

ABSTRACT

Tourism sector in Indonesia is also the one factor which continue to grow and have become as one of the important factors for the growth of indonesia's economy. This growth is caused by the enhancement of the Indonesia tourism competitiveness. But in the other side, this growth of world's and Indonesia's tourism sector not in line with what have been happened in CV. Cipta Wisata Indonesia as one of the tourism company in Indonesia. For information, CV. Cipta Wisata Indonesia have been derivating when the tourism sector of the world and Indonesia are in positive progress. This phenomena caused by the derivation of customer quantity. The derivation could caused by tourism package which less interesting and less comprehensive than any other tourism agencies. In this case, we need to consider a practice of engineering study. This engineering study is an alternatif approach for the company which the company need to be creative, systematic, and organized to see the best function with balancing the cost and high performance of a system or a product. There are five stages in the practice of engineering study work plan, i.e information stage, creative stage, analysis stage, enhancement stage, and recommendation stage. The result of value engineering will show the comparison between the early alternative with alternative proposals. Based on the calculation with following the grooves and steps of value engineering to define the tourism package in CV. Cipta Wisata Indonesia, then we could conclusioning that the best choosed alternative is the alternative proposals 17 with 1,249 as the highest value. If comparing this alternative with the early alternative, the choosen one have better performance. The early alternative has 7,244 but the choosed alternative had 8,622.

Keyword : Value Engineering, Tourism Package, Alternative Proposal