

***Analysis Of The Event Model Canvas At Gm Production: A Case Study Of The
Incentive Tour Organized By The Patra Women's Association***

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ABSTRACT

This study aims to analyze the application of the Event Model Canvas (EMC) in the organization of the Patra Women's Association (PWP) incentive tour hosted by GM Production, as well as to identify the factors that caused changes to the itinerary during the event. The study employed a qualitative approach using the case study method. Data collection was conducted through interviews, participatory observation, and documentation, while data analysis was performed descriptively, referencing the fourteen elements of the Event Model Canvas. The results show that GM Production implemented all fourteen EMC elements—namely, entering behavior, pain, expectations, exiting behavior, gain, satisfaction, commitment, return, cost, revenue, jobs to be do, promise, experience journey, and instructional design—throughout the planning, execution, and evaluation of the incentive tour. The application of the EMC has resulted in systematic event management, improved coordination among teams, and created a positive experience for participants. Changes to the itinerary that occurred during the event were largely influenced by external factors such as road conditions and traffic congestion en route to the destination, while internal factors—such as coordination, communication, and task allocation, functioned effectively and thus were not the primary causes of schedule changes. Despite changes to the itinerary, the main objectives of the event were still achieved, and the quality of service provided to participants was maintained through quick decision-making and effective team coordination. This study demonstrates that the Event Model Canvas is not only relevant for festivals, meetings, or exhibitions but can also serve as a comprehensive analytical framework for organizing incentive tours. The findings are expected to serve as a reference for the development of event management knowledge and as an evaluation tool for event organizers to improve the quality of incentive tours.

Keywords: *Event Model Canvas, incentive tour, event management, MICE, GM Production.*