



Building trust before the event: mapping digital credibility indicators of event organizers

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ABSTRACT

Purpose: to identify and map digital credibility indicators of event organizers and examine how they contribute to trust building in the pre-event stage within the MICE industry.

Method: this study employs a qualitative descriptive approach using purposive sampling to analyze five event organizers in Indonesia's MICE industry. Data were collected through digital document analysis of websites, social media, and online portfolios, and were analyzed based on administrative information, portfolio consistency, and visual evidence to identify digital credibility indicators.

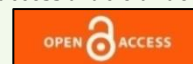
Findings: event organizers' digital credibility is built through three main indicators: administrative transparency, portfolio consistency, and visual evidence. Among these, visual content plays the most influential role in shaping trust by helping potential clients evaluate service quality before direct interaction.

Implications: digital credibility is shaped not only by promotional activity but also by transparent information, consistent portfolio presentation, and authentic visual content. These indicators can guide both clients in evaluating Event Organizers and practitioners in strengthening their digital trust-building strategies.

Originality: lies in mapping and integrating digital credibility indicators of event organizers into a structured framework, rather than focusing on isolated promotional tools or platforms, within the context of the MICE industry.



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Introduction

The meetings, incentives, conventions, and exhibitions (MICE) industry is one of the sectors experiencing rapid growth in Indonesia (Gultom et al., 2025). According to Astute Analytica projections, the market value of Indonesia's MICE industry is expected to increase from US\$2.319 billion in 2023 to US\$7.413 billion in 2032, with a compound annual growth rate of 13.78% during the 2024–2032 period. This growth places Indonesia as one of the fastest-growing MICE markets in Southeast Asia. In 2023, Jakarta

hosted approximately 1,200 international events, while Bali hosted approximately 900 corporate meetings during the same period. This industry growth also coincided with the increasing penetration of digital technology and changes in consumer information-seeking behavior (Chang et al., 2025). According to Kamariotou & Kitsios (2022), these developments encouraged event organizers to utilize digital platforms as the primary channel for introducing services to potential clients. As a result, the process of searching and evaluating event service providers is now increasingly conducted through digital media before direct communication or more in-depth technical discussions (Lahadni et al., 2024).

In the MICE industry ecosystem, Event Organizers (EOs) play a central role as the parties responsible for designing, managing, and executing various types of activities, from small-scale events to large-scale events such as concerts, festivals, conferences, and exhibitions (Priyanto et al., 2025). EO performance is determined not only by the success of the event on the day of the event, but also by the quality of the management process, which includes planning, organizing, implementing, and evaluating (Lopes et al., 2025). However, most of these processes are internal and cannot be directly observed by potential clients in the initial information search stage. This situation presents a challenge because potential clients must make initial assessments of the EO's professionalism and capabilities without having access to the actual work process (Metras et al., 2024). In this situation, information available on digital platforms becomes the primary source shaping perceptions and beliefs about the EO's credibility.

This demonstrates that digital footprints no longer serve merely as promotional tools, but also as a means of building trust pre-event (Urul & Holmes, 2025). Information displayed on social media, websites, and digital portfolios can serve as an initial representation of a service provider's quality and professionalism (Roy, 2026). Potential clients generally assess an event organizer's suitability based on the completeness of their portfolio, event documentation, service information, business identity, and the consistency of their online content (Lorgnier et al., 2024). In other words, before direct interaction occurs, an event organizer's credibility is largely determined by how the organization builds its digital presence (Winkle & Corrigan, 2022).

One platform widely used by EOs is Instagram, particularly through the Instagram Reels feature (Lolita, 2025). This short video feature allows EOs to visually and authentically showcase the event atmosphere, the quality of event execution, and team activities (Bartindale et al., 2025). Documentation of the event implementation, preparation process, and behind-the-scenes content can provide insight into the organizing team's competence and preparedness (Braun et al., 2022). According to Putri & Khoirotunnisa (2025), Instagram Reels can help EOs shape positive perceptions and increase potential customers' trust by providing a more concrete visualization of the team's service quality and professionalism. In the context of marketing intangible services, this visual documentation can be understood as tangible cues that help potential clients reduce uncertainty before making a decision (Liu et al., 2023).

