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REBRANDING FOODIES NIGHT FESTIVAL USING SWOT ANALYSIS IN BATAM CITY

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ABSTRACT

For approximately 20 weeks or 5 months until now the authors conducted research and observation of SWOT analysis at one of the events in the city of Batam. This event was organized by the PBB (Pejuang Bazaar Batam) / KitaPro. The author's aim on this practical work is to create a brand image that has a function to enhance events in Batam City.

The author uses the method of interview and direct observation and find out what SWOT variables are in the event and analyze them and pour them into this practical work report.

The results of this report are the SWOT variables found in the Foodies Night Festival held by PBB / KitaPro and some suggestions and ideas for advancing this event going forward.

Keywords: Rebranding, Event, SWOT