driven the birth of Honkai Impact 3 game jockey service entrepreneurship. This game is played by three people in the form of an RPG action game (Angger, 2023). RPG or role-playing game is a game that provides various characters, and online game players must choose and play the characters in the game. Examples of various popular RPG games at different times are Final Fantasy, Pokemon, Dragon Quest, Diablo, Elder Scrolls, Undertale, The Witcher (Zacky, 2022). MMORPG is a sub-genre of RPG games. Massively Multiplayer online role-playing game (MMORPG) is a type of RPG game played online with many online game players at the same time. Therefore, MMORPG has many online game players who interact simultaneously in one virtual world (Zacky, 2022).

Research Methodology

The method used is SWOT analysis using theory of Robinson and Pearce (2014), Sutsana (2019), Kotler and Keller (2012). SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) can be applied to a game business in the following ways: Strengths: Identify the internal strengths of the game business, such as talented game developers, popular game titles, and strong brand reputation. These strengths can be leveraged to gain a competitive advantage in the market.

Weaknesses: Analyze the internal weaknesses of the game business, such as low sales, outdated game engines, and poor marketing strategies. These weaknesses need to be addressed to improve the performance and competitiveness of the business. Opportunities: Evaluate the external opportunities in the gaming industry, such as the increasing demand for mobile games, the emergence of new gaming platforms, and the growth of the esports industry. These opportunities can be pursued to expand the game business and increase revenue.

Threats: Assess the external threats that could negatively impact the game business, such as new competitors, changing market trends, and regulations. These threats need to be mitigated to avoid potential losses and maintain the sustainability of the business. Overall, SWOT analysis can help game businesses to identify their strengths and weaknesses, evaluate opportunities and threats, and formulate effective strategies to achieve their goals and succeed in the competitive gaming industry. The author chose the online gaming business field that has been pursued four years.

Results and Discussion

The emergence of online gaming has provided new opportunities for individuals known as online game jockeys. These professionals are highly sought after in the gaming industry due to their ability to help gamers achieve top positions and rankings without putting in the hard work. The trend of online game jockeys started to grow with the arrival of MMORPG and Nexia games in the early 2000s and continued with the introduction of games such as Ragnarok and RF online. These skilled and trained individuals promote their services on online gaming forums, as well as on various social media platforms. The services offered by online game jockeys have become increasingly popular and have led to the development

of new business opportunities, including the birth of Honkai Impact 3 game jockey service entrepreneurship, a popular RPG action game played by three people, founded by Angger, at 2019.

Antonio's theory supports the statement that people today tend to allocate their time towards playing online games. Nonetheless, they need the help of game jockeys to achieve victory in these online games, as their motivation to succeed drives this necessity. Antonio explained online game jockeys are individuals who offer their gaming services to play games on behalf of other people (Antonio, 2012).

A. Philosophical

Arcadia Joki is an online games jockey service provider that offers the online game Honkai Impact. The name "Arcadia" comes from Latin, meaning "adventure". In Greek, Arcadia is known as a palace where gods, nobles, and knights reside. Arcadia is also known as the name of the daughter of Emperor Arcadius of the Theodosian dynasty.

Arcadia Joki was founded based on the intention, spirit, and hard work of its owner, Muhammad Angger, who noticed that between 2015 and 2018, there weren't many online games created by Indonesians. After going through various stages of development, Honkai Impact 3 version 1 and Honkai Impact 3 version 2 were created. Online Games Jockey was born because there were many players and enthusiasts who wanted to play at a high level but didn't have enough skills. These players also didn't want their levels to decline due to time constraints, so they used online games jockey services.

B. Honkai Impact 3

The distinctive characteristic of this jockey service is that the Honkai Impact 3 jockey service, both version 1 and version 2, consists of a series of highly interesting completion stages. The challenging stages and various appearances make this online game attractive to many people to always join.

C. Differences between version 1 and version 2

Arcadia Joki's jockey service with Honkai Impact 3 version 1 consists of various interesting completion services, with specific stages, and every challenging effort, running for one week. For example, mission completion services for Daily Run, Story Run, New Story Run, Elysia Realm Finality, Memorial Arena Run, and Big Event.