In addition to social media, digital portfolios and websites are also important sources of information in the EO evaluation process. Portfolios allow potential clients to assess an organization's track record by documenting the events handled, the services offered, the clients with whom they have collaborated, and the organization's legal status (Spring et al., 2022). The presence of comprehensive, systematically organized information can enhance perceptions of an organization's professionalism and credibility. Surojudin et al. (2025) explain that digital portfolios that document activities, client testimonials, services, and business identity increase an EO's credibility as a

service provider. Therefore, the elements displayed in digital media can serve as indicators for potential clients to assess the level of trust in an EO before engaging in collaboration.

However, studies on the use of digital platforms by EOs are still dominated by marketing and promotional perspectives. Dewi (2025) highlighted the use of social media, content marketing, digital advertising, and strengthening brand image as strategies to increase the competitiveness of EOs, particularly local EOs in Jakarta. This study shows that digital media plays a significant role in marketing, but discussions regarding organizational credibility remain implicit and have not been translated into measurable indicators. Meanwhile, Putri and Khoirotunnisa (2025) focused more on Instagram Reels and their influence on audience interest and engagement. On the other hand, Surojudin et al. (2025) highlighted the importance of digital portfolios in building a professional image but did not specifically identify the elements that shape an EO's credibility in the digital space. Thus, previous research tends to treat digital media as a promotional tool, while studies on credibility indicators identifiable from an EO's digital footprint remain relatively limited.

Based on these conditions, there is a research gap in the systematic mapping of EO credibility indicators observable from publicly available digital information. In fact, in the initial stages of information search, prospective clients often rely on digital representations to assess the level of trust in service providers they have never met before. Therefore, the novelty of this research lies in the effort to structure the mapping of EO credibility indicators derived from digital footprints, including portfolio completeness, event documentation, business legality, contact information, client testimonials, information consistency, and digital content presentation methods. Unlike previous research that focused on the effectiveness of specific promotional media, this study seeks to identify credibility indicators that can serve as a basis for initial national-scale assessments of EOs during the 2024–2025 period.

The purpose of this study is to map and identify indicators of Event Organizer credibility that can be recognized from publicly displayed digital information. This study seeks to explain how various digital elements function as signals that help potential clients build trust before entering the communication stage and more in-depth technical discussions. This research is important because selecting an event service provider in the digital era increasingly depends on information available online. In situations where service quality cannot be directly observed, the presence of digital credibility indicators is a crucial factor in reducing uncertainty and perceived risk for potential clients. A clearer understanding of these indicators can help explain the mechanisms of trust formation in the event service industry, which is characterized by intangible, experience-based qualities. This research is expected to enrich the study of digital credibility and trust formation in the service industry, particularly in the MICE and Event Organizer sectors. It is also expected to provide a reference for potential clients in conducting initial evaluations of event service providers based on available digital footprints. Furthermore, this research is expected to provide EOs with input for managing and developing more credible digital representations, thereby increasing public trust and strengthening competitiveness in the increasingly competitive MICE industry.

Method

This study uses a qualitative descriptive approach to identify and map indicators of EO credibility that can be recognized through publicly available digital information.

The research focuses on various forms of digital representation that can shape clients' perceptions of trust, such as company information transparency, portfolios, event track records, and social media activities that reflect the organization's professionalism. The research objects were selected using a purposive sampling technique. The unit of analysis for this study was EOs operating in the MICE sector and other professional event organizations in Indonesia. The research objects were selected based on several criteria: actively operating during the 2024–2025 period, having a publicly accessible website or digital business profile, actively using social media, displaying a digital portfolio, and having organized at least 20 events in the last 2 years. Based on these criteria, the study analyzed five EOs as data sources.

