

***Analysis of Branding Strategies of Phenom Event Indonesia in the
MICE Business in Bali Province***

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ABSTRACT

The background of this research is based on the development of the tourism industry in the MICE sector in Bali Province, particularly the rapid growth of event organizers. This is due to the role of event organizers as efficient and structured facilitators, making them the preferred choice for many corporate partners to hold successful events. This study aims to analyze the branding strategies of Phenom Event Indonesia in a technical manner. The research employed a descriptive qualitative method, with data collected through observation, focused interviews, and documentation. The research sample consisted of three marketing division staff members, including the sales marketing coordinator (head of division) and two team members. This study focuses on analyzing branding strategies encompassing Unique Selling Point (USP), Brand Image (BI), Brand Awareness (BA), and SWOC Analysis (Strengths, Weaknesses, Opportunities, Challenges). The results show that Phenom Event Indonesia implements innovative branding strategies to build competitive advantage through a USP that emphasizes integrated services, a human-centered approach, and participant empowerment to create meaningful event experiences. BI is strengthened by positioning the company as a strategic partner focusing on individual development, service consistency, and visual communication. BA is continuously carried out through digital media optimization, post-event evaluations, and engagement strategies that adapt to the dynamics of the event organizer industry. The SWOC analysis conducted indicates that Phenom Event Indonesia's strengths, weaknesses, opportunities, and challenges synergistically support the formulation of adaptive and relevant branding development strategies within the MICE industry in Bali Province.

Key words: MICE, Event Organizer, branding strategy, Unique Selling Point