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## SPECIAL EVENT PLANNING "MININGFUL TOMORROW" FOR PT FREEPORT INDONESIA IN EDUCATING MILLENNIALS GENERATIONS ABOUT THE MINING INDUSTRY

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**ABSTRACT:** The mining industry is an industry that plays an important role in human life. The results of mining such as copper, aluminum, nickel, and others have great benefits to support technological advances. PT Freeport Indonesia (PTFI) is an example of a company with a core mining business operating in Indonesia. As a gold and copper producer in Indonesia, PTFI has several stakeholders who are the target of communication by the company, one of which is the millennial generation. This generation is the nation's future successor. So far, PTFI has received a neutral sentiment. However, it takes more than neutral sentiment to build good relations between the two parties. With the above phenomenon,

**Keywords:** *Mining Industry, PT Freeport Indonesia, Special Events, Exhibitions, Millennials*

### I. PRELIMINARY

The mining industry is one of the industries that is profitable for human life. Almost all objects used by humans today are based on mining, for example, electronic objects, such as smartphones that have elements from mining products such as copper, aluminum, nickel and cobalt (Freeport Indonesia, 2018).

In Indonesia, the presence of the mining industry also brings benefits to the country, especially in the economic sector. In 2016, based on reports from Bank Indonesia and the Ministry of Finance published by [katadata.id](http://katadata.id), this industry helped sustain the country's economy as the largest contributor to Non-Tax State Revenue (PNBP) of IDR 90 trillion. It is also the sector that contributes the most to Gross Domestic Product (GDP) and state taxes (Hartriani, 2017).

One of the mining industry companies in Indonesia is PT Freeport Indonesia (PTFI), which is the largest and most prominent copper and gold mining company in the world, located in Mimika Regency, Papua, Indonesia. During its operation in Indonesia, PTFI has made many contributions to the country, one of which is the Corporate Social Responsibility (CSR) program dedicated to the Papuan people. In the CSR program implemented, PTFI makes contributions in accordance with the context of Sustainable Development Goals (SDG's) for various kinds categories such as education, community infrastructure and others (PT Freeport Indonesia, 2018).

In 2016, the issue of PTFI contract extension until 2041 as well as the divestment discourse was hotly discussed, in addition to other issues regarding the environment and human rights. In addition, in 2017, President JokoWidodo signed a regulation that affirms that PTFI as a Contract of Work (KK) holder must meet several requirements to be able to carry out export activities such as building a smelter within the next five years, changing the KK into a Special Mining Business License (IUPK). and divestment of PTFI shares for the Government of Indonesia (Redi, 2016).

However, due to previous issues, the results of the perception audit data conducted by Taylor Nelson Sofres (TNS) at three levels, namely national, provincial and local in 2015, show that negative sentiment is often attached to PTFI, especially among youth organizations. ), research institutes, academics and media journalists. Meanwhile, the presence of PTFI among suppliers, DPR / DPD RI Papua, tribal heads and the Papuan community is still considered positive (PT Freeport Indonesia, 2015). According to Freeman (in Theaker, 2012, p. 113) each of these groups can influence or be influenced by actions, decisions, policies, practices, or company goals.

Based on a pre-research interview conducted with Sari Esayanti (personal communication, October 27, 2018) as General Superintendent for PTFI Media Relations, this negative sentiment can arise because it is felt that many people, especially the millennial generation outside Papua, do not fully understand the existence and contribution of PTFI along with the importance of the mining industry itself. Thus, PTFI feels it is important to take an approach because in addition to being the generation that will lead in the next era, this generation is also expected to have an objective perception of companies operating in the mining industry without being influenced by political issues.

Previously, a survey was conducted using an online questionnaire addressed to 100 students from 10 major universities in Indonesia to find out what students' perceptions of the mining industry and their perceptions of PTFI were. From the results obtained, it can be seen that 59% of the millennial generation's perception of PTFI is neutral. However, this neutral result is due to the fact that some respondents do not understand the existence of the company and its industry.

However, neutral sentiment is still considered insufficient. According to Watson and Kitchen (2010, p.378) so that the company's existence can be accepted by stakeholders, a good company reputation is needed which helps pave the way for the company to remain prosperous and competitive in carrying out every existing goal.