The study used secondary data obtained through observation of digital documentation on official websites, social media, business profiles, and online portfolios of each EO. Data collection focused on three main aspects: administrative aspects, which include business legality, company profiles, office addresses, and contact information; portfolio aspects, which include event organizing experience, services offered, clients, and activity documentation; and tangible cues, which include event documentation, pre-event activities, teamwork processes, and behind-the-scenes content displayed through digital platforms. The collected data were analyzed using qualitative descriptive analysis techniques, including data reduction, data grouping into thematic categories, data presentation, and conclusion. The analysis results were used to identify patterns in the EO's digital representation and to map credibility indicators that can serve as a reference for assessing trust in event service providers during the pre-event stage.

Results and discussion

This study analyzed the digital presence of five EOs operating in Indonesia's MICE sector. The analysis was conducted on information available on each organization's official website, social media, and digital portfolio. Observations focused on three main aspects considered to contribute to establishing digital credibility: administrative aspects, digital portfolio consistency, and visual evidence (tangible cues). These three aspects were chosen because they are the information most easily accessible to potential clients in the initial information search stage before more in-depth communication or technical discussions occur. The observations indicate that all EOs studied displayed relatively strong digital identities and engaged in strong digital activities. However, there were differences in the completeness of information, the consistency of portfolio presentation, and the quality of the visual evidence displayed. A summary of the observation results is shown in Table 1.

Table 1 characteristics of digital event organizer credibility

Name of event organizer	Administrative aspects	Consistency aspects of digital portfolio	Aspects of visual evidence
Dyandra Promosindo	Clearly conveys the company's identity and emphasizes its position as one of Indonesia's largest event organizers.	The track record of organizing national and international scale events is documented systematically and chronologically.	Showcasing comprehensive documentation of international concerts, crew activities, event preparation processes, and event implementation.
Samudra Dyan Praga	Displays company profile, organizational structure, core team information, and	The portfolio is organized into clear categories and receives regular content updates via the website	Showcasing documentation of various projects through special categories such as

Name of event organizer	Administrative aspects	Consistency aspects of digital portfolio	Aspects of visual evidence
	demonstrates operational experience since 1984.	and social media.	construction exhibitions, special projects, and activities involving international clients and government agencies.
JCC Organizer	Presenting legal information, organizational profile, supporting facilities, and strategic partnerships.	Maintain an active, consistent digital presence across social and professional media platforms.	Showcasing documentation of industry exhibitions, corporate events, and track records of collaborations with various strategic partners.
Panorama Media	Showing the company's identity as part of a large business group operating in the tourism and events sector.	The digital portfolio is packaged with a modern and professional visual appearance, especially for the corporate segment.	Showcasing documentation of corporate activities such as gatherings, outings, and various community and creative industry events.
RajaMICE	Display your business identity, contact information, and communication access in a way that's easy for potential clients to find.	Consistently update promotional content and activity documentation through social media.	Showcase a portfolio of medium-scale events with documentation that demonstrates the growth and improvement of the organization's experience.

Source: secondary data, processed

Table 1 shows that administrative aspects were the most consistent indicator found across all research subjects. All five event organizers displayed their organizational identities, contact information, and company profiles in publicly accessible formats. Some organizations even displayed additional information that bolstered their credibility, such as organizational structure, long-term operational experience, affiliations with large corporate groups, and strategic partnerships with various institutions. These findings demonstrate that transparency about basic information is a crucial element in building initial trust with potential clients in event service providers.

Regarding the consistency of their digital portfolios, variations were found in how each EO presented their track record and experience. Dyandra Promosindo and Samudra Dyan Praga demonstrated the most structured portfolios, with systematic and easily traceable project documentation. Meanwhile, JCC Organizer stood out through its consistent digital presence across multiple platforms, while Panorama Media emphasized visual quality and corporate market segmentation. RajaMICE demonstrated consistent content updates despite the smaller scale of its events compared to those of other organizations. These findings indicate that digital portfolios serve not only as documentation of experience but also as a means to demonstrate each organization's capacity and specialization.

