



Strengthening the resilience of the MICE industry: Navigating budgetary dependency, gender parity, and environmental sustainability

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ABSTRACT

Background: The tourism sector encompasses MICE (Meetings, Incentives, Conferences, and Exhibitions). Human resources, hotels, restaurants, travel agencies, exhibition contractors, and audio, sound, and lighting equipment are just a few of the many cross-sectoral companies that operate in this area. Along with having a positive economic impact, the MICE sector helps Indonesia's tourism industry. Every MICE event in Indonesia draws thousands of participants from both foreign and indigenous nations. The opportunity to visit neighboring tourist destinations is offered to participants. This will increase economic output, create jobs, and broaden Indonesia's travel offerings internationally. Furthermore, the MICE events help to improve Indonesia's global connectedness and contribute to the enhancement of Indonesia's global reputation. **Methods:** This study uses primary and secondary data approaches, which entail gathering data with common tools and focusing on observable and interpretable outcomes. The primary data is derived from the author's professional experience and an online validation survey, while the secondary data is gathered through library research of journals, reports, and official publications to support the qualitative analysis. **Findings:** Without having an impact on the national economy, the MICE sector will generate a lot of jobs and help the general public prosper. However, the study also identifies critical challenges, including heavy reliance on government budgets, pervasive gender inequality in leadership, and the urgent need for sustainable waste management protocols. **Conclusion:** The study concludes that the MICE industry's resilience depends on a strategic shift toward financial independence from government funding and the institutionalization of gender equality in leadership. **Novelty/Originality of this article:** This study offers a novel integrated framework for the MICE sector by bridging the gap between digital-era operational efficiency and often-overlooked socio-environmental dimensions, such as gender equity and sustainable waste mitigation.

KEYWORDS: economics; environment; gender; MICE; public policy.

1. Introduction

Cultural immersion, health and wellness travel, and eco-tourism are the primary focus areas, according to the poll results for 2023 and 2024. One of the key pillars sustaining the nation's economic expansion by 2025 would still be the tourist industry. Tourism and the creative economy have been promoted as alternatives to boost the nation and improve Indonesia's reputation internationally for a decade ago. About 3.8% of Indonesia's domestic gross output in 2023 will come from the tourism industry. This is higher than the about 3.6

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percent from the prior year. However, the value of Indonesian creative economy products is expected to reach USD 23,96 million by 2023 (Wisnubroto, 2025).

MICE (Meetings, Incentives, Conferences, and Exhibitions) is becoming more and more significant in the travel industry. MICE is a strategic element of the tourism industry that can significantly affect a location's economy; it is not just a recurring event. Due to its growing popularity, this idea has become one of the most significant days for travelers, particularly those who are on business. Lastly, what connection does MICE have to the travel and tourism sector? We must first define MICE before we can comprehend this in terms of tourism. MICE, to put it briefly, is a relationship between three components: meetings, gatherings of individuals from a company or organization to discuss a certain topic. Incentives, reward programs that companies typically provide to employees or clients in return for travel expenditures. Conferences, more official events that usually unite people in the same industry or field to share knowledge. Exhibitions, these occasions allow companies to showcase their products and services to the public or industry professionals.

The tourism industry is involved in travel-related activities, which are directly related to these four variables. The MICE industry may be a major economic driver for tourist locations since MICE events regularly draw thousands of visitors from various nations who not only attend but also stay at hotels, dine at restaurants, and explore local attractions. This quickly stimulates the local economy. Excellent MICE facilities, like large conference rooms, convenient access, and robust tourism infrastructure, attract more business travelers. Large cities like Jakarta and Bali frequently host international MICE events.

MICE events not only have a favorable effect on the transportation and hospitality industries, but they also promote the development of infrastructure, such as retail centers and airports. Countries or regions frequently use MICE events as a means of marketing themselves as global travel destinations. Professionals from a wide range of industries attend the numerous international conferences and fairs that Indonesia hosts. As a result, local tourist players have the chance to work with foreign businesses, form alliances, or even enter new markets. Additionally, MICE events promote innovation and cross-cultural interchange among participating nations. In order to enhance their experiences and contribute to introducing Indonesia's rich culture to the global audience, MICE tourists frequently want to discover the local customs and attractions. Numerous locations in Indonesia facilitate MICE activity. Major cities that are well-known for their MICE amenities include.

The capital of the country, Jakarta has a lot of meeting spaces, hotels with high ratings, and convenient access to public transit. Additionally, thousands of people travel to Jakarta to attend international events that are often held there. Bali is well-known as a MICE center in addition to being a popular natural tourist destination. For instance, a common location for big events is the Bali International Convention Center. Bali is a popular destination for international event planners because of its natural and cultural attractions. Yogyakarta is becoming a popular MICE location, especially for gatherings with attendees from the cultural and educational fields. The presence of cozy hotels and fascinating historical places supports the city's MICE offerings. The second-biggest city in Indonesia, Surabaya, has a robust infrastructure that can accommodate MICE events. The city is a popular location for conventions and fairs because of its enormous hotels and contemporary shopping malls.