According to data released by the National Planning and Development Agency (Bappenas) in 2015, the number of millennials in Indonesia stands at 84 million people or 33% of the total population of Indonesia which reaches 255 million. This generation is often predicted to be the key to Indonesia's progress, especially in the years 2030 to 2040, in which Indonesia will experience a condition where the percentage of the dependency ratio is below 50%. This is indicated by an increase in the productivity rate of people aged 15-64 years by 64% compared to people with non-productive age (aged under 15 years and over 64 years).

The impact of the demographic dividend that will be felt by Indonesia will certainly affect the running of an organization's economy. That is why it is important for an organization to start looking at the millennial generation as a stakeholder who also has a strong role for the sustainability of the organization in the future.

However, there are things that deserve attention from the millennial generation, one of which is the issue of trust. A survey conducted by Ipsos MORI said that the millennial generation has complete distrust of both the government and an organization (Duffy, Shrimpton&Clemence, 2017). This is said to be in line with a survey also conducted by Deloitte, where the reason they do not trust an organization is because they see that in fact many organizations do not show their values, causing a gap between them and the organization itself ("The 2016 Deloitte Millennials Survey", 2016, p. 13).

The results of a survey that was also conducted by Deloitte in the last year, namely 2018, showed that as many as 39% of the millennial generation expected a business to increase its contribution to society such as educating, providing information and promoting health and well-being and so on ("2018 Deloitte Millennial Survey", 2018).

In order for the approach taken to be right on target, a good organization can identify which platforms are close to the millennial generation. Research conducted by the PEW Research Center states that the millennial generation cannot be separated from technology, especially the internet ("Millennials: Confident. Connected. Open to Change", 2010).

This is also evident from a survey conducted by the Internet Providers Association in Indonesia, that in 2017, this generation was proven to occupy the second highest percentage of 74.23%, when compared to internet users of other ages ("Infographics on Internet User Penetration and Behavior Indonesia, 2017").

According to the Center For Strategic and International Studies (CSIS) survey in 2017, millennials tend to spend half their time tending to social media. The penetration of social media ownership by the millennial generation is seen to be very strong and most of these generations have Facebook accounts as well as other accounts namely Whatsapp, Instagram and Twitter ("CSIS National Survey 2017: What's Wrong With Millennials? Social, Economic and Political Orientation", 2017). Quoted from forbes.com in the article "*Millennials are Struggling with Face to Face Communication: Here's Why*", This generation triggers a more comfortable interaction on social media because they are happy to exchange opinions on the platform. This phenomenon can be seen as an opportunity by an organization to use social media as a tool to educate the millennial generation because this generation has easy access and tends to be comfortable to reach the platform.. Data also shows that the millennial generation trusts news on social media more than direct news platforms (Agrawal, 2017).

In practice, PTFI has made efforts to approach the millennial generation by collaborating with millennials targeted media, conducting the PTFI goes to campus program, and holding an event entitled Mining for Life as part of the PTFI communication program. On the other hand, there is still a lack of information and education on the values held by PTFI and the mining industry which is PTFI's core business towards the millennials generation behind the creation of this work. That way, an event can be an activity to educate millennials about the importance of mining for their daily lives.

Quoted from the book "Social Media for Events" (Solaris, 2015), social media can increase knowledge of the existence of an event so that the audience can have expectations of the event to be held so that they can be directly involved. In addition, social media can also increase the reputation of an event where it can be obtained when event organizers carry out activities on social media that engage the target audience and stimulate conversations between them so that they can form new communities.

Thus, it is hoped that the millennial generation can be properly educated about the mining industry and the existence of PTFI through a special Miningful Tomorrow event and social media as one of its supporting tools.

## II. METHOD

### 1.1. Event Leadership Process

In conducting research on the implementation of this special event, appropriate and efficient steps are needed for successful implementation. According to Goldblatt (2010, p.41), in every successful event, there are five important steps that ensure that the event will run effectively.

