

ABSTRAK

Penelitian ini bertujuan untuk menganalisis seberapa berpengaruhnya kinerja karyawan dan kemampuan *MICE* dalam meningkatkan nilai tambah seni pertunjukan daerah berdasarkan kunjungan observasi pementasan seni pertunjukan Anjuk Ladang Kawedar di Taman Mini Indonesia Indah. Populasi dalam penelitian ini yaitu sebanyak 50 karyawan PT. BET Obaja International. Sampel yang digunakan yaitu sebanyak 50 karyawan pada divisi *MICE*. Metode pengumpulan data menggunakan metode survei, dengan instrumen penelitian menggunakan Observasi, Pra-survei dan kuisisioner. Metode analisis data menggunakan *Statistical Package for the Social Sciences (SPSS)*. Penelitian ini membuktikan bahwa kinerja karyawan berpengaruh positif dan signifikan terhadap seni pertunjukan. Kemampuan *MICE* berpengaruh positif dan signifikan terhadap seni pertunjukan.

Kata Kunci: Kinerja Karyawan, *Meeting Incentive Convention Exhibition (MICE)*, Seni Pertunjukan Daerah.



ABSTRACT

This study aims to analyze how influential the performance of employee and MICE capability in increasing the added value the attractiveness of regional performing arts Anjuk Ladang Kawedar, that was performed in Taman Mini Indonesia Indah. Population in this research are up to 50 employees of PT. BET Obaja International. The sample used is 50 employees in MICE division. The Methods of data collection using Pra-survey method, with the research instrument as a questionnaire and also observation. The data analysis method is using Statistical Package for the Social Sciences. This study proves that employee performance has a positive and significant effect on the need for the Traditional Art Performance. Meeting Incentive Convention Exhibition (MICE) has a positive and significant effect on the need for Traditional Art Performance.

Keywords: Employee Performance, Meeting Incentive Convention Exhibition (MICE), Traditional Art Performance.