The Indonesian government recognizes the enormous potential of the MICE industry in fostering national unity. As a result, several initiatives have been carried out to increase Indonesia's visibility at the international MICE market. One of the activities is the construction of infrastructure that supports MICE activities, such as new international hotels, world-class convention centers, and improved accessibility to MICE destinations. Through the Ministry of Public Affairs and Creative Economy, the government actively promotes Indonesia as a MICE destination to various international audiences. Undoubtedly, this environment gives the tourism industry a significant opportunity to grow more quickly and compete with other Asian nations.

MICE development in Indonesia has a lot of promise, but it also faces a number of obstacles. One of these is fierce rivalry from nearby nations that have long been popular

MICE travel destinations in Southeast Asia, such as Singapore, Malaysia, and Thailand. They have top-notch service, well-developed infrastructure, and a lot of appeal to international event planners. Political unpredictability, security concerns, and a dearth of focused advertising continue to be barriers to Indonesia's capacity to draw in additional MICE events. To optimize Indonesia's MICE potential, a better coordinated approach involving the public and private sectors, as well as tourist stakeholders, is required.

Countries or places hoping to boost tourism earnings would be wise to invest in the MICE sector. MICE tourism, in contrast to traditional tourism, tends to draw high-quality tourists that is, tourists with larger budgets who are more inclined to spend more at the places they visit. Additionally, MICE events frequently have long-term economic effects, including boosting the destination's favorable reputation abroad, generating new jobs, and improving infrastructure (Jogja Tourism Training Center, 2024). Minister of Tourism and Creative Economy Sandiaga Uno stated in "MICE TO MEET YOU 2024: Bali – Where Business Meets Paradise" that the medical, scientific, and technological sectors currently control over 40% of international conventions in Indonesia. As a result, the current trend in MICE event planning is to focus on sustainability, health protocols, security, and inclusivity. According to Sandiaga Uno, MICE is anticipated to be a crucial tool for getting to the top 10 Indonesian economies, the top 5 Asia-Pacific conferences, and the top 10 exhibits (Rohmat, 2024).

Due to its effects on everything from hotel occupancy to foreign exchange revenues and its offshoot sectors, the MICE industry is a mainstay in many nations, including Indonesia. According to information posted on the website of IECA (The Indonesia Exhibition Companies Association), Indonesia is rated 40th in the world according to the 2023 International Congress and Convention Association (ICCA) ranking, according to Dr. Iqbal Alan Abdullah, MSc, General Chairman of the DPP INCCA. There are advantages and disadvantages to this industry. The development of business units that will create economic niches, the expansion of tourism sites, and the expansion of job openings are the positive effects. The adverse effects include waste, excessive energy use, and transportation-related carbon emissions (Makmun, 2024).

Strengthening connectivity and infrastructure, digitizing through the Indonesian MICE platform, and creating occupational safety and health (K3) requirements are all part of Indonesia's MICE program. As stated in Presidential Instruction (Inpres) Number 1 of 2025, government budget efficiency policies also provide difficulties for the sector and may result in a decline in domestic MICE operations. The gender disparity in the MICE sector is a second issue. Additionally, there are issues with ecologically friendly procedures and sustainable waste management in MICE activities. These difficulties will be covered in further detail in this post. These difficulties are as follows. MICE refers to the segment of the tourism industry focused on organizing business and professional events. This includes meetings for collaboration or decision-making purposes, incentives to recognize special achievements, conventions as large forums for various industries, and exhibitions showcasing products or services to potential audiences. With its significant economic impact, MICE tourism contributes substantially to the growth of the tourism industry and other related industries (Krisnadi, 2024).

1.1 Issues with policies on budget efficiency

MICE events, which are mostly organized by ministries and government organizations, are impacted by the government's financial efficiency program, as outlined in Presidential Instruction No. 1 of 2025. Event activities are directly affected by this policy, which lowers economic potential. Activities that are not reliant on government operations must be replaced. Innovative approaches to attracting sponsors will generate new revenue streams for the MICE sector. The Ministry of Tourism (Kemenpar) is encouraging tourism players to innovate amidst the government's budget efficiency policy. One sector impacted by this policy is the provision of meetings, incentives, conventions, and exhibitions (MICE) facilities. Deputy Minister of Tourism (Wamenpar) Ni Luh Enik Ermawati during a visit to Sade Traditional Village, Pujut District, Central Lombok, West Nusa Tenggara (NTB) said

that the efficiency has had an impact, primarily on hotels that have relied on government-funded MICE (Suryansyah, 2025).

1.2 Challenges related to gender inequality

According to the Bali Tourism Polytechnic website, a tourism specialist from the Griffith Institute for Tourism, Prof. Dr. Elaine Chiao Ling Yang, gave a talk titled "Tourism and Gender Equality: Challenges and Opportunities." She outlined several issues that women in the tourism industry face, including pay disparity, the prevalence of "pink ghettos" in the industry, and emerging issues brought on by automation and the crisis. Additionally, Prof. Elaine offered insight on women's prospects, specifically in terms of boosting female leadership and representation in the international tourist sector (Kar, 2024).

