

POLBENG BUSINESS EXPO
ASPECT OF MARKETING MANAGEMENT IN
ECO-FRIENDLY COSTUME FASHION SHOW

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ABSTRACT

Polbeng Business Expo is an activity that aims to provide an understanding to Early childhood, kindergarten and elementary school about environmentally friendly fashion shows. This event method was chosen because of its interesting nature, allowing participants to see firsthand, hone skills, build courage, and increase self-confidence. This activity involved the Marketing Division to ensure the event went according to plan. The series of activities included determining sponsors and donors, selecting promotional tools, budget planning, resolving obstacles, and evaluation through questionnaires filled out by participants. The project results show that the work process is divided into planning, obstacle resolution, and evaluation stages. In addition, this activity is also expected to encourage sustainable practices in the fashion industry through effective marketing strategies and the application of creative economy that supports competitiveness in the market.

Keywords: Polbeng Business Expo, Eco-Friendly Fashion, Marketing, Promotion