

## ABSTRAK

**Gita Mahardika Pamuji**, Tesis, Pengembangan Desain Kurikulum Pelatihan Kelompok Kompetensi MICE bagi Guru Sekolah Menengah Kejuruan Paket Keahlian Usaha Perjalanan Wisata di PPPPTK Bisnis dan Pariwisata.

MICE (*Meeting, Incentive, Conference dan exhibition*) kompetensi dibidang pengaturan event atau perhelatan. Kompetensi MICE di dunia industri bukanlah hal yang baru, akan tetapi di dunia pendidikan vokasi, terutama Sekolah Menengah Kejuruan (SMK) masih tergolong baru. Kompetensi MICE menjadi salah satu kompetensi di SMK sejak Kurikulum 2013 dilaksanakan. Penelitian ini didasari oleh adanya kesenjangan kompetensi guru SMK dalam Kompetensi MICE. Tujuan penelitian ini adalah untuk mengembangkan desain kurikulum pelatihan kelompok kompetensi MICE dengan mengetahui kompetensi MICE yang dibutuhkan, materi yang sesuai dengan kompetensi, bagaimana strategi pembelajarannya dan bagaimana melakukan evaluasi atau penilaian. Penelitian menggunakan pendekatan kualitatif dengan menggunakan metode *Design and Development Research*. Partisipan dalam penelitian ini terbagi menjadi 2, partisipan pertama pada penelitian pendahuluan adalah guru, praktisi (dunia usaha/dunia industri), dosen dan widyaiswara serta pejabat pengelola pelatihan. Tahap pengembangan desain pelatihan, partisipan penelitian yang dilibatkan adalah praktisi dunia usaha dan industri, dosen dan widyaiswara. Teknik pengumpulan data dalam penelitian ini menggunakan wawancara kepada praktisi (dunia usaha/dunia industri), dosen dan widyaiswara, serta pejabat pengelola pelatihan. Angket yang disebarakan kepada beberapa guru SMK Pariwisata, selain itu dilakukan juga studi literatur, dan studi dokumentasi. Hasil dari penelitian ini adalah didapatnya kompetensi MICE yang sesuai dengan kebutuhan, SKKNI dan level KKNi bagi guru, terdiri dari kompetensi; 1) Menyeleksi *Venue* Kegiatan, 2) Mengatur pendaftaran tamu dalam suatu acara, 3) Menangani Keramaian, 4) Bekerjasama Dengan Kolega dan Pelanggan, 5) Mengikuti Prosedur Kesehatan, Keselamatan dan Keamanan, 6) Mengelola Kegiatan *Sponsorship*, Materi disesuaikan dengan kompetensi tersebut dan strategi pembelajaran menggunakan; *discovery learning, problem-based learning dan project-based learning*. Penilaian dilakukan terhadap ranah sikap, pengetahuan dan keterampilan. Temuan data penelitian menghasilkan, guna meningkatkan kompetensi MICE guru SMK, maka dibuatlah Matriks Desain kurikulum pelatihan kelompok kompetensi MICE bagi guru Sekolah Menengah Kejuruan paket keahlian Usaha Perjalanan Wisata di PPPPTK Bisnis dan Pariwisata.

**Kata kunci:** *Desain Kurikulum, Pelatihan MICE, Meeting, Incentive, Conference dan exhibition, Kurikulum Pelatihan*

**Gita Mahardika Pamuji, 2018**

PENGEMBANGAN DESAIN KURIKULUM PELATIHAN KELOMPOK KOMPETENSI MICE BAGI GURU SEKOLAH MENENGAH KEJURUAN PAKET KEAHLIAN USAHA PERJALANAN WISATA DI PPPPTK BISNIS DAN PARIWISATA

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## ABSTRACT

**Gita Mahardika Pamuji**, Thesis, Development of MICE competency Training Curriculum Design for Vocational High School Teachers of Tour and Travel Department in PPPPTK Business and Tourism.

MICE (Meeting, Incentive, Conference and exhibition) is competencies in setting an event. MICE is a common competency in tourism, but in vocational education, or vocational schools (SMK), MICE is still relatively new. MICE competence introduced to vocational school since the Kurikulum 2013 was implemented. This research is based on inequalities in vocational teachers' MICE Competency. The purpose of this study is to develop a design of MICE Competence training curriculum by determine the competence of MICE required, the material according to competence, how the learning strategies and how to evaluated the competencies. In order to design a training curriculum for MICE competencies as needed. The study used a qualitative approach using Design and Development Research Participants in this research were teachers, practitioners (business / industry), Lecturer and Widyaiswara (Trainer), and training managers or officials. Data collection techniques used a questionnaire, distributed to 40 tourism vocational teachers, interviews were conducted to 2 practitioners (business / industry), 2 lecturers and Widyaiswara (trainer), as well as 1 management officer. The results of this research are gained competence in accordance with the requirements of MICE, SKKNI and KKNI level for teachers, where competencies are composed of core competencies; 1) Selecting event *Venue*, 2) Event registration, 3) Crowd Control, 4) Working with Colleagues and Customers, 5) Health and Safety regulation, 6) Managing Event Sponsorship. The content of the competencies also produced material in accordance with the competence and the appropriate learning strategies, learning strategies among others are using; 1) discovery learning, 2) problem-based learning and 3) project based learning. Although in the context of the training is done in a smaller scale and shorter time by using some of the problems and specific cases where appropriate. Evaluation or assessment conducted on three domains; attitudes, knowledge and skills. From the findings of this research, in order to increase the competence of vocational teachers in MICE competencies, Matrix of training curriculum design of MICE competencies for Vocational High School teacher of Tour and Travel departemen in PPPPTK Business and Tourism was made.

**Keywords:** *Curriculum Design, MICE Training, Meeting, Incentive, Conference and exhibition, Training Curricula*

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