

ABSTRAK

MICE merupakan singkatan dari *meeting, incentive, conference and exhibition*. Industri MICE tumbuh cukup baik di Indonesia. Tetapi, saat ini banyak yang belum mengetahui dampak positif dari keberlangsungan event MICE, khususnya bagi diplomasi ekonomi Indonesia. Daerah Istimewa Yogyakarta dipercaya menjadi salah satu daerah yang dijadikan lokasi penyelenggaraan event MICE.

Peran industri MICE dalam memperkuat diplomasi ekonomi Indonesia khususnya dalam kasus Daerah Istimewa Yogyakarta Tahun 2013 – 2018. Penelitian ini dilakukan dengan metode kualitatif, data yang diperoleh dari data valid dan merupakan data sekunder yang didapatkan dari media cetak berupa buku, jurnal, majalah dan surat kabar.

Penyelenggaraan MICE memegang kontribusi yang cukup penting dalam promosi pariwisata suatu daerah bahkan suatu negara, yang tentu saja akan berpengaruh pada keadaan ekonomi terutama ekonomi kreatif suatu negara.

Kata Kunci: MICE, Diplomasi Ekonomi, Ekonomi Kreatif, DIY

ABSTRACT

MICE stands for meeting, incentive, conference and exhibition. The MICE industry is growing quite well in Indonesia. However, today many do not yet know the positive impact of the continuation of the MICE event, especially for Indonesia's economic diplomacy. The Special Region of Yogyakarta is believed to be one of the areas used as the location for holding MICE events.

The role of the MICE industry in strengthening Indonesia's economic diplomacy especially in the case of the Special Region of Yogyakarta in 2013 - 2018. This research was conducted with qualitative methods, data obtained from data were valid and were secondary data obtained from print media in the form of books, journals, magazines and newspapers .

The implementation of MICE holds a significant contribution in the promotion of tourism in an area and even a country, which of course will affect the state of the economy, especially the creative economy of a country.

Keywords: MICE, Economic Diplomacy, creative economy, DIY