In terms of visual evidence, all event organizers use visual documentation to demonstrate the quality of their services. The documentation displayed includes the event preparation process, team activities on the ground, the event atmosphere, and the final results of the activities. Dyandra Promosindo demonstrates the most comprehensive visual documentation through large-scale, international events. Meanwhile, Samudra Dyan Praga, JCC Organizer, and Panorama Media display visualizations that highlight their professional experience and the diversity of projects

they have handled. RajaMICE also demonstrates a fairly consistent use of visual evidence despite its more limited project scope.

Overall, the research results show that an EO's digital credibility is not built on a single indicator, but rather on a combination of complementary information. Administrative transparency, consistent portfolio presentation, and the presence of relevant visual evidence are three key indicators consistently found across all research subjects. These three indicators serve as initial credibility signals that help potential clients assess the professionalism and trustworthiness of the event organizer before engaging in further communication and technical discussions.

Administrative aspects as the foundation of digital credibility

Research findings indicate that administrative aspects are a key foundation in establishing an EO's digital credibility. A clear corporate identity, business legality, office address, organizational profile, and publicly accessible contact information serve as initial indicators used by potential clients to assess their level of trust in a service provider. In the pre-event phase, when potential clients lack direct experience with an EO or information about the quality of service, administrative aspects are among the first sources of information used to make an initial assessment. In this context, administrative information not only complements the company profile but also serves as evidence of the organization's existence, demonstrating its clear identity, structure, and responsibilities.

This finding is significant because the EO industry falls into the category of services characterized by high intangibility. Unlike physical products that can be seen or tested before purchase, the quality of an EO's services can only be perceived after the collaboration or event has taken place. This situation leaves potential clients facing a relatively high level of uncertainty in the early stages of decision-making. In such situations, administrative information serves as a risk reduction mechanism because it provides evidence that the organization exists, is contactable, and has clear legal responsibilities (Kitsios et al., 2022). In other words, the more complete and transparent the administrative information presented, the more likely potential clients are to consider the organization worthy of further consideration.

These findings can be explained through the lens of signaling theory, which holds that when information asymmetry exists between service providers and potential customers, service providers will attempt to send signals to demonstrate their quality, credibility, or competence. In the EO industry, potential clients generally do not have the opportunity to observe the organization's internal processes, team capabilities, or project management quality before a collaboration (Kusa et al., 2024). Therefore, various pieces of digitally displayed information serve as signals that form initial perceptions. Business legality, organizational identity, office address, and official contact can be understood as credibility signals, indicating an organization's level of professionalism and accountability. The stronger the signal, the less doubt potential clients will feel.

Furthermore, the research findings indicate that administrative aspects serve a broader function than simply proving a business's legality. Administrative information also plays a role in shaping perceptions of an organization's professionalism. For example, a well-structured company profile can provide insight into the organization's vision, experience, and service scope. Similarly, the availability of official contact information and a clear office address can demonstrate the organization's readiness to communicate with potential clients. In a digital environment filled with service

providers of varying credibility, easy access to administrative information is one factor that distinguishes professional organizations from less well-managed ones (Romero et al., 2022).

The results of this study reinforce those of Evrianti et al. (2025), who explained that transparency in organizational information is a crucial factor in building trust in the digital environment. According to the study, potential consumers tend to trust organizations that provide complete identity information more than organizations that only display promotional materials without adequate basic information. Information transparency enables potential clients to conduct self-verification, reducing uncertainty before further communication. The findings of this study confirm that a similar pattern also occurs in the EO industry, where administrative information is among the first indicators observed when potential clients search online.

In addition to supporting the research of Evrianti et al. (2025), these findings also broaden our understanding of the role of administrative information in the event services industry. While previous research has emphasized transparency as a general factor in building trust, this study demonstrates that administrative transparency can be treated as a specific, directly observable indicator of digital credibility. In other words, digital credibility is shaped not only by an organization's reputation or marketing activities, but also by the availability of publicly verifiable basic information (Kesar, 2026). These findings demonstrate that administrative aspects play a strategic role in bridging the information gap between service providers and potential clients in the early stages of the decision-making process.

