**DAFTAR ISI**

**HALAMAN JUDUL** .........................................................................................i **LEMBAR PENGESAHAN** ..............................................................................ii **LEMBAR PERSETUJUAN** .............................................................................iii **HALAMAN MOTTO DAN PERSEMBAHAN**..............................................iv **ABSTRAK** .........................................................................................................v **ABSTRACT** .......................................................................................................vi **KATA PENGANTAR** .......................................................................................vii **DAFTAR ISI**......................................................................................................ix **DAFTAR GAMBAR** .........................................................................................xii **DAFTAR TABEL** .............................................................................................xiii **DAFTAR GRAFIK** ...........................................................................................xiv **BAB I PENDAHULUAN**

1.1 Latar belakang masalah................................................................................1

1.2 Identifikasi masalah .....................................................................................3

1.3 Batasan masalah ...........................................................................................4

1.4 Rumusan masalah ........................................................................................4

1.5 Tujuan penelitian..........................................................................................4

1.6 Manfaat penelitian........................................................................................5

**BAB II LANDASAN TEORI**

2.1 Pengertian Bisnis dan Pemasaran Parawisata ..............................................6

2.1.1 Pengertian Bisnis.................................................................................6

2.1.2 Bentuk Kepemilikan Bisnis ................................................................7

2.2.3 B2B (Business to Business) ................................................................8

2.2.4 Promosi dan Pemasaran Konvensi ......................................................9

2.2 MICE............................................................................................................10

2.2.1 Meeting (Rapat) ..................................................................................10

2.2.2 Insentive ..............................................................................................11

2.2.3 Conference (Konferensi).....................................................................11

2.2.4 Exhebition (Pameran) .........................................................................11

2.3 TRAVEX (*Travel Exchange*).......................................................................13

2.4 Pengertian Persepsi ......................................................................................15

2.4.1 Pengertian Persepsi .............................................................................15

2.4.2 Faktor-Faktor Yang Mempengaruhi Persepsi .....................................16

2.4.3 Proses Terjadinya Persepsi..................................................................16

2.4.4 Pengaruh Persepsi ...............................................................................17

2.4.5 Cara-Cara Singkat Yang Digunakan Dalam Menilai Individu Lain...17

2.4.6 Syarat Terjadinya Presepsi..................................................................18

2.4.7 Persepsi Konsumen .............................................................................18

**BAB III METODOLOGI PENELITIAN**

3.1 Lokasi Dan Waktu Penelitian ......................................................................21

3.2 Teknik Pengambilan Data ............................................................................21

3.3 Sumber Data.................................................................................................23

3.4 Teknik Analisis Data....................................................................................23

**BAB IV HASIL PENELITIAN DAN PEMBAHASAN**

4.1 Gambaran Umum Lokasi Penelitian ............................................................26

4.1.1 Tujuan Pelaksanaan BBTF..................................................................26

4.1.2 Manfaat Pelaksanaan BBTF................................................................27

4.1.3 Kepanitiaan (*Event Organizer) ...........................................................*27

4.1.4 Gambaran umum pelaksaan BBTF .....................................................29

4.1.5 Pelaksanaan B2B Travex ....................................................................31

4.1.6 Peserta BBTF ......................................................................................33

4.2 Pembahasan..................................................................................................37

4.2.1 Data Jumlah Peserta BBTF selama tiga tahun terakhir.......................39

4.2.2 Data Kuisioner ....................................................................................38

4.2.3 Analisis deskriptif data penelitian.......................................................41

4.2.4 Variable Travex...................................................................................42

4.2.4.1 Persepsi *buyer* terhadap *registration desk* ..............................42

4.2.4.2 persepsi *buyer* terhadap *meeting session with seller ..............*43

4.2.4.3 persepsi *buyer* terhadap *variety of seller ................................*44

4.2.4 Analisis data persepsi *buyer* terhadap B2B Travex ............................45

**BAB V PENUTUP**

5.1 Kesimpulan ..................................................................................................48

5.2 Saran.............................................................................................................48

**DAFTAR PUSTAKA**