

CHAPTER I

INTRODUCTION

1.1 Background Of The Project

In the technological and digital era, MICE (Meeting, Incentive, Conventions, Exhibition) platforms can play an important role in solving various business problems and corporate activities involving innovation, production, and services. The MICE industry in Indonesia is increasing from year to year, as seen from the success of domestic tourism in Indonesia which is driven by several key segments, one of which is MICE tourism. MICE is a rapidly growing segment of the tourism market, this is due to the development of meetings that discuss common issues, such as meetings, seminars, workshops, conferences, or conventions both on a national and international scale (Vesty and Deisy, 2020).

Public Primary School Bengkalis as the target audience has specific characteristics. The Ministry of Education and Culture (2020) in its 2020-2024 Strategic Plan (Renstra) outlines the general conditions of education and culture, problems, development potential, and challenges. The ministry's vision, mission, and goals are elaborated in detail in this document to form a clear direction and strategy for improving the quality of education and culture in Indonesia. Therefore, effective promotion should include relevant information about the school's excellent programs and achievements. For example, Public Primary School Bengkalis can highlight students' academic achievements, varied extracurricular activities, and supportive educational facilities.

A marketing strategy is a series of steps designed to effectively promote a product or service to a target audience (Yulianti and Asra, 2023). The earliest stage in marketing a product is determining the right strategy for the product itself (Rizki, 2021). A marketing strategy is "the marketing rationale by which the firm expects to generate value, the consumers who will service it (segmentation and targeting), and how the company will serve it" (differentiation and positioning). Institutions can leverage innovative marketing approaches to thrive in the competitive educational landscape. Ultimately, strategic marketing remains a cornerstone for

institutions to survive and excel in attracting students and fulfilling their academic missions. This is important for Public Primary School Bengkalis, which is trying to stand out amidst competition from other schools.

Promotional techniques in marketing strategies can vary, including the use of social media which has been proven effective in reaching a wider audience. Ohara (2023) Social media plays a significant role in educational communication management. By facilitating information sharing, collaboration, active participation, and professional development, social media has changed how we interact and learn in this digital age. Social media allows schools to deliver information quickly and capture the attention of younger audiences and active parents on digital platforms. In addition, events and activities such as the Polbeng Expo also serve as a powerful promotional tool, providing an opportunity for schools to showcase their strengths directly to prospective students and parents. The event includes various activities such as exhibitions, art performances, and skills demonstrations, all designed to showcase the quality and uniqueness of public primary school Bengkalis.

Polbeng Business Expo is one of the important activities held to improve the progress in Bengkalis Elementary School. This event is planned to showcase various extraordinary programs and student achievements. Through Polbeng Expo, it is hoped that student's interests and talents will increase, which in turn can help Bengkalis State Elementary School realize its vision of becoming a superior and outstanding school. This event is not just a special facility, but more as a place to strengthen ties with the school community and capture useful input from members.

The main objective of the Rank 1 Competition Event is to identify and reward the most innovative and skilled participants among the students. The competition serves as a platform for students to showcase their knowledge, creativity, and technical abilities in various fields. The event also aims to foster a healthy spirit of competition, teamwork, and continuous improvement among the students. It can provide a tangible example of how an engaging marketing methodology can help achieve the highest rank. In this thought, the journey to rank 1 is outlined in detail, showing how the use of various special procedures and

exhibition procedures can create important results. Approve There is an increasing international focus on system-wide teaching excellence schemes in higher education. Ashwin (2022) In this article, I explore system-wide efforts to promote and measure teaching excellence. In this context, teaching excellence is used as a policy instrument to improve the quality of teaching across the higher education system. Techniques used include in-depth investigation of advertising, utilisation of social media to reach more people, and collaboration with other partners to support specific campaigns.

Participant's knowledge, skills, and agility can be evaluated by an activity in Rank 1. In this exercise, teams must answer questions from the competition committee while competing against one another. The questions may be related to general knowledge, mathematics, or other subjects, depending on the competition's theme. The competition's importance to the activities Rank 1: Raising the Bar for Education There will be improvements in the knowledge, attitudes, and confidence of the students.