Furthermore, the research findings indicate that complete administrative information can serve as a form of digital accountability. Organizations that openly display their identity, address, contact information, and business legitimacy indirectly demonstrate their willingness to be accountable for the services they provide (Xu & Chang, 2023). Conversely, limited or unclear administrative information can create negative perceptions, as potential clients may have difficulty verifying the organization's existence. In the increasingly competitive MICE industry, this situation can influence potential clients' decisions to continue communication or even eliminate an event organizer from their consideration list.

The implications of these findings suggest that managing digital credibility cannot focus solely on promotional activities or on increasing social media visibility. Event organizers also need to manage administrative information as part of an integrated digital reputation strategy. Business legality, organizational profile, office address, and official contact information need to be updated regularly and displayed consistently across all digital platforms. Furthermore, organizations need to ensure that this information is easily found and verified by potential clients. This step is crucial because, in the digital age, building trust often begins with a potential client's ability to quickly and reliably find basic information about an organization.

Administrative aspects have the potential to become a minimum standard for evaluating an event organizer's digital credibility. As potential clients increasingly rely on digital information, a transparent and easily verifiable organizational identity will likely become a fundamental expectation for every service provider. Therefore, organizations need to maintain comprehensive administrative information and integrate it with a broader digital communication strategy to strengthen trust, enhance perceived professionalism, and increase the likelihood of future collaboration.

Consistency of digital portfolio as a representation of organizational competency

Research findings indicate that the consistency of a digital portfolio is an important indicator in establishing an EO's credibility in the digital environment. If administrative aspects serve as the basis for an organization's legitimacy, then a digital portfolio serves as a representation of competency that demonstrates the organization's ability to manage and complete various event projects (Deligiannis et al., 2026). In the information search process, prospective clients not only want to know whether an EO actually exists and has clear legal standing, but also seek evidence of the EO's experience, capacity, and the quality of its work. Therefore, a digital portfolio becomes a means for organizations to translate abstract work experience into information that can be observed and evaluated by prospective clients.

The research results show that the primary value of a portfolio lies not in the number of projects displayed, but rather in the consistency, comprehensiveness, and presentation of the information. A systematically structured portfolio allows potential clients to understand the types of services offered, the market segments served, the scope of work undertaken, and the organization's experience and development over time. With this information, potential clients can match their event needs to the EO's experience (Goltz et al., 2023). The more relevant the experience displayed to the potential client's needs, the more likely the organization is to be perceived as having the appropriate competencies to handle future projects.

In the service industry, these findings suggest that portfolios serve as evidence of performance, allowing potential clients to assess service quality before using the service. The intangible nature of event services prevents potential clients from assessing service quality before engaging with a partner (O'Connor & Assaker, 2024). Unlike physical products, which can be inspected or tried out beforehand, the quality of an event organizer's service can only be experienced during the event. Consequently, potential clients tend to use the organization's experience to predict the quality of service they will receive. In this context, a digital portfolio serves as a mechanism to reduce uncertainty, helping potential clients build confidence in the organization's capabilities.

The findings of this study can also be explained through the perspective of signaling theory. In conditions of information asymmetry, organizations need to send signals that demonstrate their quality and competence. A digital portfolio is one of the most powerful forms of signaling because it contains tangible evidence of the organization's activities and experience (Filatotchev et al., 2025). Unlike persuasive promotional claims, a portfolio provides relatively more objective information because it is based on actual projects. Project documentation, client lists, types of events handled, and achievements displayed in the portfolio serve as indicators that potential clients use to assess an organization's capabilities more concretely. The more comprehensive and consistent the signals displayed through the portfolio, the higher the level of credibility perceived by potential clients.

The results of this study support the findings of Surojudin et al. (2025), who stated that digital portfolios increase the credibility of service providers by documenting activities, service information, and track records of past collaborations. The study confirmed that potential consumers tend to trust service providers who can demonstrate work experience more than those that only display promotional information. The findings of this study confirm this argument but also demonstrate that the factor that builds credibility lies not only in the existence of a portfolio, but also in how it is managed and updated on an ongoing basis.