1.3 Challenges related to waste generated by MICE

The negative effects of event hosting, such as the high amount of waste produced by food packaging, paper brochure printing, fabric printing, and disposable decorations; the high energy consumption, such as electricity for lighting, cooling, electronic equipment, and generators; and the carbon emissions from transportation used during the event, along with water consumption, are referred to as the MICE industry's environmental impact. As a result, the idea of "green events," which incorporate sustainability concepts like waste minimization, energy efficiency, and the use of eco-friendly products and cuisine, is gaining popularity.

Medcom, 2024 wrote, to implement the concept of organizing environmentally friendly MICE events, there are at least five elements that event planners can use as a reference when organizing an event. These include: (1) Venue Selection: Event planners are expected to prioritize venues and hotels that offer green meeting packages and hold environmental certifications such as green building standards, the ASEAN Green Hotel Standard, or an environmental management system (EMS). Furthermore, the distance between the event location and the hotel where delegates will stay should be within walking distance, thereby reducing carbon emissions. (2) Transportation Selection: If flying to a destination is necessary, it is advisable to choose a direct flight to reduce carbon emissions. It is also recommended to use public transportation upon arrival at the destination or to use more environmentally friendly electric vehicles. (3) Food and Beverage: Food served should use local ingredients to reduce carbon emissions. Furthermore, food serving should eliminate the use of water in plastic or paper bottles and choose organic ingredients. (4) Utilization of Technology: Event planners can take advantage of technological advances. For example, seminar materials should no longer be printed on paper, but rather provided in softcopy (paperless). Furthermore, event planners should avoid printing backdrops for room decorations, but are encouraged to use LCD technology and energy-efficient equipment.

(5) Waste Management: Regarding waste, it turns out that MICE events generate considerable amounts of waste. According to Atlantis Press, research conducted by the International Exhibition Alliance in the UK in 2001 showed that the average waste production per exhibition reached 2,900 tons. The research also stated that waste management costs from 823 exhibitions in the UK during 2001 reached USD 730 million, or approximately IDR 10.9 trillion. To reduce waste production, several organizers, exhibitors, and stand contractors have begun using local materials, reducing plastic use, and adopting modular systems when constructing exhibition stands. If paper and plastic must be used, it is recommended to choose or utilize recyclable materials. The Ministry of Tourism and Creative Economy believes that if MICE stakeholders are aware of the concept of sustainable MICE events, Indonesia's competitiveness as a global MICE destination will increase. This is in line with the trend of selecting MICE destinations that make the 'green' aspect a primary consideration for event planners.

2. Methods

Both primary and secondary data are gathered for this study. The methodical process of collecting and evaluating data from multiple sources to identify answers or solutions to pertinent problems is known as data collection. A researcher must accurately assess the data gathered to forecast future trends or events. Primary and secondary data are the two categories into which data collection may be divided. Whereas secondary data has already been gathered, examined, and published by another party, primary data is unprocessed information obtained straight from the author and has never before been published in a journal (Maulid, 2025).

Since the author's main data comes from personal experience, it is qualitative primary data, which means it cannot be measured or quantified. Using an online survey, the author also confirmed the accuracy of the information gathered. In order to support the primary data gathered from journals, publications, or officially published study data, the author uses secondary data. In the meantime, library research is employed to gather data. Data and information pertaining to the influence of tourism events are collected by libraries through reports, study findings from different parties, publications, and journals.

3. Results and Discussion

3.1 *The MICE industry's advantages and disadvantages*

The development of destinations, promotion, infrastructure improvement, and digital connectivity that support the modernization of MICE supporting facilities in the form of platforms to facilitate MICE services, ranging from lodging and transportation, are just a few of the many benefits of MICE. Occupational safety and health (K3) requirements, which include first aid supplies, alarm systems, fire extinguishers, emergency signage, and information on evacuation procedures, are policies that support this. Alongside this step are sustainable waste management laws that promote the MICE sector's adoption of eco-friendly methods, such as maximizing digitalization to cut down on paper brochures and printed products made from textiles. It is required that environmentally friendly materials that don't leave residues be used for single-use decorations.

For instance, paint whose residue is readily broken down by soil or reuse procedures, such as employing plywood materials, must also have an immersive visual design. By totally isolating users and submerging them in a virtual world, immersive technology produces a new reality. 360-degree video content, virtual reality, augmented reality, mixed reality, extended reality, digital twins, and mobile virtual reality are a few types of immersive technologies (Wonderverse Indonesia, 2024). Apart from waste, the government's budget efficiency policy, as stated in Presidential Instruction No. 1 of 2025, is currently drawing attention to the negative effects of the MICE industry. These effects are felt in domestic MICE activities, which are primarily controlled by events organized by government agencies and ministries. It is important to raise awareness that the MICE business should not rely on government events and instead look for support through local, national, and international corporate sponsorships in order to reduce the pessimism brought on by this budget efficiency approach.

3.2 *Challenges in the MICE industry*

3.2.1 *Challenges with budget efficiency policies*

Citing Finance Minister Sri Mulyani's statement, accommodation and official travel for state civil servants will be cut by 50 percent in 2025. Spending in the first half of 2025 is considered very low. However, this does not mean that 50 percent of the usable budget will be spent entirely in the second half of 2025. In nominal terms, the government's 40 percent

market share in the MICE industry is equivalent to IDR 25 trillion nationally. In his calculations, ministries and state institutions will only spend around IDR 6.25 trillion on MICE activities for the remainder of this year (Pusparisa, 2025).

