

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Indonesia is a country that has attracted travelers from all over the world with its natural beauty and rich cultural heritage. Indonesia's rich cultural heritage is exemplified by its traditional clothing, which captures the essence of beauty and inventiveness of each region in the archipelago. Indonesia's ethnic diversity and incredible cultural richness make it an unmissable fashion tourism destination. The distinctive beauty of traditional clothing, which ranges from richly meaningful customs to woven fabrics with individual themes, is a product of the archipelago's cultural heritage.

Bengkalis is a district in the province of Riau. Bengkalis, the district capital, is situated in the Malacca Strait on Bengkalis Island. The majority of the islands and mainland that make up this district are found on Sumatra's east coast. Bengkalis Regency in Riau Province is thought to be home to over 556,000 people. Its abundant natural resources include marine goods, oil palm plantations, and mangrove forests. The Malay tribe also dominates Bengkalis culture, and Malay traditions are still very powerful in this area.

Bengkalis Regency, Riau Province, Indonesia is home to Bengkalis State Polytechnic (Polbeng), a vocational higher education facility. Polbeng was established to offer higher education grounded on practical and applied skills, emphasizing the development of a workforce prepared for the workforce and capable of competing in the labor market. The goal of Bengkalis State Polytechnic's (Polbeng) Department of International Business Administration is to develop graduates with expertise in the field of global business management. The information and abilities required to oversee corporate operations in a global setting are imparted by this program.

Fashion shows have long been an integral part of the fashion industry, serving as a platform for designers to showcase their latest collections to industry

insiders, the media, potential buyers, and retailers to see what is in store for the upcoming season. While the rise of digital platforms and social media has transformed the way fashion is consumed, fashion shows continue to hold immense importance in fashion marketing and trading. There are many different types of fashion shows, from small, intimate events to large-scale runway shows. Some fashion shows are held in exclusive showrooms, while others are open to the public. There are also fashion shows that are specifically designed for buyers, and fashion shows that are more focused on entertainment these days (Arcaya, 2023).

A fashion show is an event where designers introduce their latest clothing collections to a wide audience. Usually fashion shows will hold local cultural exhibitions such as traditional, contemporary and eco friendly to show reform. Models showcased carefully crafted clothing and accessories as they walked the catwalk. A wide variety of people attend this event, such as fashion bloggers, influencers, celebrities, buyers, fashion journalists, and fashion lovers, who come to see the latest trends and be inspired by the creations on display.

This study aims to determine the influence and how much influence brand image, brand ambassador, and price have on purchasing decisions for Scarlett Whitening products in Riau partially and simultaneously. The results of the coefficient of determination are which means the influence of independent variables (brand image, brand ambassador, and price) on the dependent variable (purchase decision) while the dependency is influenced by other factors not examined in this study (Raflah, 2021).

Meanwhile according to Arjuna (2022), The media used in digital marketing is social media, one of which is Instagram. Instagram has a Business Account feature which makes it easier for business people to create a business profile on Instagram and optimize business activities by utilizing social media. With this feature, companies of all sizes can introduce their business profile, gain insight into followers and posts, and improve posts to drive business goals. This feature is meant to allow users to use it as a social networking platform where they can share clear information about their work.

Many industries now depend heavily on digital transformation to meet the difficulties of the modern world. In this regard, there have been substantial changes in the fashion industry as well, especially with regard to marketing and product promotion. It's becoming more and more crucial to use digital technology to improve operational effectiveness, increase market reach, and communicate with customers directly. The marketing target for this fashion show is pre-school, kindergarten and elementary school as a venue for the event which is held to increase their knowledge about clothing.

Fashion, technology, and marketing are just a few of the industries that will be showcased at Polbeng Expo 2024. The purpose of the event is to present the newest advancements and give industry participants a forum for information and experience sharing. The Fashion Show, which combines cutting-edge digital marketing techniques with classic and modern fashion lines, is one of the highlights of Polbeng Expo 2024. The fashion show not only showcases the beauty of traditional and contemporary fashion but also illustrates how digital technology can be used to introduce and market fashion products to a broader audience.

Based on Rosa (2022), The results of this study are the formulation of alternative marketing strategies obtained based on external and internal factors, namely maximizing strategic locations, expanding and improving promotions, strengthening relationships with partners, improving good relationships with customers, maintaining product quality. Strategies that can be used by Afrakids Agents in Jabodetabek based on the SWOT matrix are maintaining and improving product quality, improving and strengthening relationships with resellers.

Expo Pesona Nusantara serves as a significant venue for showcasing and appreciating the elegance of traditional, modern, and contemporary clothing from throughout Indonesia. In addition to showcasing Indonesian fashion's aesthetic appeal, this exhibition demonstrates how the style may keep its historic values while adjusting to current and contemporary trends. Pesona Nusantara creates a beautiful and instructive display for visitors of all backgrounds by fusing innovative modern design with rich cultural aspects. Determine which possible

participants such as influencers, brand ambassadors, or business partners are relevant and get in touch with them.

