

## **ABSTRACT**

### **OPTIMIZING DIGITAL TRANSFORMATION TO MARKET TRADITIONAL CONTEMPORARY CUSTOMER FASHION SHOW IN POLBENG BUSINESS EXPO 2024 (CASE STUDY OF MARKETING CONTEMPORARY)**

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The Project Polbeng Business Expo Fashion Show 2024 is designed to provide students and the broader community with insights into enhancing msme while also promoting local cultural preservation, specifically through events tailored for preschool, kindergarten, and elementary school children. This event format was chosen for its effectiveness in delivering information and ensuring comprehension. The primary goal of this final project is to organize the Project Event Expo Fashion Show 2024, focusing on marketing strategies using digital media, while fulfilling responsibilities in the Marketing Section to ensure the event aligns with its planned objectives. The event includes critical processes such as identifying and selecting sponsors and donors, determining promotional strategies, planning and implementing the promotional budget, addressing challenges, finding practical solutions, and evaluating the event's success through participant feedback. The project outcomes reveal that the promotional tasks were carried out in several key stages: defining the promotional budget, resolving challenges, overcoming obstacles, and conducting a comprehensive.

**Keywords:** *Event, Media Digital, Marketing, Fashion Show, Expo, Promotion*