

Identification of the Potential of Bali Oka Wedding Organizer as a Supporting Product for MICE Tourism in Bali

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ABSTRACT

Bali Oka Wedding Organizer integrates traditional Balinese wedding ceremonies with modern service standards, positioning itself not only as a wedding service provider but also as a cultural attraction that contributes to incentive and event tourism. This study employs a descriptive qualitative approach combined with SWOT analysis, using online questionnaires distributed to clients, vendors, internal crews, and both domestic and international tourists. The findings reveal that the main strengths of Bali Oka lie in its operational stability, service digitalization, and strong support from local communities and artists. Weaknesses include limited cultural-based certification, vendor coordination issues, and inconsistent global branding. External factors present significant opportunities through destination wedding trends, government support, and multi-stakeholder collaboration, whereas threats arise from competition with international wedding organizers and limited digital promotion. The identification highlights Bali Oka Wedding Organizer's strategic role as a supporting product for MICE tourism in Bali and provides recommendations to strengthen branding, enhance human resource competencies, and optimize digitalization to remain competitive in the global wedding tourism market.

Keywords: Wedding Organizer, SWOT Analysis, Tourism.

I. INTRODUCTION

The tourism industry has diversified through the meetings, incentives, conferences, and exhibitions (MICE) segment, which plays a pivotal role in fostering the growth of the creative economy and promoting high-quality tourism. MICE represents a form of tourism that emphasizes the organization of professional, corporate, and commercial activities, such as business meetings, incentive travel, scientific conferences, seminars, workshops, and both national and international exhibitions. The contribution of MICE to the tourism sector is reflected in increased hotel occupancy, trade transactions, and infrastructure development at host destinations.

Bali has significant potential for the development of the MICE industry through the integration of local culture with professional services that meet international standards. Wedding organizers (WO) are professional institutions that assist prospective couples in designing and executing wedding ceremonies according to their expectations, ranging from vendor selection to technical coordination on the day of the event (Sumarsono, 2007). WO services can be categorized as part of the MICE ecosystem, particularly within the exhibition element, as they not only organize wedding ceremonies but also actively participate in exhibitions that promote products and services related to the wedding industry (Palupi & Pakereng, 2023). This potential positions WO as a strategic subsector capable of offering unique experiences while simultaneously supporting destination branding and stimulating the local economy.

Data from the BPS Bali Province (2025) indicate that the number of weddings remained relatively stable with minor fluctuations. In 2020, 3,115 weddings were recorded, declining to 2,912 in 2021, before rising to 3,041 in 2022 and 3,056 in 2023. The significant decline in 2021 was influenced by the COVID-19 pandemic, while subsequent trends demonstrate a recovery in public interest in holding wedding ceremonies. This condition implies a growing demand for WO services, as prospective couples increasingly require professional assistance to plan weddings efficiently (Saputri et al., 2022).

Bali Oka Wedding Organizer, established in 2017, focuses on the organization of wedding events. Its services encompass planning, coordination, and execution, including makeup, decoration, pre-wedding arrangements,

venue selection, catering, and other technical requirements. The existence of this WO highlights the substantial potential for further exploration within the context of MICE tourism.

Identifying the potential of Bali Oka Wedding Organizer as a supporting product for MICE tourism in Bali is crucial to understanding its contribution to destination branding, opportunities for collaboration with other vendors, and its role in strengthening the MICE-based tourism ecosystem. This study provides a comprehensive overview of the position of Bali Oka Wedding Organizer within the MICE industry and serves as a foundation for the development of subsequent strategic initiatives.

II. METHODS

This study employs a descriptive qualitative approach to provide a systematic, factual, and accurate depiction of the condition of Bali Oka Wedding Organizers within the context of the MICE industry in Bali. According to Rohmah (2023), descriptive research is a type of inquiry that focuses on presenting phenomena in depth without manipulating variables, thereby making it suitable for understanding the dynamics and complexities of an object in a holistic manner.

This qualitative research is exploratory in nature and emphasizes the collection of information through in-depth interviews, direct observation, and document analysis. The objective is to obtain a comprehensive understanding of the operational characteristics, challenges, and strategic opportunities faced by Bali Oka Wedding Organizer as an integral component of the MICE tourism ecosystem in Bali.

As part of the analytical process, this study integrates the SWOT (strengths, weaknesses, opportunities, and threats) framework to identify internal and external factors influencing the positioning and developmental potential of Bali Oka Wedding Organizer. The application of SWOT in this research is not intended for quantification or numerical assessment; rather, it serves as a narrative synthesis tool grounded in qualitative data collected from the field. Accordingly, SWOT analysis functions as a supporting framework for formulating relevant and context-specific development strategies without altering the qualitative orientation of the study.

