

INTISARI

Dalam perkembangan industri pariwisata, bisnis jasa penyelenggaraan MICE menjadi salah satu bisnis yang berkembang pesat. Operasional penyelenggaraan MICE menjadi kunci sukses jasa penyelenggaraan MICE. Penelitian ini bertujuan untuk mengetahui prosedur penyelenggaraan *airport transfer service* dan mengetahui prosedur penentuan kendaraan dalam *airport transfer service* sebagai salah satu produk PT. Pacific World Nusantara dalam pelayanan wisatawan MICE.

Penelitian ini menggunakan metode kualitatif. Data dikumpulkan melalui teknik observasi, wawancara serta dokumentasi.

Hasil penelitian menunjukkan bahwa prosedur *airport transfer service* terdiri dari proses *arrival transfer (transfer in)* dan proses *departure transfer (transfer out)*. Sedangkan prosedur penentuan kendaraan dalam *airport transfer service* bagi wisatawan MICE di PT. Pacific World Nusantara ditentukan berdasarkan kategori wisatawan. Kategori tersebut yaitu wisatawan *VIP* dan reguler yang memiliki perbedaan penanganan dalam penentuan kendaraan bagi wisatawan MICE. Penelitian ini menunjukkan bahwa kategori dan perbedaan penanganan wisatawan sangatlah penting dalam rangka mewujudkan kepuasan wisatawan MICE sesuai dengan anggaran biaya yang telah dikeluarkan oleh pelanggan untuk *airport transfer service* khususnya dalam penentuan kendaraan.

Kata Kunci: pariwisata, MICE, *airport transfer service*, transportasi, penentuan kendaraan

ABSTRACT

In the development of tourism industry, MICE organizer is the one business that rapidly developed. Operational in organizing MICE is the success key of this business. The aims of this research are to know the procedure of airport transfer service and to know procedure to determine transportation in airport transfer service as the one of the product of PT. Pacific World Nusantara in MICE's tourist services.

This research used qualitative. Data collecting techniques were observation, interview, and documentation.

The research result showed that the procedure of airport transfer service consist of arrival transfer (transfer in) process and departure transfer (transfer out) process. The procedure to determine transportation for MICE's tourist in PT. Pacific World Nusantara in airport transfer service is depends on the tourist category. Tourist category was divided into two categories, VIP MICE's tourist and regular MICE's tourist. This research show that the differentiations on how to service the tourist is very important to get tourist satisfaction in compliance with the budget spent by customer for preparation of vehicle in airport transfer service.

Keywords: tourism, MICE, airport transfer service, transportation, determining transportation