As previously stated, budget efficiency initiatives have a direct impact on the MICE industry, which is dependent on the government for its operations. Alternative sponsor-funded activities are required, excluding government funding. MICE business organizers must come up with unique strategies to persuade sponsors to fund these activities. If this is accomplished, cost efficiency will have no impact on the economy. According to Antonius Purwanto, government budget efficiency will most certainly affect the meetings, incentives, conventions, and exhibits industry. If this sector decreases, the following domino impact could be negative for many parties, particularly the supporting services sector for these meetings (Purwanto, 2025).

The drop in MICE events at hotels as a result of this efficiency program has compelled tourist operators to examine critically. The federal government's budget efficiency program is expected to have a substantial impact on the tourism industry, particularly the MICE (Meeting, Incentive, Convention, and Exhibition). In reality, the ministry has canceled numerous MICE planned for 2025. This was reported by I Gusti Agung Rai Suryawijaya, Chairman of Badung Regency's Indonesian Hotel and Restaurant Association (PHRI). He said that the increased budget efficiency will have a substantial influence on MICE travel. The Ministry has scrapped a lot of MICE plans for 2025, he noted. According to Suryawijaya, this policy will also reduce hotel occupancy rates. In terms of human resources, personnel in the MICE sector will have the greatest impact. This will also have an impact on MSMEs, and it is likely to result in job losses, particularly in the MICE sector. Suryawijaya added, stressing the problem in light of the government's goal of increasing tourist trips to Indonesia. In this policy, the government has set a state spending decrease of IDR 1 billion 306.6 trillion. This number includes a reduction of Rp 256.1 trillion in ministry/institutional budgets and Rp 50.5 trillion in regional transfers (TKD) (Irawati, 2025; Siswanto, 2025)

The Indonesian Event Industry Council (Ivendo) Bali reported that approximately 750 conferences, business trips, conventions, and exhibitions (MICE) in the "Island of the Gods" are expected to be affected by government budget efficiency measures in the first quarter of 2025. Grace Jeanie, Chair of the Bali Regional Executive Board (DPD) of Ivendo, in Denpasar said that the trend continues throughout the year, Bali's event industry could face potential losses of up to IDR 3.15 trillion. She explained that the estimated losses include the decline in potential revenue for event organizers (EOs), production vendors, freelance workers, and supporting sectors such as hospitality, transportation, and micro, small, and medium enterprises (MSMEs). A survey of 44 industry actors in Bali found that more than 85% experienced revenue declines due to budget cuts to government officials' travel, meetings, and seminars. In addition to financial losses, she noted that around 2,500 permanent and non-permanent workers are at risk of losing their jobs or experiencing reduced income. Further impacts include a decline in business tourist arrivals, which in turn affects hotel occupancy rates, transportation use, and spending at restaurants and tourist destinations. She added that, according to a 2018 study by Oxford Economics, the global event industry contributed US\$2.5 trillion to the world economy and created 26 million job (Media Indonesia, 2025).

3.2.2 Challenges of the gender disparity in the MICE industry

Gender inequality remains firmly ingrained in Indonesia's patriarchal society. Within the societal system, men are frequently positioned as family leaders and major decision-makers, while women are relegated to domestic duties. One example of this inequality is women's limited access to education in many locations, particularly rural areas. Many families still value girls' education less than boys. They assume that girls will end up in the kitchen and household, negating the necessity for further education. However, education is the key to empowerment. Another important issue is women's limited access to health

services, particularly reproductive and mental health care. Poor health hurts women's productivity and participation in social and economic areas. Furthermore, many women face gender-based violence in both public and private settings but are hesitant to disclose it due to stigma or a lack of support. According to reports from many institutions, limiting societal standards for women continues to be a significant barrier to their advancement. Women are frequently deemed inappropriate for strategic positions in the workplace because they are perceived to be "weak," "emotional," or incapable of leadership. Meanwhile, women's political engagement remains low due to an inherently inequitable voting system and party structures. This fact confirms that the struggle for gender justice is not merely a normative discourse, but rather a structural struggle that requires a paradigm shift—starting from the household, schools, places of worship, and extending to the public policy space (Munir, 2025).

This discrepancy also exists in the MICE industry, and the reason is as follows. Gender stereotypes, in the MICE business, women are viewed as unfit for managerial or strategic roles. Double burden, domestic duties frequently limit women's time and energy to pursue careers outside of the home. Lack of growth chances, this is a major issue in the MICE business, particularly in senior roles, due to preconceptions and a lack of professional development options. The preceding description of the gender gap necessitates a suitable response. Socialization and the development of skills and competencies in MICE event management are critical for elevating women's positions to parity with males, both in managerial and policy-making roles. Support for women's empowerment begins with the family, community, and public policy, all of which must allow women to grow. Discrimination against women persists in the workplace, as do wage and career discrepancies. Furthermore, they are susceptible to sexual harassment and assault. As a result, efforts are required to empower women, include them in decision-making, and improve gender equality.