#### 1.1.1. Research

In the implementation of *special event*, prior research is needed to help find out what kind of event will suit our goals and also match the expectations of our target audience. That way, the organizers can find out whether the public will attend the planned event. In the book "Special Event", Goldblatt (2010, p. 43-46) states that there are three types of research carried out before the event takes place, namely, quantitative, qualitative, and a combination or a hybrid of the two. Quantitative research is aimed at obtaining data in the form of numbers from the researched target, in this case age, number of targets, number of people who choose a certain type of event, etc. Qualitative research is conducted to find out more about the formation of a concept. If it is known that in quantitative research,

Before implementing *event*, it is very important to conduct a situation analysis such as a SWOT analysis (strength, weakness, opportunities, and threat). The use of SWOT is to identify internal and external factors that can hinder a successful event maximally (Goldblatt, 2010, p. 49). SWOT analysis, divided into two factors, namely internal and external. Strength and Weakness are factors that are analyzed to determine internal strengths and weaknesses. Opportunities and Threats are analyzes carried out to determine what benefits and threats will be faced from the external side. The results of this SWOT analysis can help planning the event much more carefully and maximally. The following is an example of a SWOT analysis in conducting a special event:

#### 1.1.2. Design

At this stage, creative thought and inspiration are needed which can be used as a reference for the formation of the concept of the event. The result of this design, will complement the design event. According to Goldblatt (2010, p. 51 - 52), in the design stage there are two things that need to be done to get creative ideas, namely brainstorming and mind mapping. Brainstorming is by gathering and thinking about creative ideas that can be used during the event. Then after that, a mind mapping was carried out, namely by pulling all the results of the thoughts during the brainstorming and sorting out which ideas were finally appropriate and appropriate to be used as the overall design for the event later. The results of this stage must answer the 5W + 1H (why, who, when, where, what and how) of the special event that will be held later.

#### 1.1.3. Planning

There are three legal bases that play a role in the planning process, namely timing, space and tempo. The first law is timing. Timing refers to how long the executor must determine in the initial event planning process until its application. This can be done through creating a timeline, so that the implementation has an estimated time to be spent organizing an event. Meanwhile, space is something that must be considered regarding the venue for an event to be held. In choosing a location, the types of audiences who will come to the event need to be used as a reference regarding access to and from the location of the event, so that location selection can specifically meet the needs, wants and expectations of the target audience (Goldblatt, 2010, p. 59-63 ).The last law, tempo, is how the executor maintains the rhythm in the process of implementing the event according to the predetermined timeline as efficiently as possible.

#### 1.1.4. Coordination

The next step that was taken after the planning stage was the coordination stage. At this stage, the event organizer executes the plans that have been prepared. According to Goldblatt (2010, p. 64), below are effective ways that can be done when the executor is faced with choices in the field when executing the event:

- a) Gather all available information
- b) Seeing information from both the good and the bad side that can be caused
- c) Consider decisions that can have a direct financial impact (budget).
- d) Consider ethical and moral decisions
- e) Making decisions with no hindsight

### 1.1.5. Evaluation

The last stage in carrying out an event is to conduct an evaluation. There are several forms of evaluation that can be tailored to the needs of the implementer according to Goldblatt (2010, p. 64-66), such as:

- a) *Survey*  
The survey was distributed with the aim of knowing the level of audience satisfaction with the types of events they attended or participated in.
- b) *Monitors*  
*Monitors* are experienced people sent by the event organizer to observe the elements of the event whose evaluation results are in the form of verbal or written feedback.
- c) *Telephone or Mail Survey*  
The survey, which was conducted by telephone or e-mail, was conducted a few days after the event was over. Through this survey, the organizers want to see changes and formation of audience attitudes shortly after participating in the event followed by a few days after.
- d) *Pre-Event and Post-Event Survey*  
This survey aims to find out how the knowledge, opinions and attitudes of the target audience before participating in the event as well as changes in attitudes and opinions of the audience after participating in the event. This type of survey helps event organizers close the gap that has been formed between reality and perceptions.

### 1.2. Work Limitations

In planning this work, it will only be implemented in one of the major cities in Indonesia, so that the coverage is not evenly wide or tends to be centered on those who live in that city. In its implementation, social media will be used and collaboration with several platforms that are suitable for the millennial generation, so that only the audience who follows or is interested in this topic will know.

## III. RESULTS AND DISCUSSION

### 1.1 Research

In planning this special event, quantitative research has been carried out. This research is aimed at 100 millennials generation who are students from 10 well-known public and private universities in Indonesia with the aim of knowing respondents' understanding of the mining industry and also their sentiments towards PTFI. From the research results, it can be concluded that the millennial generation is quite familiar with the products of the mining industry, where they also know PTFI as one of the mining industry companies in Indonesia and most of them have a neutral perception of PTFI.

