

CHAPTER I

INTRODUCTION

1.1 Background

Indonesia is a country rich in culture and natural beauty, Indonesia has become an attractive destination for tourists from all over the world. which is rich in history and cultural diversity. The country has a long history and tremendous cultural diversity. One of the most prominent aspects of Indonesia's cultural richness is its traditional clothing heritage, which reflects the beauty and rich creativity of each region in the Nusantara.

With its culture and extraordinary ethnic diversity, Indonesia has an unforgettable attraction in the world of fashion. The cultural heritage of the Nusantara has given birth to the beauty of unique traditional clothing, ranging from woven fabrics with personal motifs to meaningful traditions. Over time, Indonesian fashion has undergone a significant evolution, not only retaining traditional elements but also adopting modern and contemporary elements. This fusion of cultural heritage and contemporary trends has created a distinctive Indonesian fashion identity, attracting attention both nationally and internationally.

Kesrul, (2004) describes MICE as a unique form of tourism activity because it combines business and leisure elements. This concept refers to a series of activities involving groups of people, usually in a professional or organizational context. MICE encompasses various types of events, including meetings, incentive travels, conventions and congresses, and exhibitions. These activities are designed to facilitate interaction, exchange of ideas and networking among participants, while also offering the opportunity to enjoy a tourist experience at the destination.

Pesona Nusantara Expo is a landmark event that showcases and appreciates the elegance of traditional, modern and contemporary fashion from across Indonesia. Besides showcasing the aesthetic appeal of the country's fashion, the exhibition also demonstrates how these styles are able to maintain

their historical value while adapting to current and contemporary trends. Pesona Nusantara creates a beautiful and educational exhibition for visitors from various backgrounds, combining innovative contemporary designs with rich cultural aspects.

The fashion industry has long been scrutinized for its negative impact on the environment. The clothing production process, from raw material processing to post-consumer disposal, contributes significantly to increased greenhouse gases, water pollution and waste generation. The 2019 Pulse of the Fashion Industry report found that the fashion industry is responsible for approximately 10% of global greenhouse gas emissions and 20% of global wastewater (Lehman et al 2019).

In response to environmental issues, a fashion trend that is increasingly catching the attention of sustainability-minded consumers has emerged. Eco-friendly fashion emphasizes the use of natural and recyclable materials, efficient and sustainable production processes, and designs that consider the entire product life cycle. One way to promote and raise public awareness about ecological fashion is to organize ecological costume fashion shows. Events like these not only showcase designers' creativity in creating eco-friendly clothing, but also serve as a platform to educate the public about the importance of sustainable fashion. Through these fashion shows, designers can demonstrate how fashion can be both beautiful and environmentally responsible, encouraging consumers to make wiser choices in dressing.

This fashion show had a deeper meaning than just the presentation of a fashion collection. By showcasing a collection of eco-friendly clothing, the event succeeded in drawing attention to the importance of sustainability in the fashion industry. However, its significance goes beyond the visual aspect. The fashion show acted as a powerful platform to spread the message and values of sustainability to a wider audience. Through a combination of innovative designs, responsible material selection, and compelling narratives, the event managed to educate and inspire the audience about more sustainable fashion practices. It's not just about the clothes on display, but also about the ideas and principles behind

them. By utilizing the visual and emotional appeal of fashion, the fashion show was able to communicate important messages about responsible consumption, wise use of resources, and the importance of considering environmental impact in our lifestyle choices.

The term eco-friendly refers to any activity, product or service that has an environmental impact and aims to maintain a balanced ecosystem. In practice, this can include the use of recyclable materials, renewable energy, efficient waste management and reduced carbon dioxide emissions. The application of green principles in various fields, including industry, agriculture, transportation and daily life, is believed to contribute significantly to climate change mitigation and environmental protection.

According to Priansa (2017) in Pertiwi and Raflah (2021) said Marketing comes from the word market. In simple terms, the market can be understood as a place where a group of sellers and buyers meet to carry out transactions for exchanging goods. A market is a place where consumers with their needs and wants are available and able to engage in exchanges to satisfy those needs and wants.

Meanwhile, according to Agus Suroso et al (2021), Marketing is one of the key areas of business expertise. By bringing people to their products, marketing assists SMEs in making money. Nowadays, traditional marketing which advertises goods and services using antiquated techniques is losing ground. Businesses and organizations typically gain more by using digital platforms to market their goods and services to consumers.

Market management plays an important role in organizing eco-friendly fashion shows as it can raise public awareness about the importance of sustainability in the fashion industry, while attracting target audiences who care about the environment. To convey the message well and arouse the interest of the target group, an effective marketing strategy is required. This includes careful planning, collaboration with eco-friendly fashion designers and brands, and running advertising campaigns in line with sustainability values. Through this integrated approach, an eco-friendly fashion show is not only a showcase for

products, but also a means of education and inspiration for consumers to switch to a more sustainable lifestyle in terms of fashion.

Green marketing has not met initial high expectations due to a number of factors, as discussed by Ginsberg et al (2020). Although consumers express a preference for green products in surveys, their actual purchasing behavior often prioritizes other attributes such as price, convenience, and performance. The failure of the Ford Think electric vehicle proves this, as despite its environmental benefits, it does not meet consumers' needs for range and convenience. In addition, consumers perceive green products to be of lower quality, which further hinders their adoption.

A 2002 consumer survey data, academic study showed that 41% of consumers avoid purchasing green products due to quality concerns. However, there are some exceptions, such as the organic food and energy-efficient appliance markets, where consumers are willing to pay more because these products suit their interests in terms of long-term health benefits and cost savings (Ginsberg et al. 2004).

