

ABSTRACT

Name : Evander Brandon Wijaya
Study Program : Hotel Business
Title : **MENELUSURI DUNIA Board Game CAFE**

The research was conducted using qualitative method. Board Game Cafè are something that helped the general public to know that there are more kinds of Board Game instead of the normal ones like monopoly and chess. Dots Cafè PIK are the example of board gaming café, they run a unique type of business by mixing Board Game and a Cafè with food. The limitations of this study are : First , this study only consists of the respondents from Dots Board Game Cafè while there are many more Board Gaming Cafè's that have the same business concept. Secondly the scope of this research is conducted in Jakarta area. Further research can employ other areas in Indonesia. This study contributes to the Board Gaming cafe's and board gaming communities. Furthermore , this study can help in marketing the business for Board Game Cafè owners and the general public

Keyword: Board Game Cafe.