#### 1.1.1 SWOT

- 1) *Strength:*
  - PTFI has a lot of experience in conducting corporate events and programs.
  - PTFI has deep knowledge of the mining world, demonstrated by the mine in Papua which has been operating since 1967.
  - PTFI has a fairly large revenue figure. PTFI's revenue per 2017 is stated at US \$ 4.4 billion ("This is the Projection of PT Freeport Indonesia's Revenue and Profit Until 2041", 2018).
  - PTFI has extensive gold and copper resources. Production of 41 million tonnes of gold and copper ore, and it is projected that in the coming year production will increase to 60 million tonnes per year (Pratiwi, 2019) coupled with copper reserves of 38 billion pounds and gold of 35 million ounces (Budiartie, 2018).
  - PTFI has a commitment as a good corporate citizen to make a positive contribution to the community. Proven in 2018, the total area of disturbed land that has been reclaimed is 378 hectares ("Sustainability: Making Positive Contribution to the Community", nd).
- 2) *Weakness:*
  - Apart from the programs previously mentioned, PTFI has not launched many programs targeting millennials as the main target.
- 3) *Opportunities:*
  - *Millennials* as a generation born in an era of technological sophistication, has an interest in learning something new using technology (Diputra, 2018).
  - Minister of Energy and Mineral Resources (ESDM) Ignasius Jonan, in a conference stated that a solution was needed to make millennials still interested in the energy industry, one of which is mining (Jannah, 2019).
  - Copper is produced as a technology component in everyday life with its ability to conduct heat and electricity the best among all commercial metals and can be found in electrical equipment such as cell phones and televisions (Vale, nd).
- 4) *Threats*

- Millennials are more interested in the digital industry, and the mining industry is no longer in demand (Jannah, 2019).
- There are several civil society communities who do not have a good perspective on the mining industry. This is evidenced by the anti-mining speech in front of the Ministry of Energy and Mineral Resources (KESDM) and demanding the opening of the Ministry of Energy and Mineral Resources (Nugraha, 2019).

## 1.2 Design

### 1.2.1 Name and Tagline

*Miningful* taken from a combination of English words, namely mine and meaningful, which means mine and something important, useful and valuable. Meanwhile, tomorrow, which is also taken from the English word, means tomorrow or the future. Then, the tagline, namely the future awaits, is defined as a time when this generation of millennials has been awaited to become the nation's successor. So that *Miningful Tomorrow*, the future awaits is interpreted as a hope that the millennials generation can form closeness with the mining industry that has brought human civilization to the present era and will continue into the future.

### 1.2.2 Key Message

*Mining for Life* is the main message which means that in reality, currently almost all aspects of the activities carried out by humans on a daily basis are not immune from the contribution of elements produced by mining.

### 1.2.3 Objective

Educating generations *millennials* with an age range of 19-39 years, regarding the importance of the mining industry and its benefits in everyday life as well as providing an understanding of the role of PT Freeport Indonesia as one of the companies that has a core business in the mining industry through a special *Miningful Tomorrow* event.

### 1.2.4 Concept

Overall, the special event design will use four combined concepts. First, futuristic, which is something that leads or towards the future. Second, simple, which means simple or minimalist so that it can be easily understood. Third, technology that is close to human life and finally the concept of youthful, which is tailored to the target audience, namely the millennial generation.

### 1.2.5 Special Event

*Special Miningful Tomorrow event* will consist of pre-event, main event and post event. These three series of events contain different activities but complement and support the achievement of the objectives of the special event. During the special event, the information distribution process will be through the website [www.ptfi.co.id](http://www.ptfi.co.id), which is created by a subdomain with the name [beminingfulwith.ptfi.co.id](http://beminingfulwith.ptfi.co.id). This includes using PTFI's official Instagram account at @freeportindonesia and official community accounts of experts and prospective mining activists initiated by PTFI.

#### a. Pre-Event

The pre-event will begin in the form of collaboration with the community and media on the Instagram platform as well as collaboration with Instagram influencers to promote and invite their millennials followers to attend the main event. Assisted by promotions on Instagram and Instagram Ads event media accounts to reach a wider audience of millennials on digital platforms.