In the current era of globalization and digitalization, the fashion industry has experienced a major transformation. Current fashion shows are not just about showing off clothes, but are also an important platform for introducing and promoting the latest fashion brands and concepts to a wider audience. The marketing division plays an important role in the success of this fashion show, considering that effective marketing strategies can increase exposure, attract potential customers and strengthen brand image. Contemporary fashion shows showcase the work of modern designers exploring the latest trends, new technologies and innovations in design (Insight, 2019).

As started by (Roncevic, 2020) social networking, e-commerce, and other digital marketing techniques can be used by designers and fashion industry participants to more effectively and efficiently reach potential customers. This event also seeks to provide participants with insights into trends and opportunities in the digital fashion business, as well as education on the significance of incorporating technology into marketing efforts. marketing division in a contemporary fashion show has a crucial role in building the brand image and attracting the audience's attention. The success of a fashion show depends greatly on a marketing strategy that is well designed and implemented.

According to Asra (2023), The results of this research are: Online Marketing has no partial influence on Brand Awareness. Increased Sales has a partial and negative Â influence on Brand Awareness. Online Marketing and Increased Sales have a significant effect on Brand Awareness simultaneously.

The marketing division is responsible for ensuring that the event gets maximum exposure through various communication channels. Digital marketing plays an important role in reaching a wider and more diverse audience. The use of social media such as Instagram, Facebook, and TikTok can help in creating buzz before the event and maintaining interest after the event is over. Marketing via digital platforms allows direct interaction with audiences, which can increase consumer engagement and loyalty.

From the background described above, the author is interested in making a final project with the title “**OPTIMIZING DIGITAL TRANSFORMATION TO MARKET TRADITIONAL CONTEMPORARY CUSTOMER FASHION SHOW IN POLBENG BUSINESS EXPO 2024 (CASE STUDY OF MARKETING CONTEMPORARY)**”.

1.2 Identification of the Project

The identification of the project from the Polbeng Business Expo Fashion Show project in the marketing section is:

1. How to develop an effective marketing strategy for contemporary traditional fashion?
2. How to establish guidelines for selecting sponsorships?
3. What are the most effective marketing strategies for highlighting the values of contemporary traditional fashion in fashion shows?

1.3 Purpose of the Project

The objectives of this project are divided into two categories: general objectives and specific objectives.

1.3.1 General Purpose

The main objective of this project is to organize an Exhibition and fashion show to raise public awareness of the diversity and beauty of contemporary modified costumes.

1.3.2 Specification Purpose

The specific objectives of the Polbeng Business Expo Fashion Show project in the marketing department are:

1. Determine the marketing strategy Segmenting, Targeting and Positioning of the project.
2. Determine and set criteria for sponsors.
3. To create promotion tools such as brochures, social media and Logbook Digital Marketing

1.4 Significance of the Project

The benefits of the Marketing Tradisional Kontemporary Costume Fashion Show final project are as follows:

1. Advantages for consumers

Students can be encouraged to be creative in the corporate sector by using this thesis. It is hoped that this fashion show will encourage and inspire students to continue learning and developing as creative problem solvers for the future in marketing projects.

2. For writers

The result of this project is that the author increases his knowledge and skills in the field of Marketing Management.

3. Concerning Universities

The project's outcomes may benefit the university in the following ways: by enhancing student abilities, elevating the standard of instruction, enhancing the university's reputation, and advancing fashion.

1.5 Time and Place of Project Implementation

The specific implementation time and location of the Polbeng Expo project are as follows:

Time of Implementation	: 2 (two) days
Date of Implementation	: October 30-31,2024
Place of Implementation	: Bengkalis State Polytechnic Main Building Page Jl. Bathin Alam, Kec. Bengkalis, Kab. Bengkalis, Riau

1.6 Writing System

Systematically the contents of this are arranged as follows:

CHAPTER I : INTRIDUCTION

In this chapter, the author describes the background of the project,division of tasks in the project, project visits, project objectives and benefits, the place and time of the project and the

systematics of writing a project report in an undergraduate thesis.

CHAPTER II: LITERATUR REVIEW

In this chapter the author explains theories that are relevant to the main material in the Final Assignment, namely explaining the implementation of job descriptions and job specifications from the marketing and operations division in the contemporary division.

CHAPTER III: METHODS AND PROCESSES OF ACHIEVEMENT

In this chapter the author will explain the plan with a project diagram, then continue with the implementation plan and implementation process, implementation plan and project implementation report. Then proceed with the schedule and estimated costs incurred during the project period, until the thesis cost estimate is implemented.

CHAPTER IV: RESULTS AND DISCUSSION

In this chapter the author will describe the project profile and activity implementation report which consists of project preparation, activity implementation, implementation report, and fashion show activities implementation report.

CHAPTER V: CONCLUSIONS AND SUGGESTIONS

This chapter contains a summary of the results of the writing in the previous chapters, with conclusions and suggestions for the writer written.

REFERENCES

APPENDICES

WRITER BIOGRAPHY