

ABSTRAK

Penelitian ini bertujuan untuk mengetahui tugas dan fungsi sales admin di *sales and marketing* department dalam penanganan pesanan acara MICE serta startegi pemasaran acara MICE dalam kegiatan pemasaran di Innside By Melia Yogyakarta. Penulisan penelitian ini menggunakan metode deskriptif kualitatif dengan melakukan kegiatan pengamatan langsung di lapangan selama tiga bulan. Penulis juga melakukan wawancara secara tidak langsung dengan beberapa narasumber guna mengumpulkan dokumentasi perusahaan maupun dokumentasi pribadi. Selain itu, penulis juga melakukan studi pustaka untuk mendukung penelitian ini. Hasil dari penelitian ini menunjukkan bahwa prosedur penanganan *Meeting Room Sales Admin* oleh Innside by Melia Hotel dalam menangani pemesanan ruang MICE dari pelanggan sesuai dengan *Standard Operasional Procedure* dan mengetahui strategi *Sales and Marketing Department* dalam mendapatkan pelanggan.

Kata kunci : MICE, *sales admin, sales and marketing department*, pemasaran

ABSTRACT

This study aims to determine the duties and functions of the sales admin in the sales and marketing department in handling MICE event orders and marketing strategies for MICE events in marketing activities at Innside By Melia Yogyakarta. The writing of this study uses a qualitative descriptive method by conducting direct observation in the field for three month. The author also conducts interviews indirectly with several speakers to collect company documentation and personal documentation. In addition, the author also conducted a literature study to support this research. The results of this study indicate that the procedure for handling Meeting Room Sales Admin by Innside by Melia Hotel in handling the ordering of MICE space from customers is in accordance with the Standard Operating Procedure and knows the Sales and Marketing Department strategies in obtaining customers.

Keywords: *MICE, sales admin, sales and marketing department, marketing*