

ABSTRACT

Name : Denato

Study Program : *Hotel Business Program*

Title : *SWOT Analysis of Internal Communication on Event Management of Pesona Minuman Fermentasi Nusantara*

Tourism in Indonesia is on level 40 in the world from 140 countries, tourism in Indonesia is the most important sector of foreign exchange income. Hotel industry not only gives its guests rooms and services but also food and beverages. Every hotel have its own facilities such as Ballroom, Ballroom in the hotel is always used for Meeting, Conference Meeting and Event. MICE (Meeting, Incentive, Conference & Exhibitions) has become a part of tourism sector in the world and growing rapidly, Event Organizer is a group that their mission is to create an event concept to attract people to come to their event. Internal communication is a way to exchange thoughts between organization or event organizer and received advice as well. Event is an activity that is held to celebrate important things in human life such as culture, tradition and religion and there are also 4 kinds of event which is Leisure, Personal, Cultural, and Organizational. This research is descriptive research, which is the data that collected using interview method. The interview process is done to an event organizer in Podomoro University that has created an event called Pesona Minuman Fermentasi Nusantara.

Keyword: *Internal Communication, Event, Tourism, Event Organizer, Podomoro University*