



Volunteer Roles in Supporting the Smooth Running of the Gaikindo Jakarta Auto Week Event

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Abstract : Automotive exhibition such as GAIKINDO Jakarta Auto Week (GJAW) requires various important elements for their success , one of which is the role of volunteers . Volunteers are individuals who voluntarily and selflessly provide their time , energy , and skills to support social , humanitarian , or organizational activities . In the context of GJAW, they play an important role in the smooth running of the event by helping to manage visitors , support various activities organized by the organizer and participants , and providing information about the products and promotions offered . They also play a role in organizing the exhibition location and helping visitors to get better experience during the event . The efficient and organized role of volunteers is one of the factors that support the smooth running of operations and increases visitors satisfaction in this large scale event .

Keywords : Volunteer , GAIKINDO Jakarta Auto Week , Visitor Experience , Volunteer Role

1. INTRODUCTION

Automotive exhibition is one type of big event that requires very high coordination, involving various parties, and mature management to ensure the smoothness and success of the event. The success of an automotive exhibition does not only depend on the participation of brands and the innovation of the products exhibited, but also smooth operation, service, and management of various technical aspects related to the event. One of the important elements that supports this smoothness is the role of volunteers. Volunteers , who work voluntarily, have a great responsibility in supporting the running of the event and providing the best experience for visitors.

GAIKINDO Jakarta Auto Week (GJAW) , is the largest annual automotive exhibition in Indonesia, is a real example of how a big event can be successful thanks to the role of volunteers. This exhibition not only attracts thousands of visitors from various circles, but also involves dozens of automotive companies participating in showcasing their latest products. The event , which took place from November 22 to December 1, 2024 at ICE BSD City, Tangerang, is an important moment in the Indonesian automotive world. With more than 80 vehicle brands participating, this exhibition offers a variety of the latest innovations, from electric vehicles to vehicles with environmentally friendly technology.

GAIKINDO itself is a non-profit organization that was established in 1969, consisting of Authorized Brand Holders (APM) companies, including motor vehicle manufacturers, distributors, and main component manufacturers. This organization plays a very important

role in the development of the Indonesian automotive industry, both domestically and internationally. In addition to being a liaison between Indonesian industry players and the government, this organization also has a role in facilitating relations with automotive associations in other countries, as well as introducing Indonesian automotive products to the global market.

One of the most anticipated exhibitions by automotive enthusiasts is **GAIKINDO Jakarta Auto Week (GJAW)**. GJAW 2024 is the last automotive exhibition in 2024 which will take place at ICE BSD City, Tangerang. In addition to exhibiting various new products, they also present various attractive promos that can be enjoyed by visitors, such as cashback offers, discounts, and 0% installment programs. However, although these various attractive programs can arouse visitors' interest in buying vehicles, the success and smoothness of the event greatly depends on the role of volunteers who help in managing it.

Volunteer here refers to individuals who volunteer and selflessly give their time, energy, and skills to support various social, humanitarian, or certain organizational activities. In the context of GJAW, these volunteers play an important role in helping to manage the event with various tasks, such as organizing visitors, providing information related to promotions and products offered, and ensuring a better visitor experience during the exhibition. They also play a role in supporting various activities organized by the organizers and exhibitors.

Overall, the role of volunteers in the GJAW event is very important to maintain the smooth operation of the event and provide an optimal experience for visitors. Without the involvement of volunteers, managing an event of this size would be a big challenge, both in managing thousands of visitors and supporting various activities taking place on site. Therefore, this study aims to analyze the effectiveness of the role of volunteers in supporting the smooth running of the GAIKINDO Jakarta Auto Week event, with a focus on their contribution to the operation of the event and the visitor experience.

2. METHOD

This study uses a qualitative approach to find out or describe the facts of the events studied, which makes it easier to obtain objective data. Denzin & Lincoln (1994) stated that qualitative research is research that uses a scientific background with the intention of interpreting the phenomena that occur and is carried out by involving various existing methods. Erickson (1968) stated that qualitative research seeks to find and describe narratively the activities carried out on their lives.

Based on the above understanding, qualitative research is the collection of data in a natural setting with the aim of interpreting the phenomena that occur. Researchers use their own tools to conduct this research, and the data collection technique is triangulation (combination), the data analysis is inductive or qualitative, and the results emphasize meaning rather than generalization.

The research subject is the person who understands best about what is being researched or the person who is used to provide information about the situation and conditions of the research background (Basrowi and Suwandi, 2008 and Moleong , 2014).

The criteria determined by the researcher as the research subjects are those who are involved in the activities being studied, know and understand the information related to the research. Based on this, the subjects in this study were selected with the following criteria:

1. Workers and volunteers working on the 2024 Gaikindo Jakarta Auto Week event ;
2. Visitors to the 2024 Gaikindo Jakarta Auto Week event;
3. Willing to be interviewed.

In this study, there are two workers who work at the Gaikindo Jakarta Auto Week 2025 Event. Based on the consideration that qualitative research requires a large amount of information than a large number of informants. Therefore, the research subjects are determined using purposive techniques or according to the objectives or criteria of the population. The informant data is in Table 1 below.

Table 1. Informant Data

N	Name	Information
1.	ZAP	A 22 year old woman, with student status, last education was high school.
2.	MZB	19 year old student, working as a volunteer, last education is high school.

The data collection techniques used in this research are as follows:

1. Interview

In this study, the researcher used in-depth and unstructured interview techniques. According to Sugiyono (2016:197) unstructured interviews are free interviews, in which researchers do not use interview guidelines/guidelines .

