

INTISARI

Wisata MICE merupakan salah satu produk unggulan industri pariwisata di Indonesia. Salah satu *Destination Management Company* (DMC) yang memiliki produk wisata MICE di Indonesia adalah PT Pacific World Nusantara. Peneliti ingin mengidentifikasi dan menganalisis tentang bagaimana prosedur operasional kegiatan MICE PT Pacific World Nusantara ditinjau dari hubungan antara Departemen Pacific World dengan Departemen Destination Services.

Penelitian ini bertujuan untuk mengetahui hubungan antara Departemen Pacific World dengan Departemen Destination Services dan bagaimana prosedur operasional kegiatan MICE dalam studi kasus grup EFI Excellence Club ELITE. Penelitian ini menggunakan pendekatan kualitatif dengan teknik pengumpulan data meliputi observasi partisipatif, wawancara, dokumentasi, dan studi pustaka. Kemudian analisis data yang digunakan adalah deskriptif kualitatif.

Hasil penelitian ini menunjukkan bahwa Departemen Pacific World terdapat Divisi MICE yang bertugas sebagai perencana dan penyusun kegiatan, sedangkan Departemen Destination Services terdapat Divisi Operations yang bertugas sebagai pendukung hal operasional. Kemudian prosedur operasional kegiatan MICE dalam studi kasus grup EFI Excellence Club ELITE terdiri atas dua tahap, yaitu tahap persiapan (*list arrival & departure, tour list, program itinerary, group sign, map of Bali, guide order, MICE daily movement*, dan alat pendukung) dan tahap pelaksanaan (*arrival transfer, welcome dinner, incentives group tour, farewell dinner*, dan *departure transfer*).

Kata Kunci: MICE, *Destination Management Company*, Prosedur Operasional, Pacific World

ABSTRACT

MICE tourism is one of tourism industry's popular product in Indonesia. One of Destination Management Company (DMC) in Indonesia that has product of MICE tourism is PT Pacific World Nusantara. The Author wants to identify and analyze how is the operational procedure of MICE of PT Pacific World Nusantara in terms of the relation between Department of Pacific World with Department of Destination Services.

This study aims to know the relation between Department of Pacific World with Department of Destination Services and how is the operational procedure of MICE in the case study of group of EFI Excellence Club ELITE. This research was using qualitative approach which the data was collected by participative observation, interview, documentation, and study of literature. Then, the research data was analyzed by qualitative descriptive method.

The result of this study shows that there is a MICE Division in Department of Pacific World that has the assignment to planning and arranging a program. In the other hand, there is an Operations Division in Department of Destination Services that has the assignment for supporting operational activities. Then, the operational procedure of MICE in the case study of EFI Excellence Club ELITE consists of two stages, that are preparation stages (list arrival & departure, tour list, program itinerary, group sign, map of Bali, guide order, MICE daily movement, and support tools) and execution stage (arrival transfer, welcome dinner, incentives group tour, farewell dinner, and departure transfer).

Keywords: MICE, Destination Management Company, Operational Procedure, Pacific World