

INTISARI

Hotel merupakan salah satu usaha yang termasuk dalam industri MICE. Banyaknya kegiatan operasional hotel menjadikan kegiatan penunjang seperti pengadaan sayuran menjadi kompleks, terlebih hotel memiliki kriteria khusus dalam memenuhi kebutuhan sayurannya. Penelitian ini dilakukan dengan studi kasus di Hotel Grand Dafam Rohan Jogja dan bertujuan untuk mengetahui tingkat permintaan serta proses pengadaan sayuran pada hotel, mengetahui faktor-faktor yang memengaruhi permintaan sayuran pada hotel, serta mengetahui elastisitas permintaan sayuran yang diminta oleh hotel. Metode analisis yang digunakan adalah analisis deskriptif, analisis regresi linier berganda, dan analisis elastisitas permintaan. Hasil penelitian menunjukkan bahwa (1) Tiga sayuran dengan tingkat permintaan tinggi adalah kentang, wortel, dan kembang kol; (2) Proses pengadaan sayuran diawali dengan pembuatan daftar belanja harian oleh Departemen *Food and Beverage* yang didasari dengan rekapan jumlah tamu yang diperoleh dari Departemen *Banquet*, Departemen *Front Office*, dan Departemen *Marketing*. Pembelian, penerimaan dan pengecekan kiriman, serta pembayaran dilakukan oleh Departemen *Accounting*; (3) Permintaan kentang akan meningkat ketika terjadi kenaikan jumlah tamu menginap dan jumlah tamu MICE; Permintaan wortel akan menurun ketika terjadi kenaikan harga wortel dan meningkat ketika terjadi kenaikan jumlah tamu menginap dan jumlah tamu MICE; Permintaan kembang kol akan meningkat ketika terjadi kenaikan jumlah tamu menginap dan jumlah tamu MICE; (4) Permintaan kentang bersifat inelastis sempurna terhadap perubahan harga kentang, harga kentang *baby*, dan harga daging sapi; Permintaan wortel bersifat inelastis terhadap perubahan harga wortel dan bersifat inelastis sempurna terhadap perubahan harga brokoli dan harga caisim; Permintaan kembang kol bersifat inelastis sempurna terhadap perubahan harga kembang kol dan harga wortel, serta bersifat inelastis terhadap perubahan harga buncis.

Kata kunci: permintaan sayuran, pengadaan sayuran, elastisitas permintaan sayuran, hotel, industri MICE.

ABSTRACT

Hotel is one of the businesses that is included in the MICE industry. The number of hotel's operational activities makes supporting activities such as vegetable procurement more complex, especially when the hotel itself has its particular criteria to comply. This research was done with case study method at Hotel Grand Dafam Rohan Jogja and aims to discover the extent as well as the procurement process of demand for vegetables, determine the factors that affect the demand of vegetables, and determine the elasticity of the demand of vegetables. The analysis methods used in this research are descriptive analysis, multiple linear regression analysis, and elasticity of demand analysis. The results showed that (1) Three vegetables with high demand are potato, carrot, and cauliflower; (2) The procurement process of vegetables begins with making the Daily Market List by the Food and Beverage Department which based on the recap of the number of guests which was done by the Banquet Department, Front Office Department, and Marketing Department. Then, the purchases, reception and checking as well as the payment are made by Accounting Department; (3) The demand for potatoes will increase when the number of staying guests and MICE guests increase; Demand for carrots will decrease when there is increase in its price and it will increase when the number of staying guests and MICE guests increase; Demand for cauliflowers will increase when the number of staying guests and MICE guests increase; (4) The demand for potatoes is perfectly inelastic to changes in its price, price of baby potatoes, and price of beef; The demand for carrots is inelastic to changes in its price and is perfectly inelastic to changes in the price of broccolis and price of caisims; The demand for cauliflowers is perfectly inelastic to changes in the its price and changes in the price of carrots, and is inelastic to the change in the price of green beans.

Keywords: vegetable demand, vegetable procurement, demand for vegetables' elasticity, hotel, MICE industry.