#### 1) Proud Project

Proud Project is a social community on Instagram that tells the inspirational experiences of their sources from various walks of life and community groups by means of short story telling, through photos, videos and captions. The form of collaboration that will be carried out is by telling the stories of millennials mining workers in Tembagapura. This includes discussing the reasons for millennials who choose to work in this industry. As of May 2019, the Instagram Proud Project account (@ proud.project) has 129K followers with an engagement rate of 8.63% ("Influencer Engagement & Money Calculator for Instagram", nd).

#### 2) Vice Indonesia

Vice is one of the media that has the courage to raise sensitive issues which are considered to have pros and cons in the community. The collaboration with Vice Indonesia will take the form of an exclusive video interview with RahmanWiryoSudarmo about the mining industry, the history of PT Freeport Indonesia's mining and its collaboration with the Indonesian government. The aim is to discuss the other side of the mining industry that is not generally known. The video will be shown on the YouTube Vice Indonesia channel, which has 388,313 subscribers with views on all their videos reaching 47,335,751 as of May 2019. The results of the video will also be published on the Instagram Vice Indonesia account (@viceind) which already has 210K. followers with an engagement rate of 3.45% as of May 2019 ("Influencer Engagement &

#### 3) Influencers

In order to attract the interest of the millennial generation and promote main events through the Instagram platform, collaboration will be carried out with influencers by:



- Influencers will upload multiple posts containing three photos, (i) a photo with a black background, (ii) a photo with the words “Please read the caption below before you swipe another or please read the caption below before being moved. ”, (iii) the main event e-poster which is also tagged to the @freoportindonesia and @sahabattambang accounts.
- In the caption column, influencers will write a message that refers to the key message, and use the hashtag #MiningfulTomorrow #MiningForLife and a special hashtag for each #BeMiningfulWith\_\_\_\_\_ influencer.

In addition, influencers will also be sent an invitation box containing invitation letters and merchandise that will be used when attending the event. These items will be posted in the form of videos or photos on their Instagram stories, using GIF stickers, hashtags #MiningfulTomorrow #MiningForLife #BeMiningfulWith (name) and tagging the @freoportindonesia and @sahabattambang accounts.

#### 4) Media Event Accounts

Promotion will be carried out through paid promotion services or paid promotion on a number of media event accounts that only focus on events that will take place in the Jakarta area, including mining accounts on Instagram. The promotional content will be in the form of an e-poster from the main event.

#### 5) Instagram Ads

To reach a wider audience of millennials on Instagram, paid content features that promote main events through Instagram Ads for six weeks with different promotional content are also used. The target audience is men and women with an age range of 19-39 years, who have an interest in events, exhibitions, modern art installations, technology, environment and the mining industry. Meanwhile, the allocation of funds per day in this feature ranges from IDR 1,000,000 for five days with an estimated target number of 270,000-610,000 viewers for each promotional content.

#### 6) Instagram GIF Stickers

During the pre-event, the Miningful Tomorrow edition of the graphic interchange format (GIF) stickers will be launched. These stickers are first registered in the GIPHY application, so that they are generally available for Instagram account users. The launch of these stickers serves to attract the target audience to upload their activities at the Miningful Tomorrow event.

### b. Main Event

In starting the opening of the main event, a press conference and media tour will be held for invited guests and media crews. The main activities during the main event itself will be in the form of mining exhibitions, talk shows, special guests, guest invitations and entertainment events, namely music performance. In addition, collaboration will also be carried out through the Instagram platform with Overheard Jakarta.

#### 1) Press Conference and Media Tour

The press conference will be held with invited guests such as PTFI internal parties and the government, along with a number of conventional and online media. This activity aims to convey information about the holding of a special Miningful Tomorrow event. The key note speaker at the press conference will be RizaPratama as Vice President Corporate Communication of PTFI. After the press conference, the media crew will be given exclusive access to cover the mining exhibition before the area opens to the public. Including conducting interviews related to events held with invited guests.

#### 2) Mining Exhibition

The exhibition area consists of five main installations, which combine technology and audio and visual media, making it an interactive exhibition. in educating visitors about the mining industry and companies engaged in the industry.

#### 3) Talkshow

During the main event, a talk show will be held with speakers from the expert side or parties related to the mining industry, as well as millennial influencer figures. With the aim that the target audience of millennials who are present can be educated about the current mining industry. This includes giving the audience another view of the millennial influencers. This activity will be named Miningful Talks with different discussion topics.