III. RESULTS AND DISCUSSION

Bali Oka Wedding Organizer was established in 2017 as a provider of wedding planning and event management services in South Bali. The company's primary vision is to deliver sacred, aesthetically refined, and internationally oriented wedding experiences by integrating Balinese traditions with modern service standards. Its services are flexible, tailored to client needs, and emphasize structured planning, creativity, and a strong commitment to quality.

The distinctive hallmark of Bali Oka is its incorporation of traditional Balinese rituals, spiritually themed decorations, and standardized vendor coordination. The products offered function not only as wedding services but also as cultural attractions that reinforce Bali's image as a culturally based MICE destination. This potential is increasingly relevant in light of global trends in destination weddings and incentive tourism.

The organizational structure of Bali Oka comprises divisions for planning, vendor and logistics, creative and decoration, digital publication, human resources, and finance. Synergy among these divisions ensures that traditional ceremonies, thematic decorations, and documentation are executed professionally while maintaining authenticity. Collaborations with local communities, artists, photographers, and spiritual consultants further strengthen cultural authenticity and meet the aesthetic expectations of domestic and international clients.

Operational readiness is reflected in the team's experience in managing traditional ceremonies, thematic decorations, and multilingual information services that facilitate international visitors. Client and vendor testimonials highlight structured coordination and memorable service delivery. Bali Oka Wedding Organizer can thus be identified as a supporting product within Bali's MICE tourism sector, contributing to incentive and event tourism through culturally based weddings that serve as tourist attractions and drivers of the local economy.

The distribution of research questionnaires for Bali Oka Wedding Organizer was conducted online to reach a broader and more diverse pool of respondents. The questionnaire instrument was designed in a digital form using online platforms such as Google Forms or Microsoft Forms, enabling respondents to access and complete the survey conveniently through their devices. This method allows for faster, more efficient, and cost-effective distribution compared to face-to-face approaches. Respondents, including clients, vendors, internal staff, and both domestic and international tourists, were able to participate without geographical or temporal constraints. The online method also offers advantages in data processing, as responses are automatically recorded in digital systems. This facilitates tabulation, statistical analysis, and the integration of data into IFAS and EFAS

matrices. Moreover, online distribution enhances transparency and accuracy by reducing the risk of data loss or recording errors. Through this approach, a more comprehensive SWOT analysis of Bali Oka Wedding Organizer can be derived, ensuring relevance to the actual conditions of wedding tourism in Bali.

Tabel 1. Identifikasi Hasil Penelitian

No	Statement	SD (1)	D (2)	N (3)	A (4)	SA (5)
1	Digitalization of wedding tourism services can expand market reach	0	1	2	8	14
2	<i>Bali wedding organizers are able to professionally package traditional ceremonies</i>	0	0	3	9	13
3	<i>Wedding organizers possess culture-based competency certification</i>	1	2	6	10	6
4	The structure of Balinese ceremonies is rich in meaning and can be packaged as an attraction	0	0	2	10	13
5	Integration of wedding tourism into thematic tourism villages	0	1	3	11	10
6	The absence of integrated service standards may reduce the quality of experience	0	0	2	9	14
7	Festival <i>Wedding Tourism</i> Nusantara berpotensi menarik wisatawan	0	1	2	10	12
8	Coordination among wedding vendors is formal and standardized	2	3	5	9	6
9	Balinese wedding attire reflects strong and prestigious cultural identity	3	4	6	8	4
10	Operational stability of Bali Oka Wedding Organizer is maintained	0	0	1	6	18
11	<i>Wedding organizers effectively serve as intermediaries between vendors and clients</i>	2	3	6	8	6
12	Information on Balinese ceremonies is available in interactive formats	0	0	2	7	16
13	Bali has traditional communities and local artists ready to provide support	0	1	4	11	9
14	Balinese ceremonies provide unique and authentic experiences	0	0	3	9	13
15	Digitalization of wedding tourism services and promotion remains limited	0	1	3	10	11
16	Integrated wedding tourism information and consultation centers	1	2	5	9	8
17	Balinese wedding decorations possess high aesthetic and spiritual value	3	4	6	8	4
18	<i>Branding of Bali wedding tourism has not been consistently and globally packaged</i>	0	1	2	9	13
19	Government support for cultural events is increasingly strong	0	1	4	10	10