Gender mainstreaming plays a crucial role in the tourism and creative economy sector by ensuring equal inclusion and recognition for women, creating broader economic opportunities, and supporting sustainable economic growth. This policy brief study highlights the key priorities for gender mainstreaming in the tourism and creative economy sector, including skills and competency development, gender mainstreaming in policy documents, sexual violence, and women's participation and roles. Regulation of wage equality, legal protection, and employment are among the suggested policy recommendations; facilitating women's entrepreneurship through easier financing and business formalization; developing policies regarding women's managerial roles; offering education and training as required; mentoring and reaffirming the commitment to providing opportunities for women to actively participate in the community; and assembling a mapping study of the need for gender mainstreaming tools and policy support in the tourism and creative economy sector (Ministry of Tourism and Creative Economy, 2023).

Gender dynamics have a critical role in shaping the direction and sustainability of Indonesia's rapidly expanding tourism sector. A significant obstacle that frequently keeps women from openly contributing without facing discrimination is gender disparity. The co-founder and strategic director of Women in Tourism Indonesia (WTID), a non-governmental organization that advocates for gender equality in the travel industry, Anindwitya Rizqi Monica, S.Par., M.Sc., made this statement. With profound wisdom, Monica, as she is well known, challenges us to consider how group initiatives to empower women might foster gender equality in all facets of the Indonesian tourism sector and build a more welcoming atmosphere. In reality, gender concerns now stem from how much a gender's function can be involved and have the right rights, rather than the disparity between the number of men and women in tourism management. Given that women make up 55% of the workforce in the tourism industry, the quotas we observe are encouraging. But as it happens, there is still a sizable gender gap. Gender dynamics in tourism are impacted by power dynamics and social beliefs that frequently objectify women, in addition to problems with host-tourist interactions and customer satisfaction.



Fig. 1 Gender dynamics

Investigating gender inequality further, Monica found that the root cause of this situation was a patriarchal structure. Customer satisfaction, she continued, also normalizes this problem in the tourism industry, which eventually results in prejudice in tourism practices. Women who are seen beautiful are frequently expected to be among the visitors, for instance, due to a division of duties that imposes a prejudiced standard on looks. This viewpoint not only perpetuates physical appearance-based prejudices of women, but it also downplays their abilities and contributions to the travel and tourism sector. Furthermore, the worldview of our culture is firmly rooted in this kind of thinking. Monica underlined the importance of beginning to increase knowledge of gender mainstreaming, which can be accomplished through training and education. More specifically, relevant policy formation can be informed by high-quality research. Programs that are more focused and successful can then be created using these policies. In this situation, the government plays a critical role in creating policies, and non-governmental organizations (NGOs) can facilitate the implementation of these regulations, ensuring that attempts to mainstream gender can proceed as smoothly as possible. A common knowledge of the aims of different stakeholders is necessary in order to accomplish optimal goals as enablers.

Monica gave detailed instructions on how to interact with communities to promote gender awareness. A progressive approach is necessary to change gender views in communities, like those seen in tourist villages. Approaches ought to be made door-to-door or in small groups. Written guidelines about women's roles in tourism management, such as articles of association (AD/ART), should also support this. Monica also underlined the necessity of this policy being enforced by the government. Monica is hopeful that the younger generation—in particular, millennials and Generation Z—will play a significant role in advancing gender mainstreaming in the travel and tourism sector. She thinks their perspective on gender equality has the potential to revolutionize society and bring about meaningful change. In addition, Monica, a practical instructor in the Tourism Study Program, notes that her students already have a decent awareness of gender equality, including the capacity to recognize contemporary concerns and pinpoint those that require advocacy or direct community engagement.

One of the objectives of the organization Monica founded, which has been in operation for more than five years and aims to promote gender equality in line with SDG 5 (gender equality), is to foster more inclusive tourism. This organization was developed because Monica believes in young people. Creating empowered youth to become heroes for gender equality is one of the goals and objectives of Women in Tourism Indonesia (WTID). Then, in order to accomplish SDG 4 (excellent education), WTID also works with a number of institutions, businesses, and organizations, including the UGM Tourism Study Program. In

addition to offering classroom instruction, WTID gives students access to internships so they can directly support women's empowerment (Tourism FIB UGM, 2024).

3.2.3 *The MICE industry's waste management challenges*

One of the most dynamic industries in the world today is MICE (Meetings, Incentives, Conferences, and Exhibitions). However, there is a major waste management challenge at the heart of any event's success. The main ways that MICE affects the environment are through higher carbon emissions from transportation, high energy usage for operational requirements, and the generation of a lot of garbage, including food scraps and plastic debris. In order to lessen these detrimental effects on the ecology, efforts must be made to implement more sustainable and ecologically friendly event practices (Kemenparekraf, 2024).

Since event waste has a substantial impact on the economy as a whole, MICE organizers need to be mindful of a number of challenges. A successful example of sustainability application in the MICE industry was the 2022 World Green Tourism Conference in Bali, Indonesia. The organization itself, as well as sustainability in the travel industry, were the main topics of this event. Among the actions taken to lessen the impact on the environment were using organic food ingredients, cutting back on plastic waste, and giving attendees electric vehicles. There are still many obstacles to overcome despite the tremendous efforts made to integrate sustainability into Indonesia's MICE sector. One is that industry participants are not aware of how important environmentally responsible event management is. Additionally, the extra expenses that could result from the utilization. One is that industry participants are not aware of how important environmentally responsible event management is.

