

Abstract

Business movement MICE (meetings, incentive, conference and exhibition) shows the positive direction and always increasing. It is supported by a statement of INCCA (Indonesian Congress and Convention Association) which states that the growth of MICE in Indonesia could reach 10% -20% annually.

An event can be done well with affected various aspects, one of which is the budget. Budget calculations should be done well in order to avoid losses. As well as on training event outbound PT. Kaldu Sari Nabati designed by PRIMASAGA Strategic Consultant. However, in the event that made the experience over budget reduced corporate profits.

Goal from this research is to know how to cause over budget on training event outbound PT. Kaldu Sari Nabati by PRIMASAGA Strategic Consultant. Stages of the event is the research, design, planning, coordination and evaluation.

This study is a qualitative research, with this type of research is descriptive. The population in this study is PRIMASAGA Strategic Consultant. The sampling technique used was purposive sampling. Techniques of data collection using interviews, observation and documentation. Data analysis techniques in this study using the root cause analysis with Fishbone Diagram and also the method of Miles and Huberman interactive model with activity data reduction, a data display, and conclusion drawing / verification.

Results from this study showed that the planning stage is the stage that gives the most influence over budget problems experienced by PRIMASAGA Strategic Consultant in workmanship event outbound training PT. Kaldu Sari Nabati.

Keywords: management, event management, event planning and MICE