No	Statement	SD (1)	D (2)	N (3)	A (4)	SA (5)
20	Training of local human resources in Wedding-MICE management remains limited	1	2	5	10	7
21	Competition with international wedding organizers is becoming more intense	0	1	3	11	10
22	Supporting facilities such as venues, accommodation, and catering are available	0	1	3	10	11
23	Regional planning documents have accommodated wedding tourism	1	2	4	9	9
24	Foreign tourists lack sufficient understanding of the meaning of Balinese ceremonies	0	2	4	10	9
25	Multi-stakeholder collaboration can strengthen the Wedding-MICE ecosystem in Bali	0	1	3	10	11
26	Global trends in destination weddings and incentive tourism are increasing	0	1	2	11	11
27	Integrated management of supporting facilities can enhance destination image	0	1	3	10	11

Source: Research Data, 2025

The responses indicate a strong tendency among participants to provide positive evaluations of the readiness of Bali Oka Wedding Organizer in supporting culturally based wedding tourism. Items related to service digitalization, the professional packaging of traditional ceremonies, and the meaningful structure of Balinese rituals received high scores, with the majority of respondents selecting *Agree* and *Strongly Agree*. Operational stability also gained substantial support, with 18 respondents choosing *Strongly Agree*, reflecting high confidence in the consistency of service delivery. Furthermore, the availability of interactive information on traditional ceremonies, the support of local communities and artists, and the authenticity of Balinese rituals reinforced respondents' positive perceptions of the organization's internal strengths.

Several weaknesses and challenges were also identified. Culture-based competency certification, vendor coordination, and the effectiveness of wedding organizers as intermediaries received more varied assessments, with some respondents selecting *Neutral* and *Disagree*. Balinese bridal attire and traditional decorations, despite their high aesthetic and spiritual value, were not fully appreciated, as indicated by lower ratings from certain respondents. External factors such as inconsistent global branding, limited digital promotion, insufficient training of local human resources, and competition with international wedding organizers emerged as threats requiring strategic attention. Although government support, global trends in destination weddings, and multi-stakeholder collaboration were positively assessed, the limited understanding among foreign tourists regarding the meaning of Balinese ceremonies remains a challenge that must be addressed to optimize the development of Bali Oka's wedding tourism.

The identification of these factors was undertaken to determine the internal and external elements influencing the readiness of Bali Oka Wedding Organizer as both a provider of wedding tourism and a supporting product within the MICE tourism framework. Internal factors encompass strengths and weaknesses derived from the organizational structure, service quality, and human resource capacity. External factors include opportunities and threats arising from market trends, policy support, and industry competition.

To synthesize these findings, the Internal Factor Analysis Summary (IFAS) was employed to identify and summarize the internal factors affecting the performance of Bali Oka Wedding Organizer. This analysis highlights both the strengths and weaknesses, which are presented in the following section.

Table 2. Internal Factor Analysis Summary (IFAS) of Bali Oka Wedding Organizer

No	Internal Factors (<i>Strength & Weakness</i>)	Weight	Rating	Score
1	Operational stability during off-season periods	0.08	4	0.32
2	Multilingual and interactive information on traditional ceremonies	0.07	4	0.28
3	Professional and appealing packaging of traditional ceremonies	0.06	4	0.24
4	Service digitalization expands market reach	0.06	4	0.24
5	Integrated supporting facilities	0.05	3	0.15
6	Support from traditional communities and local artists	0.04	3	0.12
7	Culture-based competency certification	0.04	2	0.08
8	Formal and standardized vendor coordination	0.03	2	0.06
9	Wedding organizer's role as intermediary remains less effective	0.03	2	0.06
10	High-value traditional decorations not optimally exposed	0.03	1	0.03
11	Limited digitalization and promotion	0.06	4	0.24
12	<i>Inconsistent and non-global branding</i>	0.07	4	0.28
13	Absence of integrated service standards	0.07	4	0.28
14	Limited understanding of Balinese ceremonies among foreign tourists	0.04	3	0.12
15	Insufficient training of local human resources in Wedding-MICE management	0.04	3	0.12
				2,62

Source: Research Data, 2025

Internal factors of Bali Oka Wedding Organizer reveal dominant strengths that support its operations as a provider of wedding tourism. Operational stability during off-season periods, multilingual and interactive information on traditional ceremonies, and the professional packaging of rituals serve as key indicators that enhance the attractiveness of its services. The implementation of service digitalization has begun to expand market reach, although it is limited, while integrated supporting facilities and the involvement of traditional communities and local artists add distinctive cultural value. These factors reflect the organization's readiness to deliver authentic experiences aligned with global trends in incentive and event tourism.