Fashion shows are dynamic exhibition events in the fashion industry that serve as the main platform for designers and brands to introduce their latest collections. It allows fashion creators to express their artistic vision, showcase their craftsmanship, and convey the themes that inspired their collections. As the industry has evolved, fashion shows have evolved from mere clothing exhibitions to multimedia spectacles that combine art, music, staging and technology. These events are now coordinated and expensive productions designed to create a memorable experience for attendees, reflecting their important role in the modern fashion industry.

The integration of fashion design education into innovation and entrepreneurship education, as discussed by Lingfeng Zeng (2020), can be a useful approach to understanding the fusion between fashion design education and innovation. This research discusses how fashion design education intersects with entrepreneurship and market growth, creating synergies that can lead to creative ideas and new business opportunities. By combining the creative aspects of

fashion design with business and innovation skills, students can be better prepared to face the challenges of a dynamic fashion industry. This integrated approach not only enhances students' design skills, but also equips them with an understanding of the commercial and entrepreneurial aspects that are important in the fashion industry.

Fashion shows are an opportunity for designers to present the concepts, themes and inspiration behind their collections and highlight the design details and techniques used. Fashion shows also play an important role in creating new fashion trends. In addition, a fashion show becomes a performance art that combines visual, audio and kinesthetic elements to create a memorable and emotive experience, leaving a lasting impression on the audience. Renowned designers and major fashion brands often lead future fashion trends with their innovative and inspiring collections.

Eco-friendly fashion shows, when managed with the right marketing strategy, can be a highly effective instrument in raising environmental awareness and driving positive change in the fashion industry. These events have the potential to create a significant impact on public perception and consumer behavior towards sustainable fashion. Through engaging and innovative visual presentations, eco fashion shows can demonstrate that sustainable fashion is not only good for the planet, but also stylish and high quality. This helps to overcome the stigma often associated with eco-friendly products, which are sometimes perceived as less attractive or inferior. By showcasing eye-catching designs made from recycled or sustainable materials, fashion shows can change this perception and inspire consumers to consider more responsible fashion choices.

From the background described above, the author is interested in making a final project with the title **“POLBENG BUSINESS EXPO ASPECT OF MARKETING MANAGEMENT IN ECO-FRIENDLY COSTUME FASHION SHOW”**.

1.2 Identification of the Project

Based on the background above, the problem formulations that the author will do are:

1. What is the marketing strategy to increase public awareness and interest in eco-friendly fashion?
2. How to attract public interest and attention to eco-friendly costume fashion shows?
3. What marketing strategies are effective in promoting sustainability and eco-friendly values in the context of fashion shows?

1.3 Purpose of the Project

Based on the problem formulation above, the objectives of this project are as follows:

1.3.1 General Purpose of the Project

The general purpose to be achieved in writing this final project is to organize an eco_friendly costume fashion show competition at the Polbeng business expo.

1.3.2 Spesific Purpose of the Project

The specific purpose of eco-friendly fashion show marketing management in Polbeng Expo Event are as follows:

1. Determine the marketing strategy for the eco-friendly fashion show.
2. Create promotional tools such as brochures, advertisements, and others.
3. Conducted digital marketing promotion for the fashion show competition.

1.4 Significance of the Project

The benefits of the Marketing Management in Eco-Friendly Costume Fashion Show final project are as follows:

1. Benefits for Exhibitors

Marketing management of eco-friendly fashion shows at the Polbeng Expo event provides convenience for exhibitors, getting a platform to promote and market eco-friendly fashion collections to a wider audience. Increase

brand awareness and reputation as a designer/brand that cares about sustainability and preservation. And will get feedback and recognition from the community, which can inspire innovation and creativity in the development of environmentally friendly fashion designs based on Indonesian culture.

2. For Authors

The result of this project is to provide significant benefits for the author in terms of increasing knowledge and skills in the field of marketing management.

3. For Universities

The results of this project can benefit the university both in terms of developing student skills, improving the quality of education, raising the image of the university and advancing the fashion industry and can be used as a reference.

1.5 Time and Place of Project Implementation

The Fashion Show project is an exciting part of the Polbeng Expo Event and will be held with carefully planned momentum and venue. The specific implementation time and location of the project are as follows:

Implementation Time : 2 (two) days

Implementation date : 30-31 October 2024

Place of Implementation : Bengkalis State Polytechnic Main Building Page

Jl.Bathin Alam, Kec. Bengkalis, Kab.Bengkalis, Riau.

1.6 Writing System

The purpose of preparing this thesis proposal is to provide an initial overview of the project to be undertaken. The systematic report of this writing is as follows:

CHAPTER 1: INTRODUCTION

In this chapter, the author explains the background of the project, the identification of the project, the objectives and benefits of the project, the place and time of the project and the systematic writing of the project report in a bachelor's thesis.

CHAPTER 2: LITERATURE REVIEW

In this chapter, the author explains the theories related to design, creativity, eco-friendly fashion, as well as relevant previous research. Then the theoretical framework underlying this case study will be outlined, such as theories of design, creativity, sustainability in fashion, and an analytical framework.

CHAPTER 3: METHODS AND PROCESSES OF ACHIEVEMENT

In this chapter the author explains the plan with a project then continued with the implementation of the plan and implementation process, implementation plan and project implementation report.

CHAPTER 4: RESULTS AND DISCUSSION

In this chapter the author explains the project profile and activity implementation report consisting of project preparation, activity implementation, implementation report and activity implementation report.

CHAPTER 5: CONCLUSION AND SUGGESTIONS

This chapter contains a summary of the results of writing the previous chapter, written conclusions and suggestions for substitutes for writing improvement.

REFERENCES

APPENDICES

WRITER BIOGRAPHY