

**PENGAMBILAN KEPUTUSAN PEMILIHAN *VENUE*
KONFERENSI DARI PERSPEKTIF *PROFESSIONAL*
CONFERENCE ORGANIZER DI INDONESIA**

PROYEK AKHIR

Diajukan sebagai salah satu syarat dalam menyelesaikan Program
Diploma IV
Program Studi Pengelolaan Konvensi dan Acara
Politeknik Pariwisata NHI Bandung



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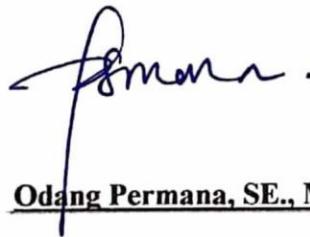
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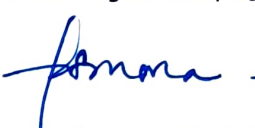
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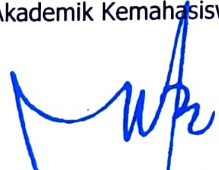
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ABSTRAK

Penelitian ini memberikan pemahaman komprehensif tentang proses pengambilan keputusan dalam pemilihan *venue* konferensi dari sudut pandang Professional Conference Organizers (PCO) di Indonesia. Kriteria penting dalam pemilihan *venue* mencakup lokasi, aksesibilitas, fasilitas, biaya, kapasitas, dan reputasi. Salah satu tantangan adalah mengakomodir preferensi klien dan kebutuhan acara sambil mengelola berbagai kriteria yang ada. Perubahan tren menunjukkan peningkatan fokus pada faktor-faktor ini untuk memastikan keberhasilan acara. Temuan ini juga membuka peluang untuk meningkatkan efektivitas dan efisiensi penyelenggaraan konferensi serta meningkatkan kepuasan peserta, dengan rekomendasi yang dapat membantu pemilik *venue* dan regulator lebih memenuhi kebutuhan penyelenggaraan konferensi.

Kata Kunci: Pemilihan Tempat Konferensi, Pengambilan Keputusan, Penyelenggara Konferensi Profesional, Konferensi, Indonesia, Penelitian Kualitatif, Kriteria Tempat.

ABSTRACT

This study provides in-depth insights into the decision-making process for selecting conference venues from the perspective of Professional Conference Organizers in Indonesia. Key criteria for venue selection include location, accessibility, facilities, cost, capacity, and reputation. A significant challenge is accommodating client preferences and event requirements while managing the various criteria. Emerging trends highlight the increasing importance of these factors in ensuring event success. The findings also present opportunities to enhance the effectiveness and efficiency of conference management and improve participant satisfaction, with recommendations that support venue owners and regulators in addressing the evolving needs of conference organization.

Keywords: *Conference Venue Selection, Decision-Making, Professional Conference Organizers, Conference, Indonesia, Qualitative Research, Venue Criteria*

KATA PENGANTAR

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Penulis menyadari bahwa dalam proses penyusunan Proyek Akhir ini, tidak dapat tersusun dengan baik tanpa adanya bantuan dan dukungan dari berbagai pihak yang ada. Oleh karena itu, pada kesempatan ini, sudah sepantasnya penulis mengucapkan rasa syukur dan terima kasih kepada :

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DAFTAR ISI

HALAMAN JUDUL	ii
HALAMAN PERSETUJUAN PEMBIMBING	ii
HALAMAN PENGESAHAN	ii
HALAMAN MOTTO	iii
PERTANYAAN KEASLIAN KARYA	iv
HALAMAN PERSEMBAHAN	v
ABSTRAK	ii
<i>ABSTRACT</i>	vii
KATA PENGANTAR.....	viii
DAFTAR ISI.....	x
DAFTAR GAMBAR	xii
DAFTAR TABEL	xiii
DAFTAR LAMPIRAN	xiv
BAB I PENDAHULUAN.....	1
A. Latar Belakang Penelitian	1
B. Rumusan Masalah	8
C. Tujuan Penelitian.....	8
D. Manfaat Penelitian	88
BAB II TINJAUAN PUSTAKA	100
A. Kajian Teori.....	100
B. Kerangka Pemikiran.....	40
BAB III METODE PENELITIAN	41
A. Rancangan Penelitian	41
B. Partisipan dan Tempat Penelitian	42
C. Pengumpulan Data	44
D. Analisis Data	46
E. Pengujian Keabsahan Data.....	49
F. Jadwal Penelitian.....	51
BAB IV HASIL PENELITIAN DAN PEMBAHASAN	52

A. Hasil Penelitian	52
B. Pembahasan.....	57
BAB V SIMPULAN DAN REKOMENDASI	102
A. Simpulan	102
B. Rekomendasi	103
DAFTAR PUSTAKA.....	108
LAMPIRAN.....	114

DAFTAR GAMBAR

GAMBAR 1 <i>INTRODUCTION TO CONSUMER BEHAVIOUR</i>	3
GAMBAR 2 <i>STEPS IN THE BUYER/DECISION PROCESS</i>	40
GAMBAR 3 KERANGKA PEMIKIRAN.....	32

DAFTAR TABEL

TABEL 1 <i>VENUE SITE SELECTION CRITERIA</i>	36
TABEL 2 KODE NARASUMBER.....	43
TABEL 3 JADWAL PENELITIAN	51
TABEL 4 HASIL PEMILIHAN <i>VENUE SITE SELECTION CRITERIA</i> DI INDONESIA MENURUT <i>EXPERTS</i>	53
TABEL 5 <i>VENUE SITE SELECTION CRITERIA</i> DI INDONESIA MENURUT <i>EXPERTS</i> UNTUK <i>EVENTS</i> KONFERENSI	58
TABEL 6 KRITERIA LAIN YANG BISA MENJADI TAMBAHAN	71

DAFTAR LAMPIRAN

LAMPIRAN 1 PEDOMAN WAWANCARA	108
LAMPIRAN 2 SURAT KETERANGAN TELAH PENELITIAN.....	118
LAMPIRAN 3 HASIL TURNITIN	126
LAMPIRAN 4 REKAP BIMBINGAN.....	127
LAMPIRAN 4 TRANSKRIP WAWANCARA.....	127

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