

CHAPTER I

INTRODUCTION

1.1 Background of the Project

The creative industries have become one of the main drivers of global economic growth, creating employment opportunities while promoting local cultural and artistic values. The sector contributes to sustainable development through the integration of innovation, technology and cultural heritage. As part of this industry, arts events such as singing competitions offer an effective platform to showcase individual talent while enhancing social interaction and building community identity.

The organization of events is often related to the MICE sector (Meetings, Incentives, Conferences, and Exhibitions). According to Pendit (1999) in Zaitun, *et al* (2022), MICE is defined as convention tourism, with business limits on convention services, incentive travel, and exhibitions. Meanwhile, according to Kesrul (2004) in Zaitun, *et al* (2022), MICE is a tourism activity whose activities are a combination of leisure and business, usually involving a group of people together, a series of activities in the form of meetings, incentive travels, conventions, congresses, conferences and exhibitions. In an era of increasing globalization, MICE is one of the tourism subsectors with the greatest economic impact because it involves many supporting services, including accommodation, transportation and entertainment. Through several sectors of activity, MICE provides beneficial economic effects for various parties involved. Higher education has an important role in supporting economic growth and innovation through collaboration with various sectors, including creative industries and MSME players.

Politeknik Negeri Bengkalis (Polbeng) is one of the vocational education institutions in Riau that is committed to producing superior and competent human resources in various fields, including business management, engineering and technology. As an International Business Administration student, projects such as

the Polbeng Business Expo are relevant in building marketing skills, event management, and networking with local and global business people.

Polbeng Business Expo Chapter II comes as an initiative to support the growth of local Micro, Small and Medium Enterprises (MSMEs) in Bengkalis Regency. This Expo is designed not only as a business exhibition but also as a place to foster the talents and potential of children through various creative and educational activities, including singing competitions. To succeed this expo, especially the singing competition event, an appropriate and planned marketing strategy is needed.

The marketing aspect plays a very important role in organizing this activity. An effective marketing strategy can determine the success of an event in reaching the target audience and creating the desired impact. One of the latest marketing trends is the utilization of social media for event promotion. Through platforms such as Instagram, TikTok, and YouTube, organizers can reach a wider audience. The American Marketing Association (AMA) created a definition of marketing: “Marketing is a process of planning and implementing the concept, pricing, promotion, and distribution (of ideas, products and services), so that exchanges can be created to satisfy the needs of customers and companies at the same time”. Definition of Marketing according to Stanton, *et al* (2004) in Chakti (2019), “A total system of business activities signed to plan, price, promote, and distribute, want-satisfying products to target markets in order to achieve organizational objectives.”

As part of the marketing team, strategies will include strategizing promotional campaigns, direct approaches to schools, cooperation with local sponsors, and dissemination of information through print and electronic media. Through a well-planned marketing approach, we hope that this event can reach a wide target audience while increasing active participation from various groups. With this background, I prepared my final project entitled **“Singing Competition for Kids at Polbeng Business Expo Chapter II (Case Study: Marketing Strategy)”**.

1.2 Identification of the Project

Based on the above background, the identification of this project focuses on organizing a singing competition for kids as part of the Polbeng Business Expo Chapter II series of events, with special attention to the implementation process and how is the right strategy to reach the competition participants effectively?

1.3 Purpose of the Project

The purpose of this project are divided into two categories: General Purpose and Specific Purpose.

1.3.1 General Purpose of the Project

In general, the purpose of this project is to hold a Singing Competition for Kids at Polbeng Business Expo Chapter II. This activity is designed to provide a platform for children to express themselves and develop their potential through a singing competition. This competition also supports the Polbeng Business Expo series as an effort to attract public interest and strengthen the success of the event.

1.3.2 Specific Purpose of the Project

The specific objectives of this singing competition final project are as follows:

1. To create a singing competition profile
2. To determine marketing strategies, promotional tools, and promotional content design
3. To create 30 digital promotional videos related to the singing competition and post them on social media
4. To conduct direct promotions to schools by distributing brochures and providing brief explanations to teachers and students
5. To design competition requirements, including certificates and gifs
6. To create singing competition videos for kindergarten and elementary school children

7. To determine the budget for all singing competition marketing promotion requirements
8. To identify obstacles and solutions for the singing competition

1.4 Significance of the Project

With this project, hopefully it can provide benefits for related parties, as for the benefits of this project are:

1. For the author:

This project provides an opportunity to improve the ability to design effective marketing strategies and develop soft skills, especially in communication with stakeholders involved.

2. For the University:

This project increases branding for the university as a university that cares about the development of youth and community creativity. It also demonstrates the university's commitment to empowering future generations.

3. For Participants:

This project provides a forum for children to be able to channel their talents and build a character that is confident and brave to appear in public. It also helps them discover their abilities and grow as individuals.

1.5 Time and Place of the Project

The activity time for the Polbeng Expo singing competition was held for 3 days in May and the project preparation for 3 months. The place of implementation will be carried out at Politeknik Negeri Bengkalis.

Date : May 2025

Time : 3 Days

Place : State Polytechnic of Bengkalis

Address : Bathin Alam, Sungai Alam, Bengkalis

1.6 Writing System

The systematization of the project “Singing Competition for Kids at the Business Expo Chapter II” is as follows:

CHAPTER I : INTRODUCTION

In this chapter, the author outlines the project background, project identification, project objectives, and benefits. The place and time of the project and the systematic writing of the project report are outlined in the thesis.

CHAPTER II : LITERATURE REVIEW

In this chapter, the author describes the theories that support the title of the final project, namely describing the project by exploring the potential of children through singing activities.

CHAPTER III : METHOD AND ACCOMPLISHMENT PROCESS

In this chapter the author will describe the plan with the project implementation diagram, then proceed with the implementation plan, implementation process, and project implementation report.

CHAPTER IV : RESULTS AND DISCUSSION

In this chapter the author will present a profile of project activities and reports on the implementation of project activities, which include project preparation, project reporting, financial reports on the implementation of project activities.

CHAPTER V : CONCLUSIONS AND SUGGESTIONS

This chapter contains a summary of the project's achievements based on the initial objectives, as well as providing recommendations for the development of similar events in the future to be more successful and impactful.

REFERENCES

WRITER BIOGRAPHY