

EKSPLORASI POTENSI EVENT COSPLAY SEBAGAI DAYA TARIK WISATA BARU DALAM INDUSTRI MICE

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis potensi event cosplay sebagai daya tarik wisata baru dalam industri MICE (Meetings, Incentives, Conferences, and Exhibitions) di Bali menggunakan analisis SWOT. Latar belakang penelitian didasari oleh perkembangan industri MICE yang pesat di Bali serta meningkatnya minat masyarakat terhadap budaya populer Jepang, khususnya cosplay. Metode penelitian yang digunakan adalah kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara mendalam dan observasi langsung terhadap pengunjung, komunitas cosplay, event organizer, dan Dinas Pariwisata. Hasil penelitian menunjukkan bahwa event cosplay memiliki kekuatan pada tema budaya unik, kreativitas peserta, promosi media sosial yang efektif, dan dukungan komunitas serta pemerintah. Peluang yang diidentifikasi meliputi integrasi dengan industri MICE, potensi bisnis turunan (kostum, merchandise, fotografi), dan pemanfaatan fasilitas MICE di Kawasan Ekonomi Khusus (KEK) Sanur. Namun, kelemahan seperti keterbatasan infrastruktur, minimnya sponsor, serta stigma negatif dari sebagian masyarakat masih menjadi tantangan. Ancaman meliputi persaingan event budaya lain, perubahan tren, dan penurunan minat akibat pengelolaan yang kurang optimal. Penelitian ini merekomendasikan penguatan kolaborasi antara komunitas, pemerintah, dan pelaku industri kreatif untuk mengembangkan event cosplay sebagai agenda pariwisata kreatif yang berkelanjutan di Bali.

Kata Kunci: *Event Cosplay*, Daya Tarik Wisata, MICE, Budaya Pop, Analisis SWOT

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ABSTRACT

This study aims to analyze the potential of cosplay events as a new tourism attraction within the MICE (Meetings, Incentives, Conferences, and Exhibitions) industry in Bali using SWOT analysis. The research is motivated by the rapid growth of the MICE industry in Bali and the increasing public interest in Japanese popular culture, particularly cosplay. This descriptive qualitative research employed in-depth interviews and direct observation involving event visitors, cosplay communities, event organizers, and the Tourism Office. The findings reveal that cosplay events have strengths in their unique cultural themes, participant creativity, effective social media promotion, and support from both communities and the government. Opportunities include integration with the MICE industry, potential derivative businesses (costume making, merchandise, photography), and utilization of MICE facilities in the Sanur Special Economic Zone (SEZ). However, weaknesses such as limited infrastructure, lack of sponsorship, and negative stigma from some community members remain challenges. Threats identified include competition from other cultural events, shifting trends, and decreased interest due to suboptimal event management. This study recommends strengthening collaboration among communities, the government, and creative industry stakeholders to develop cosplay events as a sustainable creative tourism agenda in Bali.

Keywords: *Cosplay Event, Tourism Attraction, MICE, Pop Culture, SWOT Analysis*

