

POLBENG BUSINESS EXPO CHAPTER II
“COLOURING COMPETITION FOR EARLY CHILDHOOD
AND ELEMENTARY SCHOOL”
(Case Study: Marketing Management)

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ABSTRACT

The Colouring Competition for Early Childhood and Elementary School Children at the Polbeng Business Expo Chapter II in 2025 is a form of marketing management application in organizing educational events that aim to develop children's creativity and increase community involvement. The marketing strategies implemented include a 30-day digital campaign through Instagram, TikTok, and Facebook, as well as direct promotion to schools supported by visual media such as posters, banners, brochures, and video documentation. This study uses a qualitative descriptive method with observation and semi-structured interview techniques to describe the implementation of activities and community perceptions of the event. Data were collected from participants, parents, and those present during the event. The results showed that the promotional strategies used were able to effectively reach the target audience, encourage active participation, and attract a total of 128 participants. In addition, the activities were considered to be orderly, organized, and provided a positive experience for both children and parents. These findings confirm that the application of planned and integrated marketing strategies contributed to the success of the event and can be used as a reference for organizing similar activities in the future.

Keywords: *Colouring Competition, Event Management, Marketing Strategy, Digital Promotion, Public Perception.*