Several weaknesses were also identified. These include the limited availability of culture-based competency certification, vendor coordination that has not yet reached full effectiveness, and traditional decorations of high aesthetic value that remain underexposed. Inconsistent global branding, the absence of integrated service standards, and the limited understanding of Balinese rituals among foreign tourists further highlight challenges that must be addressed. The lack of training for local human resources in wedding-MICE management underscores the need to strengthen internal capacity to ensure service quality. The identification of these factors confirms that Bali Oka Wedding Organizer possesses considerable potential but requires development strategies focused on digitalization, branding, and human resource competency enhancement to reinforce its position in the cultural wedding tourism market.

The External Factor Analysis Summary (EFAS) was employed to identify external elements influencing the sustainability and development of Bali Oka Wedding Organizer as both a provider of wedding tourism and a supporting product within the MICE tourism framework. This analysis encompasses opportunities and threats, which are presented in the following section.

Table 3. External Factor Analysis Summary (EFAS) of Bali Oka Wedding Organizer

No	External Factors (<i>Opportunities & Threats</i>)	Bobot	Rating	Skor
1	Integration into thematic tourism villages	0.07	4	0.28
2	Nusantara Wedding Tourism Festival	0.07	4	0.28

No	External Factors (Opportunities & Threats)	Bobot	Rating	Skor
3	Government support for cultural events	0.06	3	0.18
4	Multi-stakeholder collaboration (pentahelix model)	0.06	3	0.18
5	Increasing global trend in destination weddings and incentive tourism	0.06	3	0.18
6	Integrated facility management enhances destination image	0.07	4	0.28
7	Intensifying competition with international wedding organizers	0.06	3	0.18
8	Dependence on wedding seasons reduces operational stability	0.07	4	0.28
				1,84

Source: Research Data, 2025

External factors affecting Bali Oka Wedding Organizer reveal significant opportunities for advancing wedding tourism in Bali. Integration into thematic tourism villages, the Nusantara Wedding Tourism Festival, and government support for cultural events serve as important indicators that strengthen the position of Bali Oka Wedding Organizer as a culturally based provider. Multi-stakeholder collaboration through the pentahelix approach, together with the global trend of destination weddings and incentive tourism, offers considerable scope for market expansion. The integrated management of supporting facilities, which enhances destination image, also represents a strategic opportunity to reinforce Bali’s appeal as a leading cultural MICE destination. At the same time, several threats were identified. Intensifying competition with international wedding organizers, who possess stronger branding, as well as dependence on wedding seasons that may reduce operational stability, pose challenges to sustainability. These findings suggest that although external opportunities are substantial, the risk of stagnation remains if innovation and adaptive strategies are not continuously implemented. The identification of external factors underscores the necessity for Bali Oka Wedding Organizer to capitalize on government support, market trends, and multi-stakeholder collaboration, while simultaneously anticipating threats through strengthened branding, service diversification, and enhanced human resource capacity. Such measures are essential to maintain competitiveness in the global wedding tourism market.

IV. CONCLUSIONS

Since its establishment in 2017, Bali Oka Wedding Organizer has demonstrated its capacity as a provider of Balinese cultural wedding services with international standards. The integration of traditional ceremonies, spiritually themed decorations, and standardized vendor coordination ensures that its services function not only as wedding arrangements but also as cultural attractions that reinforce Bali’s image as a culturally based MICE destination. The integrated organizational structure, collaboration with traditional communities and local artists, and the implementation of service digitalization further strengthen operational readiness in delivering authentic experiences for both domestic and international clients.

The identification of internal and external factors highlights that Bali Oka possesses notable strengths in operational stability, service digitalization, and community support. However, weaknesses remain in the form of limited culture-based competency certification, vendor coordination that is not yet fully effective, and inconsistent global branding. Significant opportunities arise from the growing trend of destination weddings, government support, and multi-stakeholder collaboration, whereas threats include competition from international wedding organizers and limited digital promotion.

Accordingly, strategies focused on strengthening branding, enhancing human resource competencies, and optimizing digitalization are essential to ensure the competitiveness of Bali Oka Wedding Organizer as a supporting product within Bali’s MICE tourism framework.

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Ethical Compliance

All procedures performed in this study involving human participants were conducted in accordance with the ethical standards of the institutional research committee and in line with the principles of the Declaration of Helsinki (1964) and its subsequent amendments or comparable ethical standards. Participation in this research was voluntary, and all respondents provided their informed consent prior to completing the questionnaire.

Data Access Statement

The data supporting the findings of this study are available from the corresponding author upon reasonable request. Owing to privacy and confidentiality considerations related to the respondents, the data are not publicly available.

Conflict of Interest Declaration

The authors declare that there are no conflicts of interest regarding the publication of this paper. The authors have no financial or personal relationships that may have influenced the work reported in this manuscript.

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