

## INTISARI

Setiap hotel pasti memiliki target *revenue* yang harus dicapai berupa target *room revenue* dan *banquet revenue*. Mencapai target *revenue* merupakan salah satu kewajiban bagi *sales and marketing department*. Untuk mencapai *banquet revenue* diperlukan pembuatan *banquet forecast* yang berfungsi sebagai acuan bagi *sales and marketing department* mengenai jumlah target yang harus dicapai.

Penulisan Tugas Akhir ini bertujuan untuk mengetahui fungsi dan peranan *banquet forecast* untuk menunjang tercapainya *revenue* di Hotel Harper Mangkubumi Yogyakarta. Penelitian ini dilaksanakan selama 3 bulan dan metode pengumpulan data yang digunakan adalah metode observasi, wawancara, dan studi pustaka sehingga didapatkan kesimpulan sesuai judul.

Berdasarkan hasil analisis dapat disimpulkan bahwa pembuatan *banquet forecast* merupakan sesuatu yang sangat penting bagi Hotel Harper Mangkubumi Yogyakarta terutama bagi *sales and marketing department*. Pembuatan *banquet forecast* akan membantu *sales and marketing department* dalam upaya mencapai target *banquet revenue* dan sebagai pedoman untuk memenuhi target *banquet revenue* yang masih harus dicapai untuk kedepannya.

**Kata kunci** : *Banquet Forecast, Forecast, Sales and marketing department*

## **ABSTRACT**

Every hotel certainly has a revenue target to be achieved like room revenue and banquet revenue. Achieving the revenue target is one of the obligations for the sales and marketing department. To achieve banquet revenue, one needs to make a banquet forecast that serves as a reference for the sales and marketing department on the number of targets to be achieved.

This research and Final Assignment is purposed to know about the function and role of banquet forecast to support the achievement of revenue in Hotel Harper Mangkubumi Yogyakarta. This research held on 3 months with interview, observation, and study literature as the data collection methods, so got the same summary it owns title.

Based on the analysis it can be concluded that making of banquet forecast is very important for Hotel Harper Mangkubumi Yogyakarta, especially for sales and marketing department. Banquet forecast will help sales and marketing department in order to achieve a banquet revenue target and as a guide to meet the banquet revenue target that still to be achieved for the future.

**Keywords** : *Banquet Forecast, Forecast, Sales and marketing department*