The role of partners is also very important in the technical success of the event. Internal partners such as departments, and school staff, as well as external partners such as supporters, media, and the local community, all contributed to supporting and advancing the Polbeng Expo event. Identifying gaps in research on international collaboration in higher education is an important step to enrich understanding and guide the development of more effective policies (Waham et al., 2023).

Finally, it is important to recognize the challenges and opportunities in the implementation of exhibition procedures. Challenges such as resource constraints and resistance to change should be overcome, while opportunities from mechanical pushes, government support, or positive educational trends should be capitalized on. Regular evaluation and strategy changes based on feedback from members and partners are key to ensuring long-term success. Using this input, Bengkalis State Primary School can continue to improve its promotion methodology and ensure that the Polbeng Expo remains relevant and engaging in achieving its goals.

1.2 Project Identification

What is the marketing strategy for planning and promoting the Rank 1 Competition Event at the Polbeng Business Expo? These are the issues that emerge from the background that has been described.

1.3 Purpose of the Project

The project objectives are divided into two categories: general project objectives and specific project objectives. The project objectives are as follows:

1.3.1 General Purpose

Writing this final assignment is expected to accomplish the project's main goal: to set up a rank-one competition for primary school students from public and private institutions.

1.3.2 Specific purpose

The specific project objectives achieved in writing this thesis are as follows:

1. Developed a marketing strategy to attract attendees and competitors to the Rank 1 Competition.
2. Planned and secured suitable sponsors for the event.
3. Created engaging and unique marketing concepts to build excitement for the competition.
4. Produced promotional materials, including posters, brochures, and digital content.
5. Launched social media campaigns to increase audience reach and event attendance.
6. Conducted in-person marketing to promote the event and engage potential participants.

1.4 Significance of the Project

With the existence of this final project, it is hoped that it will be useful for interested parties or related parties. The benefits of this project are:

1.4.1 For Author

Acquisition of Knowledge and Skill The author obtains useful expertise in the investigation, development, and implementation of an all-encompassing event marketing plan.

1.4.2 For University

The thesis adds to the body of knowledge in event management and marketing strategies inside academia, especially with reference to competitive events such as Polbeng Expo.

1.4.3 For Partisipant

Participants in the event benefit from a well-organized and strategically marketed experience. A well-executed event not only enhances their enjoyment but also ensures that their participation is meaningful and impactful.

1.5 Place and Time of Project Implementation

We may better manage our time and concentrate on the important things by establishing specific goals. The project "Polbeng Expo Event Marketing Strategy For Rank 1 Competition Event" will be implemented at the time and location listed below, along with the following information:

Implementation time : 2 days

Implementation date : 30-31 October 2024

Place : Politeknik Negeri Bengkalis, Jalan Bathin Alam,
Sungai Alam, Bengkalis, Postcode 28783

1.6 Systematic Writing

Systematics carried out to implement the project "Project Implementation of Marketing for Rank 1 Competition Event at Polbeng Business Expo".

CHAPTER 1 : INTRODUCTION

In this chapter, the author describes the Project Background, Project Identification, Project Objectives, Project Significance, Project Time and Place, and Writing System.

CHAPTER 2 : LITERATURE REVIEW

In this chapter I explain the theory needed to strengthen the reasons for making the project and the project design that will be discussed, namely previous research and theoretical basis.

CHAPTER 3 : PROJECT COMPLETION METHOD AND PROCES

In this chapter the author describes the Project Preparation, Project Implementation Plan, Project Achievement Plan, and Schedule and Cost Estimates.

CHAPTER 4 : RESULTS AND DISCUSSION

In this chapter the author describes the analysis of the final project results, namely the final project implementation report.

CHAPTER 5 : CONCLUSIONS AND SUGGESTIONS

In this chapter there are several conclusions and suggestions as an overview of the final project report.

REFERENCES

WRITER BIOGRAPHY