Arcadia Joki's jockey service with Honkai Impact 3 version 2 is almost similar to version 1. The difference between version 1 and version 2 is that version 2 has a longer completion time, which is one month. The jockey service with Honkai Impact 3 version 2 also doesn't have a New Story and Big Event Run completion service.

D. Promotions carried out by Arcadia Joki

The promotion technique carried out by Arcadia Joki's jockey service with Honkai Impact 3 is by recruiting two salespeople and building a promotional network of sales/marketers, consisting of the online players of Honkai Impact themselves. In addition, digital marketing efforts are implemented through various digital media, such as the Arcadia Joki Instagram account.

The online game jockeys are also individuals who genuinely love their job, not just working to boost other people's rankings. This description was supported

by Andi (2011), online game players are a new trend among young and adult people in the current era. Online game players can spend a long time and a relatively large amount of money on their hobbies. Therefore, Online game jockeys are not just individuals who understand their job but are passionate about being an online game jockey.

F. SWOT Analysis

1. Strengths

Arcadia Online Games Jockey has several strengths: firstly, skilled and competent human resources that can be relied upon. Secondly, years of experience in the online games business, which enables them to compete with other online game jockey service providers. Thirdly, the services offered are relatively affordable with prices that are considered cheap for gamers. Fourthly, the company does not require rental space for an office as it operates virtually (Digital Nomads).

2. Weaknesses

One of the weaknesses of Arcadia Joki's service is that it does not have an adequate online application system to serve online orders. Another weakness is that Arcadia Joki has not adequately utilized promotional media.

3. Opportunities

The opportunity for Arcadia Joki's service with Honkai Impact 3 game is the significant and continuously growing market share of gamers, and the relatively few online game jockey service providers in the market.

4. Threats

The threats faced by Arcadia Joki's service with Honkai Impact 3 game, both in the first and second versions, include many other competitors with similar online game jockey services. Another threat is the competition from more experienced and knowledgeable service providers. This includes other competitors who are supported by advanced information technology, such as applications for using promotional media, or websites for online ordering.

The description shows that game jockey business has advantages as follows: Expanding market, Diversification, Technological advancements, Global outreach, and High engagement. Expanding market because the gaming industry has witnessed remarkable growth in recent times with more people playing games than ever before. This rapidly growing market offers a plethora of opportunities for businesses to enter the industry and succeed. Diversification: the gaming industry has diversified in terms of platforms, genres, and target audiences, providing businesses with opportunities to explore new markets and niches.

Technological advancements, because the gaming industry has always been a pioneer in technological advancements, with new hardware and software being developed frequently. This allows businesses to create innovative products and services that cater to the changing needs of gamers.

Global outreach: The gaming industry has a global reach, with players from all around the world. This allows businesses to reach a wider audience and expand their customer base. High engagement: Gamers are deeply engaged with the games they play, spending several hours every day on their favorite titles. This provides businesses with the opportunity to establish robust and long-lasting relationships with their customers.

Conclusions

People today tend to allocate their time towards playing online games. Nonetheless, they need the help of game jockeys to achieve victory in these online games, as their motivation to succeed drives this necessity. Online game jockeys are individuals who offer their gaming services to play games on behalf of other people. This reason has led to the rapid growth of online game jockeys. Game jockey business has advantages as follows: Expanding market, Diversification, Technological advancements, Global outreach, and High engagement.

The results indicated that online game boosting is a profitable business with a bright future ahead. Arcadia Joki's service with Honkai Impact 3 game presents a notable opportunity due to the continuously expanding market share of gamers and the relatively low number of online game jockey service providers in the market. However, the service is also confronted with threats in the form of numerous competitors offering similar online game jockey services, both in the first and second versions.

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Synopsis

The 3rd International Hospitality Entrepreneurship and Innovation Conference 2023 (The 3rd InHEIC 2023) is an International Conference, managed by the student of Hotel Management Study Program Class D of 2019 Bali Tourism Polytechnic, conducted with a hybrid concept.

This International Conference, includes 2 sessions, namely Panelist Sessions and Parallel Session. Before these sessions there is 1 Keynote Speaker from Ministry of Tourism and Economy Creative. In Panelist Session there are 10 invited speakers. Five of them are practitioners and the other half is academician. On Parallel Session, there were 11 breakout rooms. This session provided for scholars and industry professionals to meet and share their contemporary research, as well as get their paper published.



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