Furthermore, this study extends the findings of Surojudin et al. (2025) by demonstrating that consistent portfolio updates are as important as the portfolio's content itself. A regularly updated portfolio signals that the organization is still actively operating, continuing to handle new projects, and maintaining business continuity. Conversely, a portfolio that has not been updated for a long period of time can raise questions about the organization's operational activities, even if the experience is actually quite good. In this context, potential clients not only assess the quality of experience but also use the frequency of portfolio updates as an indicator of the organization's sustainability and relevance to current industry developments.

Research findings also indicate that the structure of a portfolio presentation influences how easily potential clients can evaluate it. Portfolios classified by event category, industry sector, or service type tend to provide a better information-retrieval experience than portfolios that display random documentation of activities. A structured presentation helps potential clients identify the experiences most relevant to their needs. Thus, a portfolio serves not only as an archive of an organization's activities but also as a strategic communication tool that explains its competencies and specializations to potential customers.

From a consumer decision-making perspective, a consistent digital portfolio can enhance perceptions of an organization's professionalism. When potential clients encounter a well-organized documentation pattern, comprehensive project information, and evidence of diverse experience, they tend to associate these characteristics with strong management skills. Conversely, a disorganized portfolio can create the perception that an organization is less serious about maintaining its professional image. This suggests that portfolio quality reflects not only past project quality but also the overall quality of an organization's management.

The implications of these findings suggest that event organizers should view digital portfolios as strategic assets for building credibility and digital reputation. Portfolios should not only document the final results of activities but also include information that explains the project context, scope of work, challenges faced, and results achieved. This approach can provide a more comprehensive picture of an organization's capabilities than simply displaying photos or videos of activities. Furthermore, integration between portfolios on websites and social media platforms needs to be strengthened to ensure consistent information across digital platforms.

Digital portfolio management is expected to become a key differentiating factor in the increasingly competitive MICE industry. As potential clients increasingly rely on digital sources of information, portfolios no longer serve solely as documentation of experience but also as a key tool for building trust, demonstrating competence, and strengthening an organization's position in a competitive marketplace. Therefore, event organizers need to develop a more systematic, sustainable portfolio management strategy that is oriented toward the information needs of potential clients to maintain long-term digital credibility.

Visual evidence as a mechanism for building trust

Research indicates that visual evidence is the most powerful factor in helping potential clients form a picture of the quality of an event organizer's services. In the context of intangible services, potential clients face limitations in evaluating quality before the service is actually consumed. Therefore, visual documentation such as the event preparation process, team activities on the ground, event execution, and behind-the-scenes content serves as a medium that bridges this information gap. Through this

visual representation, potential clients not only see the final result of an event but also understand the work process, team coordination, and operational complexities involved in organizing it.

The primary strength of visual evidence lies in its ability to convey a more realistic experience. Compared with text or verbal descriptions, visual content is more easily processed by potential clients in forming initial perceptions of service quality. In the pre-event phase, when decisions have not yet been made and direct interactions have not yet occurred, potential clients tend to use visual information to imagine possible outcomes (Patil et al., 2026). Thus, visual evidence serves not only as documentation but also as a simulation tool for the experience, helping potential clients reduce uncertainty about the service they will use.

This finding can be explained through service marketing theory, which emphasizes the importance of physical evidence in evaluating intangible services. In the service industry, consumers cannot often directly assess service quality before consumption (Kandampully et al., 2023). Therefore, they rely on physical cues, such as facilities, documentation, and visual representations, to form quality perceptions. In the context of event organizers, visual evidence presented through digital media serves as a form of physical evidence that compensates for the limitations of direct experience. Activity documentation, event videos, and work process content are indicators used to assess professionalism, technical readiness, and an organization's capacity to manage events.