Additionally, using alternative materials or ecologically friendly technology may come with increased expenses, which could be a deterrent. Nonetheless, there are a lot of chances to make Indonesia's MICE sector more sustainable. This industry can expand further with more robust sustainability principles thanks to the growing development of green technology and government assistance in the form of incentives for organizers of eco-friendly events. By offering auxiliary amenities like eco-friendly transit and energy-efficient conference spaces, local governments can also hasten the adoption of sustainability regulations. In the MICE sector, sustainability is a must that needs to be fully implemented; it is not an option. Creating sustainable MICE events requires effective waste management, eco-friendly site selection, and the use of technology to lessen adverse environmental effects. The MICE sector in Indonesia can help achieve sustainable development goals and enhance the nation's reputation as an environmentally conscious nation if all stakeholders—organizers, the government, and participants—are aware of and committed to the initiative.

The 2020 Java Jazz Festival (JJF) music event once again implemented #LessWasteMoreJazz to reduce waste generation at the Final Processing Site (TPA). This year, the total amount of sorted waste reached 7.6 tons with approximately 750 thousand visitors. This amount of waste decreased compared to last year's total waste, which was 10.9 tons. Director of Waste Management at the Ministry of Environment and Forestry (KLHK) Novrizal Tahar said the reduction in waste was thanks to the contribution of several tenants who implemented a ban on plastic and straws. He considered the reduction and limitation of waste significant because visitors had sorted their waste (Purningsih & Pambudhi, 2020).

The Environment, Climate, Forestry, and Renewable Energy (LIKE) 2 Festival was successfully held. This annual event, run by the Ministry of Environment and Forestry (KLHK), implemented a waste management system. The 'Less Waste Event' program aims to reduce waste generation so it doesn't become a burden on the environment. This aligns with the sustainability principles promoted by the LIKE 2 Festival. The MICE industry's focus on sustainability is a positive step in reducing environmental impact and promoting green meetings. Through careful venue selection, sustainable event planning, the

integration of green technologies, effective waste management, and collaboration, the industry is setting the standard for environmentally responsible practices. As more organizations and attendees prioritize sustainability, the MICE industry will continue to evolve, offering more environmentally friendly and sustainable meetings, incentives, conferences, and exhibitions. By implementing these practices, the MICE industry not only contributes to environmental preservation but also enhances its reputation as a forward-thinking and responsible sector. The shift toward sustainability is not just a trend but a significant evolution that benefits the environment and the industry as a whole (Sabri, 2024).

3.3 Strategies for overcoming obstacles in the MICE sector

3.3.1 Mitigation and solutions for budget efficiency policy concerns

MICE industry participants have seen a drop in revenue as a result of Presidential Instruction No. 1 of 2025, which addresses budget efficiency in MICE activities. Players in the MICE sector currently need to make a breakthrough in order to develop innovative ways to draw in non-governmental sponsors for MICE events. The MICE sector cannot rely just on one revenue stream, much less state funding. For instance, a performance that blends traditional and digital music in an immersive display, or the way that digitalization in an event setting may become brand awareness for sponsors to market sponsored products, both require a narrative and a conversation.

Several business players in the meetings, incentives, conventions, and exhibitions (MICE) industry in East Java have begun reducing their workforce by up to 70 percent. This measure was taken after the industry's performance continued to decline due to the double whammy of government budget cuts and weak public purchasing power. Adik Dwi Putranto, Chairman of the East Java Chamber of Commerce and Industry (Kadin), stated that his office had received direct reports from business players in the MICE industry. At least five associations—Backstagers Jatim, Evendo Jatim, Asperapi Jatim, Rental Indonesia, and Event Owners—have complained about the severe pressure they are facing due to the government's budget cuts.

Budget cuts have reached 60 percent at various levels, from regional to central government. Adik said on Tuesday (April 28, 2026) that The MICE industry should not be included in the budget cuts because this sector has a multiplier impact on other business sectors, including MSMEs (micro, small, and medium enterprises) (Astuti, 2026). By September 2025, the government had supported 134 events, attracting 10.8 million visitors, involving approximately 95,000 event workers and 44,800 Micro, Small, and Medium Enterprises (MSMEs), and generating an economic turnover of IDR 11.82 trillion (Ibrahim, 2025)

3.3.2 Mitigation and solutions to the gender gap issues in the MICE sector

According to Indonesia's 2045 Long-Term Development Plan and the country's economic growth plan to achieve high-income status, efforts must be made to improve women's leadership literacy and manage programs that provide women with skills, competencies, and expertise in the MICE business. To remedy this, an annual workshop on the MICE business should be created to promote women's leadership and gender equality. This program is designed to provide a solution for increasing their economic income and abilities. Gender literacy is low in patriarchal countries, making it harder to adopt female leadership. In some Indonesian locations, women continue to have very low representation in work and equality. To address this issue, women will be trained to strengthen their leadership skills and understanding of gender advocacy through regular workshops.