#### - Saturday, September 26, 2020

The first day, a talk show entitled Miningful Talks: Mining Industry ASMR (Assumptions Vs Realities) will be held with Tony Wenas, as President Director of PTFI and AlifahRatuSaelynda, an influencer who has a background as a graduate student in mining. Topics to be discussed are the assumptions of the mining industry circulating in the community, and how the role and business ethics of a legal mining company actually contributes to the state and society.

#### - Sunday, September 27, 2020

On the second day, the talkshow will be divided into two sessions. The first session entitled Miningful Talks: Past, Present and Future, What's Next? which will be carried out with the Directorate General of

Mineral and Coal, Ministry of Energy and Mineral Resources of the Republic of Indonesia and AlamandaShantikaSantoso, Founder and President Director of Binar Academy. The topic of discussion being discussed is about how the mining industry's contribution has been to the country's progress in terms of technological development. Next, the second session is entitled Miningful Talks: Perspective of Mind and Mine, which will be delivered with BasukiTjahajaPurnama or usually called by BTP and Kevin Hendrawan.

- Monday, September 28, 2020

On the last day, a talkshow session entitled Miningful Talks: Dear Millennials, We Woke Up with These, which will be discussed with AgungHapsah and FathiaIzzati. The two millennials figures will discuss how the life of millennials today is closely related to the contribution of mining products in their daily lives.

4) Special Guest Invitation

In increasing interest and increasing the number of visitors, influencers will be presented every day in the exhibition area. These influencers will play a role in providing reviews and promoting the main event on their respective Instagram accounts. In addition, some influencers will also conduct short question and answer sessions with visitors in the pre-determined installation areas.

5) Music Performance

In order to enliven the main event, entertainment programs in the form of music performance are also presented every day. On the first day, the music performance will be delivered by Danilla and Lalahuta. DipaBarus and NadinAmizah delivered the second day, and the last day was delivered by Sheila on 7.

6) Collaboration with Overheard Jakarta

Overheard Jakarta is a forum for urbanites in Jakarta to share jokes or chatter that they hear around them. This collaboration aims to increase visitor interest in sharing visitors' experiences during the event. As of May 2019, Overheard Jakarta (@overheardjkt) has a number of followers of 332K with an engagement rate of 4.92% ("Collaborative Influencer Engagement with Overheard Jakarta will take the form of selecting the best jokes or chatter from attending visitors by:

- Overheard Jakarta promoted this collaboration on September 25, 2020 on their Instagram story and feed, and made a special Miningful Tomorrow highlight on their Instagram account.
- Visitors who attended, took a screenshot of the story template on the Overheard Jakarta account and wrote down the joking or chattering conversation.
- In the story template, visitors must tag the Instagram accounts of Overheard Jakarta (@overheardjkt) and PT Freeport Indonesia (@freeportindonesia), using the hashtag #MiningfulTomorrow #MiningForLife and #HariTambangNasional2020.
- Jokes or chatter stories from participants will be reposted on the Overheard Jakarta story account.
- On the last day of the event, on September 28, 2020, after 19.00 WIB, the collaboration is closed and Overheard Jakarta will select and compile ten of the best jokes or chatter stories published on their Instagram feed.
- The ten winners are entitled to a cash prize of IDR 200,000 / person along with souvenirs
- The collaboration ended with gratitude to the visitors who attended and participated in this activity, as well as saying Happy National Mining Day.

c. **Post Event**

The post event will be held on the last day of the main event on September 28, 2020, in collaboration with:

1) AgungHapsah

The collaborative video with the title Mining for Life will be uploaded on the AgungHapsah YouTube channel. The concept of video content contains people's assumptions about the mining industry, how so far people have only seen it from the negative side without realizing that the results of the mining are actually used in their daily lives.

2) Puppeteer Pelo

Puppeteer Pelo is one of the popular animations on Instagram by NurAlifRamadhan, which tells the story of events surrounding everyday life in humor. Collaboration will be carried out by stories about Acil and his friends commemorating the National Mining Day.

3) Influencer

All invited and present influencers will wish you a Happy National Mining Day and their hopes for the mining industry. Those wishes and wishes will be uploaded through photos and captions on their respective Instagram accounts, as well as using the hashtag #MiningfulTomorrow #MiningForLife and #HariTambangNasional2020.