The purpose of doing this is to obtain direct and in-depth information from various informants, thus enabling direct insight into the informant's condition.

2. Observation

According to Sugiyono (2015: p 227), the research begins by recording, analyzing and then making conclusions about the implementation and results of the program as seen from the presence or absence of business development owned by the students. This research uses non-participant observation techniques, because the researcher is not involved and is only an independent observer.

3. Documentation

The next data collection technique used by the author is documentation , this is used by the author to collect data about past events and is provided in the form of notes and photos. According to Guba and Lincoln in Moloeng (2010:216) it is every written or unwritten question compiled by someone for the purposes of an event.

This research was conducted by comparing data from two informants obtained through interview techniques, observation and documentation. The researcher conducted interviews with informants, then to check the truth of the interview results, observations were conducted.

3. RESULTS AND DISCUSSION

Results

GAIKINDO One of the most important factors for the smooth running of Jakarta Auto Week (GJAW) is quality customer service and volunteers play a vital role in this regard. Volunteers will act as a liaison between visitors and the organizers, providing information to visitors who need assistance and helping them solve problems that may arise during the event. At this large-scale exhibition , visitors often have clarifications and questions about various things, from the venue, activity schedules, to details of the products on display. Volunteer helpers are the first point of contact for visitors seeking assistance, providing the information they need quickly and easily.

Discussion

Volunteers are responsible for answering questions from visitors regarding various aspects of the event, such as operating hours, the layout of the exhibition area, and the locations of the booths of various automotive manufacturers. They also explain about the various facilities available, such as parking, dining areas, toilets, or rest areas. Volunteers who have good knowledge of the entire series of events will make it easier for visitors to plan their time, ensuring that they do not miss out on things that interest them during the exhibition. By

providing fast and accurate information, volunteers help create a more enjoyable experience for visitors, which in turn increases visitor satisfaction with the event.

Good customer service and the ability to resolve issues quickly and efficiently are essential to ensuring that attendees are satisfied with their experience at GJAW. Through friendly and responsive service, volunteers help create a fun atmosphere where attendees feel valued and cared for. In doing so, they play a major role in creating a successful and memorable event experience for every attendee.

EVALUATION OF THE EFFECTIVENESS OF THE ROLE OF VOLUNTEERS

Evaluation of the effectiveness of the role of volunteers in **GAIKINDO Jakarta Auto Week (GJAW)** shows that they have a **very significant contribution** to the smooth running of the event. Based on observations and interviews with the organizing committee, volunteers not only play a role in logistical tasks, but are also important in creating a **friendly atmosphere and helping to create a pleasant experience for visitors**. The role of volunteers here is active in helping visitors is very important to create a positive impression of this event. Many visitors feel very helped by the presence of volunteers, who patiently provide the direction and information they need. This is very crucial in a big event like GJAW, where the number of visitors is very large and various information needs to be conveyed quickly and clearly.

Interviewed visitors stated that **the presence of volunteers** in various exhibition areas made them feel more comfortable, because they did not have to be confused looking for information or feel left out in exploring the exhibition. Knowledgeable volunteers who were quick to answer questions helped to **control the event more efficiently**, so they could enjoy the entire series of events without feeling confused or wasting time. Visitors also appreciated the friendly and proactive interaction of volunteers, which made their experience more enjoyable and accessible. In other words, volunteers played a role not only as **information providers**, but also as **guarantors of the comfort and smooth running of the event**.

However, although many visitors gave praise to the volunteers' performance, there was some constructive **feedback**, which can be used to improve their effectiveness in the future. Some visitors suggested that the training for volunteers be conducted **more intensively** and in-depth, especially in terms of understanding the products on display. Given that one of GJAW's main focuses is **environmentally friendly vehicles**, such as electric cars, visitors expect volunteers to have a better understanding of these technologies and features.

Some visitors also wanted volunteers to be more **open to providing additional guidance** on products, especially vehicles with new technologies that are not yet widely

known by the general public. This includes understanding how electric vehicles work, their environmental benefits, and how they compare to conventional vehicles. Volunteers who have better knowledge in these areas will be able to provide more convincing explanations to visitors and help them make more informed decisions . This will also improve the quality of service during the event and ensure that the information provided to visitors is in line with the latest developments in the automotive industry.

With **honest evaluation** from visitors and committees, GJAW organizers can continue to **improve the quality of service** provided by volunteers. More in-depth training, especially related to the latest products and environmentally friendly vehicle technology, will be very helpful in improving volunteers' ability to answer questions and provide relevant information. Thus , the effectiveness of the volunteer's role will be increasingly optimal, and GJAW can continue to be an automotive exhibition that is not only logistically successful, but also provides a memorable experience for every visitor.

4. CONCLUSION

Volunteers play a very important role in the smooth running of the GAIKINDO Jakarta Auto Week (GJAW) event. They are not only responsible for logistical tasks such as welcoming visitors, registering, and organizing the flow in the exhibition area, but also serve as a crucial source of information for visitors. Their presence makes visitors feel more comfortable and helps them to get around the event more easily and maximize their experience. The friendly interactions and information provided by volunteers greatly influence the positive impression of the event, increasing overall visitor satisfaction.

While there was much praise for the volunteers' performance, the evaluation also revealed some areas for improvement. One of the most frequently expressed inputs was the need for more intensive training, especially regarding knowledge of the products on display, which were the main focus of the event . Overall, despite some inputs for improvement, the volunteers' contribution was very significant in creating a good atmosphere and supporting the smooth running of the GJAW event. With honest evaluation and continuous improvement, the role of volunteers can be further strengthened, so that GJAW will continue to be a progressive and successful automotive exhibition.

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