Furthermore, visual evidence also serves as a bridge between an organization's promotional claims and the reality of implementation on the ground. Many EOs make service promises related to professionalism, creativity, and quality event execution, but potential clients cannot directly verify these claims without supporting evidence (Wu & Cai, 2025). In this case, visual content serves as an indirect verification mechanism, allowing potential clients to evaluate how closely these claims align with actual practice. When visual documentation demonstrates consistent quality event execution, trust in the organization tends to increase because there is a congruence between the promotional narrative and operational reality.

The results of this study reinforce those of Putri & Khoirotunnisa (2025), who demonstrated that visual content on social media platforms such as Instagram Reels can increase audiences' positive perceptions and trust in service providers. The study emphasized that the dynamic, short video format can provide a more realistic visual experience, thereby increasing audience emotional engagement. The findings of this study confirm this and deepen understanding of the role of visual evidence, which goes beyond increasing engagement and serves as a strategic credibility indicator in the initial decision-making process for potential clients.

Furthermore, this study also supports the findings of Gusty et al. (2025), who stated that interactive visual communication can build perceptions of professionalism and strengthen relationships between service providers and customers. However, this study shows that the strategic value of visual evidence lies not only in its interactive nature but also in the authenticity and consistency of the content displayed. Authentic visual content, such as behind-the-scenes footage, team coordination processes, and event implementation dynamics, provides a stronger impression of transparency than content that only shows the event's final results. This shows that potential clients not only assess visual aesthetics but also read the meaning behind the process displayed.

Furthermore, these findings indicate that visual evidence plays a crucial role in shaping the credibility perception loop, a recurring process by which potential clients

build trust based on consistent visual observations over time. When an event organizer consistently delivers high-quality documentation across events, potential clients perceive the organization as having a stable track record and reliable operational capabilities. Conversely, inconsistencies in visual presentation can raise doubts about the sustainability of service quality, even if the organization actually has sufficient experience.

The implications of these findings suggest that visual evidence should not be treated solely as a promotional tool, but rather as a strategic instrument in building digital credibility. Event organizers need to develop a visual communication approach that focuses not only on the event's outcome but also on the entire work process. Content that showcases preparation stages, team coordination, handling field challenges, and client interactions can provide a more comprehensive picture of the organization's professionalism. Furthermore, consistency in publishing visual content is also crucial for maintaining long-term credibility.

Visual communication strategies in the EO industry need to shift from mere aesthetic documentation to a trust-oriented approach. This includes crafting more authentic visual narratives, consistent content management, and integration across digital platforms to create a cohesive information experience for potential clients. Thus, visual evidence serves not only as a promotional tool but also as a key foundation for building and maintaining trust in an increasingly competitive digital environment.

Conclusions

This study found that an EO's digital credibility is formed through a combination of three main indicators: administrative aspects, digital portfolio consistency, and visual evidence (tangible cues). These three aspects serve as complementary signals that shape potential clients' perceptions of trust during the pre-event stage. Administrative aspects serve as the basis for an organization's legitimacy and identity verification, and a digital portfolio reflects competence and professional track record. At the same time, visual evidence is the most powerful tool for helping potential clients understand service quality by representing the event organization process and its results.

Implicitly, the findings of this study contribute to providing a more structured mapping of digital credibility indicators in the event organizer industry, particularly in the context of the MICE industry in Indonesia. The results of this study can serve as a reference for prospective clients in conducting initial evaluations of event service providers based on their displayed digital footprints, as well as provide input for event organizers in developing more comprehensive digital reputation management strategies. Thus, credibility is understood not only as a result of promotion but also of the consistent presentation of transparent, structured, and authentic digital information.

However, this study is limited to five national-scale EOs and focuses its analysis solely on secondary data from publicly available digital platforms. Furthermore, it failed to explore the direct perspectives of potential clients or internal EOs to examine how these credibility indicators are perceived in greater depth. Therefore, further research is recommended to expand the sample size, employ a mixed methods approach or interviews, and compare perceptions between potential clients and service providers to allow for a more comprehensive and in-depth assessment of digital credibility indicators.

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