4.3. **Planning**

Based on the two previous stages, namely research and design, a detailed planning process was produced through 5W + 1H, namely:

### 1) Why

The mining industry is proven to make a major contribution to human life. On the one hand, mining is an extractive industry, which is often seen as a destructive industry. This situation has led to various perceptions of pros and cons about this industry, including companies with core businesses in the mining industry. Of course there are efforts that have been made to educate or simply socialize the mining industry, which in fact is very close to everyday human life.

But in reality, looking at the perception data of the millennial generation towards the mining industry and also PTFI, as many as 59% of them have a neutral attitude. This neutral attitude is due to a lack of knowledge about how the mining process is, what are the results of mining products and their benefits in supporting human life today and in the future. This attitude can then be used as an evaluation of PTFI so that it can reach one part of the company's stakeholders by presenting activities whose output is that the millennial generation can have more awareness so that they have a more objective understanding. Through the special Miningful Tomorrow event, it is hoped that it can contribute to the reputation of the PTFI Company, especially in the eyes of the millennial generation.

### 2) Who

#### > Target audience

This work plan targets an audience of millennials who live in Jakarta. The target reach on social media is 25% of the millennials who live in Jakarta and the number of visitors attending the main event is targeted at 1200 people per day. According to the Central Statistics Agency's own data, the projected generation distribution in Jakarta has reached 2,709,000 people (Garnesia, 2018). In addition, the target audience is also segmented into two, namely:

#### > Primary Target

##### a. Demographic

- Gender: Boy and girl
- Age : 19-29 years
- SES : B - A
- Profession : Students and Employees
- Education : D3 - S2
- Language : Indonesia

##### b. Geographical

Geographically, the millennials who are the target of this special event are those who live in Jakarta.

##### c. Psychographics

The primary target of the Miningful Tomorrow special event is the millennial generation who have an interest in events, exhibitions, modern art installations, technology, the environment, the mining industry and often capture moments and share on their respective social media.

#### > Secondary Target

The secondary target of this special event is the generation of millennials who live around the Jakarta area (DeTaBek) and other cities in Indonesia, who also have an interest in exhibitions, modern art installations, and technology. In addition, the secondary target audience also includes those who are outside the millennial category such as baby boomers and generation Z.

### 3) When?

The implementation stage of the Miningful Tomorrow special event planning will take four months, from April to July 2020. The application stage, which starts from the pre-event, will take place in August to early September 2020. While the main event itself will be held for three days, namely on Saturday to Monday, from September 26 - 28 2020, 10:00 - 22:00 WIB.

The application was carried out at the end of September to simultaneously commemorate National Mining Day, which falls on September 28, 2020. Likewise for the post event, which will be held on the last day of the main event to take the momentum of the commemoration. Thus, the total time required for these activities is six months.

### 4) Where?

Based on the consideration of the results of the TNS perception audit of PTFI, it is known that the Jakarta area has the highest level of negative perceptions. Therefore, Miningful Tomorrow will be held at CiputraArtpreneur Gallery, Lotte Shopping Avenue - Ciputra World 1, South Jakarta, Indonesia. This location was chosen because it is in the golden triangle area of Jakarta, so it can provide strategic access for the visitors who attend. In addition, CiputraArtpreneur Gallery has a multipurpose room covering an area of 1,500m<sup>2</sup> and has adequate facilities such as the availability of preparation rooms and direct loading access that can facilitate operational activities.

### 5) What?



In order to answer the problems, needs and expectations of both the company and the target audience, the special Miningful Tomorrow event comes with activities consisting of pre-events, main events and post events. The pre-event is held to promote the main event by collaborating with several communities and the media and working with several influencers who have the capability to package information attractively so that it can be well received by the millennials generation.

The main event will be held for three consecutive days where the highlight of the event will coincide with National Mining Day. Mining exhibitions, talk shows, special guest invitations and music performances are a series of events during the main event. The collaboration with @overheardjkt is to promote the main event by holding a competition to attract the interest of the millennial generation to attend the event.

The post event will be held right on the last day of the main event along with National Mining Day which falls on September 28, 2020. The post event is marked by the uploading of a video by one of the main influencers and one of the Indonesian animators regarding the contribution of the mining industry to everyday life, including The influencers who participated in expressing euphoria on National Mining Day aimed at building awareness for the millennial generation.