The intended outcome of this action is an increase in the number of female leaders, which will considerably benefit careers and the economy. The next step is to establish a framework by inviting stakeholders to collaborate on developing opportunities for

women's empowerment. Equipping women with technical skills that intersect with the MICE industry, such as public speaking and digital marketing, which are required by the job market, will create more opportunities, increasing the number of women in the theoretical aspect and having strong critical thinking. Create a program by bringing together women in the MICE business to exchange their experiences, information, and career prospects. This concept ought to be put into place in multiple places, giving women who are struggling financially an option. It accomplishes the objective of women's leadership since it is more responsive to changes in the market. The economy will be robust when women are empowered. Examine the problems facing housewives, women who have lost their jobs, economically disadvantaged women, indigenous women, and women with disabilities. These conditions are a strain for them, and their relationships and the culture they live in make matters worse. Consequently, an endeavor to empower women is required. They gain skills and become more productive as a result of this agenda. They may work and earn money thanks to this agenda, which helps them pay for necessities. Training them to conduct panel discussions and facilitate programs is one of the work program strategies for this agenda.

The Deputy Minister of Creative Economy added that women's dominance is evident in several subsectors such as fashion, crafts, and culinary arts, but women's involvement is also increasingly evident in other sectors, including gaming, which is beginning to produce talented female talents achieving international success. The Deputy Minister of Women's Empowerment and Child Protection (PPPA), Veronica Tan, who also served as a keynote speaker, stated that the presence of spaces like Srikandi Vol. 2 allows the government, creative economy activists, and the private sector to collaborate, especially for women. The Deputy Minister of PPPA also explained that the Care Economy programs serves as a roadmap for recognizing, reducing, and redistributing the burden of caregiving (3R) to promote gender equality and increase women's economic participation. Veronica Tan stated that with equal opportunities and equal spaces, women can move forward together. She emphasized the importance of collaborating with the Ministry of Creative Economy to ensure that spaces and opportunities for women are available. She further explained that the Care Economy program is a roadmap that needs to be developed to build women's capacity so they can gain access to employment and various opportunities. In addition, she highlighted the need to strengthen the capacity of caregivers or support workers to ensure that the care economy system can function effectively (Setyawan, 2026).

According to Ibas, empowered women are not only economically independent, but also able to empower their families and their surrounding communities. Ibas said that If women are strong, families are strong. If families are strong, the nation is strong. In a lively dialogue, Ibas elicited the aspirations of female MSME owners, ranging from the need for marketing strengthening and business mentoring (Uzma, 2026).

3.3.3 Mitigation and solutions for waste issues brought on by MICE

A detailed strategy is required for effective waste management at events held in Indonesia. The following ideas can be adopted by any event organizer, and the process would be even better if every event were required to complete an event implementation accountability form. Summary & Data Structure for Event Waste Management (Pre-During/onsite-Post Event).

In the pre-event (planning) stage, various types of data are required to estimate the potential waste generation. (1) Visitor & event characteristics: Estimated number of visitors (per day / total), type of event (expo, concert, seminar, food festival, etc), estimated waste generation per visitor average 0.3–0.8 kg/person/day. (2) Technical event data: Number of tenants/booths & type of activities (f&b typically produces more organic and food waste), number of temporary waste collection points (TPS), types of waste bins available (ohrganic, recyclable (plastic, paper, glass), residual, Hazardous/B3), waste logistics plan (collection schedule, fleet, staffing, and zone allocation).

On-site event data (operational): critical data to evaluate waste management effectiveness. (1) Waste volume & composition : Weight of waste by category (Organic (kg), Recyclable (plastic, paper, glass), Residual, Hazardous/b3 (if any), Food waste), (2) Waste volume per day or per shift. (2) Visitor participation data: Sorting compliance rate (percentage of waste disposed correctly) & number of visitors using educational waste stations. (3) Waste source mapping: stage area, tenant booths. dining/food court area, committee/intern area. (4) Cleaning team performance: number of cleaning personnel per zone, number of collection rounds (ritasi), time required for each waste pickup cycle.

Post-event data (output & impact): useful for reporting or research purposes. (1) Waste management effectiveness: diversion rate (%) is percentage of waste diverted from landfill (recycled/composted), total waste recycled, total waste composted, total residual waste sent to landfill. (2) Environmental impact: Estimated CO_2 emissions reduction (recycling vs. Landfill) & Savings in raw materials (paper, plastic, etc.). (3) Collaboration & partnerships: Quantity of materials collected by waste partners recycling banks, collectors, compost vendors, rdf operators, etc. Supporting visual data can also be collected to enhance waste management analysis, including heatmaps showing waste bin locations and visitor density, as well as pie charts and line graphs illustrating daily waste generation volumes, Before-after photographs of event areas, waste management process flow diagram (source → Temporary Waste Collection Point (*Tempat Penampungan Sementara/TPS*)→ sorting recycling/composting → residual).



Fig. 2. Bar Chart – Waste Management

To combat the waste that MICE causes, some resources can be consulted, including. Waste management, implementing waste reduction strategies, reducing the amount of printed materials used by converting to digital versions (such as tickets, maps, and digital brochures), and properly managing and classifying waste. Energy efficiency, selecting venues that are inherently more ecologically friendly and using energy more efficiently at the event site. Mobility, to lower carbon emissions from participant mobility, promote public transportation use or organize logistics. Food and drink, utilizing seasonal and local ingredients, increasing the number of plant-based options, and substituting reusable water bottles for single-use plastic ones. Social responsibility, including social, economic, and environmental considerations in all facets of event management by incorporating sustainability and social responsibility concepts. Government and regulation, through waste management goals and laws, the government also helps the MICE sector become more ecologically friendly.