#### 6) How?

In organizing the special Miningful Tomorrow event, several stages were carried out starting from identifying the big concept of the event, careful planning from a creative and technical side that was racing to the research that had been done beforehand by considering the form and content of the event according to the target audience so that it could achieve the goal. predefined.

The design process begins with brainstorming in determining the name, the event logo, the big concept of the event, the objectives, and identifying who are the internal and external stakeholders in the event design. In the planning process, it is then determined sequentially how the event will flow, the location of the following event by considering how many audiences can be accommodated in the room where the event takes place. In addition, the timing of the event will also be determined by looking at the right momentum which will be an added value for the event.

Before executing event planning, it's good to assign a person in charge of each section or division so that the entire event can run smoothly and smoothly without forgetting vital things. To find out whether an event is successful or not, a measuring instrument is also established whose results can be used as a reference in drawing conclusions as an evaluation material for organizing events in the future.

#### 4.4. Coordination

- Yohana Angeline (Program / Event Coordinator)

Responsible for the sustainability of the event by coordinating with other departments, committee members and volunteers.

- EviNoviana (Media & Publicity)

Responsible for content creation and promotional material design, collaborating and coordinating with the media and influencers.

- Cesarina Tiara (External Affairs)

Coordinating with PTFI and PTFI's external public, such as students majoring in mining and mining communities for the purpose of events and arranging meetings with vendors and venues.

#### 4.5. Evaluation

##### a. Pre-Event

- How many likes and comments did you get through the photo collaboration interview with the Proud Project?
- How many views, likes and comments did you get through the collaborative interview video with Vice Indonesia?
- How many likes and comments did the influencers get on Instagram posts?
- How many accounts use the hashtags #MiningfulTomorrow, #MiningforLife and #BeMiningfulWith\_\_\_\_\_?
- How many likes and comments can you get through promoted instagram post media?
- How many viewers saw the Miningful Tomorrow special event e-poster via Instagram Ads?

##### b. Main Event

- How many media attended the press conference?
- How many media gave questions during the press conference?
- How many media do their coverage exclusively after the press conference ends?
- How many invitation guests were present for the special Miningful Tomorrow event?
- How many views did each influencer's Instagram story get?

- How many visitors attended the special Miningful Tomorrow event?
  - How many accounts use the hashtags #MiningfulTomorrow, #MiningforLife, #BeMiningfulWith\_\_\_\_\_ and # HariTambangNasional2020?
  - How many accounts tagged → @ ptfreeporindonesia and @sahabattambang?
  - How many visitors attend miningful talks?
  - How many visitors entered the collaboration competition with @overheardjkt?
  - How many visitors to beminingfulwith.ptfi.co.id?
- c. Post Event
- How many likes, comments and followers did @ptfreeporindonesia and @sahabattambang get?
  - How many views, likes and comments can you get through videos on the AgungHapsahYoutube channel?
  - How many views, likes and comments did you get through the video on Instagram Animation of DalangPelo?
  - How many accounts use the hashtags #MiningfulTomorrow, #MiningforLife and # HariTambangNasional2020?
  - How many visitors were present during the special Miningful Tomorrow event which lasted for three days?
  - How do visitors respond to the Miningful Tomorrow special event?
  - How many print and online media publish news about the Miningful Tomorrow special event?

#### IV. CONCLUSIONS AND RECOMMENDATIONS

Miningful Tomorrow is a special event planning aimed at educating millennials about the importance of the mining industry and its benefits in everyday life, as well as providing an understanding of PT Freeport Indonesia as a company with mining as its core business. With this event, it can be concluded that the millennial generation can get to know the mining industry better in terms of the important contributions made, where if there is no mining industry it will be difficult to achieve progress in the future.

The plan for the work "Miningful Tomorrow" has been described using the Event Leadership Process by Joe Goldblatt which describes the process from before the event was held to the end. From the results of this planning, several recommendations can be found for better implementation. First, PTFI can prepare a special place or installation museum for the introduction of the mining industry which can be visited at any time without time limit. Second, given that the planning of this event is only carried out in Jakarta, PTFI can organize similar events in other big cities in Indonesia while still using social media as part of the event.

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