Waste accumulation is rising, based on statistics from the National Waste Management System (SIPSN). Garbage production averaged 95,500 tons per day in 2022, with garbage accumulation reaching 34.9 million tons. Compared to 2019, when garbage accumulation reached 29.3 million tons and 80,200 tons of waste were collected daily, this number is far greater. It goes without saying that big events like conferences, trade exhibits, and music concerts are the source of this trash, which includes anything from printed papers to disposable decorations to packaging for food and drink. This garbage contributes to climate change in addition to polluting the environment.

The growth of Indonesia's MICE sector must be balanced with initiatives to promote reform and embrace more moral and ecologically responsible practices as the significance of sustainability becomes more widely recognized. Waste reduction and waste management are the two techniques into that the government is attempting to implement waste management policies. One definition of waste reduction is a method for managing and minimizing trash. However, the operations of sorting, collecting, transporting, processing, and ultimate processing are the main emphasis of waste management.

In order to meet the government's 2025 waste management and reduction goal, waste reduction must account for 30% of all waste produced in that year. This results in a 20.9 million ton reduction in garbage. In the meantime, 49.9 million tons, or 70% of the total garbage produced, is the waste management aim. The government also exhorts manufacturers to be accountable for their effects on the environment and to take sustainability very seriously in all facets of their operations.

It is the duty of both event planners and participants to prevent waste. Implementing Event Waste Management is one way to alleviate the waste problem in the MICE sector. In addition to lessening adverse environmental effects, waste management at these sizable events also demonstrates the social responsibility of event planners. Events can accomplish comprehensive and well-planned waste management with the aid of the Event Waste Management program. Additionally, it lowers the quantity of waste that ends up in landfills, increases the sustainability value of events, ensures that collected waste is managed in compliance with government regulations, and helps brands, organizers, and attendees contribute to environmental sustainability. The MICE sector can profit greatly from efficient waste reduction programs. Programs like Event Waste Management have the potential to benefit everyone—event planners, guests, and local communities—in addition to attaining environmental sustainability. The MICE sector can lead the sustainability movement and draw in more eco-aware customers and attendees by showcasing a dedication to good waste management (Waste4change, 2025).

A green event is planned and executed with consideration for the environment, according to Jana Dharma Indonesia Tourism LSP. Prioritizing sustainable practices and lowering the carbon footprint of events that historically generate a lot of waste and resources, but are now switching to more ecologically friendly methods, are two examples of how to do this. For a long time, the MICE sector has been seen as one that significantly boosts the economies of many nations, including Indonesia. However, this industry may be environmentally hazardous due to its high energy consumption, widespread use of disposable materials, and carbon emissions from participant transportation. As a result, the green event concept's rise provides a way to lessen these adverse effects. In the MICE context, green events include minimizing the use of non-renewable energy, employing recycled materials, choosing environmentally appropriate event locations, and managing waste properly. As a kind of social obligation, these actions not only contribute to environmental protection but also offer event planners additional value. One of the most important steps in solving the world's environmental problems is the MICE industry's transition to green events. The MICE sector may continue to have a good economic impact without endangering the environment by implementing eco-friendly techniques. For green events to be in line with the MICE implementation, (LSP Pariwisata Jana Dharma Indonesia, 2025) give some significant changes must be made, specifically.

Utilizing eco-friendly energy, event planners are increasingly choosing hotels and event spaces that employ renewable energy sources like wind and solar. The event's carbon

impact is decreased, and a dedication to sustainability is shown by using eco-friendly electricity. Digitization of documents, reducing the use of actual documents is one of the best strategies to cut down on paper waste during MICE events. For instance, digital formats can be used to generate presentation materials, brochures, and invites. Both the environment and accessibility will benefit from this. Management of waste, one crucial aspect is making sure that the waste produced during the event can be recycled. The usage of single-use plastics has decreased, and many MICE events now offer distinct containers for organic trash and recycling. Eco-friendly modes of transportation, greenhouse gas emissions can be decreased by offering shared mobility options or promoting the use of public transit by event participants. Incentives for guests who drive electric vehicles have also been introduced by several major events.

4. Conclusions

The aforementioned debate leads to the conclusion that the MICE sector has both advantages and disadvantages. Positive effects include a region or nation's economy growing at its best, raising the standard of living in the community, and attracting a lot of human resources to the MICE sector and its derivatives, which in turn attracts a lot of job seekers. The author made three arguments on the detrimental effects that are rarely thoroughly examined. These adverse effects are related to the budget efficiency policy of the Indonesian government, which has a direct bearing on how MICE events are organized. As a result, MICE planners need to create their own ideas and not depend entirely on government support. Both the sustainable handling of MICE industry waste and gender inequity are still pervasive in the sector. These effects also make it difficult to stop new issues from arising for generations to come. As a result, a focused research and a debate platform that will be advantageous to all stakeholders is required. It is hoped that each organizer will use the mitigating techniques and remedies described in this paper as standard operating practices.

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