

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Bengkalis is one of the districts in Riau Province known as the center of Malay culture in Indonesia. This area has extraordinary natural, historical, and cultural wealth. Its traditions and cultural heritage continue to be preserved to this day. Bengkalis also has a strategic location on the Malacca Strait, so it has great potential to develop the creative economy and cultural tourism. One of the characteristics of Bengkalis is traditional Malay clothing, such as baju kurung and songket cloth, which have high philosophical and artistic values.

Not only rich in culture, Bengkalis is also the place where the Polytechnic was founded. Bengkalis State Polytechnic (Polbeng), Bengkalis State Polytechnic is a vocational university located at Jl. which is located at Jl. Bathin alam, Sungai alam Village, sub-district Bengkalis, Bengkalis district, Riau Province, Indonesia. This polytechnic was established in 2002 by the Government of Bengkalis Regency through the Gema Bahari Foundation with the name Bengkalis Shipbuilding Polytechnic. In its journey, this polytechnic changed its name to Bengkalis Polytechnic and is under the under the Bangun Insani Foundation (YBI).

Initially, Bengkalis State Polytechnic only had 3 (three) study programs, namely, Ship Electrical Engineering, Ship Building Engineering, and Ship Mechanical Engineering, but over time now Bengkalis State Polytechnic now has 8 (eight) departments, namely, Shipbuilding Engineering, Mechanical Engineering, Electrical Engineering, Civil Engineering, Informatics Engineering, Language, Maritime and Commercial Administration, with a total of 19 study programs. Bengkalis State Polytechnic offers study programs that support the development of human resources in various fields, polbeng is also committed to integrating education with industry needs at local, national and international levels. One of the study programs that produces graduates who have the ability to manage businesses is

International Business Administration (ABI) where students in this study program are prepared to understand business dynamics ranging from marketing management to international logistics. By using a practical approach and collaboration with various parties, this study program is a forum for students to develop their competence and competitiveness.

In an effort to improve student skills, Bengkalis State Polytechnic held an event called Polbeng Expo for the first time in October 2024. This event was successfully organized by students of the International Business Administration Study Program. Thanks to the success of the last Polbeng Expo, Polbeng Expo Chapter 2 will be held as a continuation of the previous Polbeng Expo. Polbeng Expo Chapter 2 is expected to bring more diverse innovations and experiences, as well as provide a platform for students to showcase their work and abilities, this event also aims to strengthen the relationship between the world of education, industry and society, and open up more opportunities for students to develop and contribute in various fields. In addition, this event also aims to promote and introduce MSMEs in Bengkalis, and hold various children's competitions.

As one of the vocational higher education institutions in Riau, Bengkalis State Polytechnic (Polbeng) continues to improve the relevance of education to industry needs, including in the MICE sector. MICE is a tourism service business consisting of Meeting, Incentive, Convention, and Exhibition activities, which are abbreviated as MICE (Annisa and Tyas, 2020). One concrete manifestation of this effort is the organization of the Polbeng Business Expo, an event that serves as a forum for promoting students' innovative work, building networks with industry players, and introducing Polbeng's potential to the wider community. With the integration of the MICE concept in Polbeng Business Expo Chapter Two, this event is not only a continuation of Polbeng Expo One, but also a step forward in creating events that are professional, relevant, and have a significant impact on students, institutions, and society. This proves that vocational education is able to synergize with industry needs and contribute to economic and social development.

At the Polbeng business expo event there are several children's competitions, one of which is the fashion show competition. Fashion show is a fashion show that

shows the beauty or style of clothing displayed by a designer (Warti et al., 2022). Fashion show has become one of the activities that can be a medium of expression, creativity, and cultural recognition. In the Polbeng business expo Fashion show competition there are four categories, two of which are Traditional and Contemporary. In the context of traditional and contemporary, fashion shows have a high educational value because they are able to introduce the beauty of local culture through traditional clothing while teaching innovation in creating contemporary styles that are relevant to the times. Fashion shows can also be a forum for exploring creativity, developing self-confidence, and understanding the importance of maintaining tradition while following the times. This category of traditional and contemporary fashion shows raises the main aspects of cultural wealth. Meanwhile, contemporary costumes offer creative exploration through adaptation of traditional elements with a modern touch.

In the marketing context, fashion shows with traditional and contemporary concepts held at Polbeng Business Expo 2025 have great potential as an effective promotional tool. To optimize marketing, various approaches can be applied, such as utilizing social media as the main platform for promotion and to broaden the appeal of the event to the audience. Effective marketing starts with a deep understanding of the target audience. The use of social media and online platforms becomes a platform for marketing optimization. Using Instagram, Facebook and TikTok to promote Polbeng Expo events will help create buzz (a trigger that generates word-of-mouth marketing) before, during and after the event.

In addition, marketing has a very important role in ensuring the success of the event, especially in the fashion show competition as a fashion competition event with traditional and contemporary concepts. Through effective strategies to raise awareness, attract the right audience, and create memorable experiences, marketing can help achieve event goals and serve as a link that integrates various elements of the event, thus making Polbeng Expo an event that is not only attractive to participants, but also profitable for the brands and partners involved. Therefore, this study aims to examine how the right marketing strategy can be optimized to support the success of Polbeng Expo, especially in fashion show events with traditional and

contemporary concepts.

Based on the above background, the author will conduct research on **“Optimizing Marketing at Traditional and Contemporary Fashion Shows at Polbeng Expo Chapter II”**.

1.2 Identification of the Project

In this project, the problem limitation is focused on the marketing strategy applied to promote fashion show competitions with traditional and contemporary concepts and utilize social media as the main promotional platform at Polbeng Expo Chapter II.

1.3 Purpose of the project

The objectives of this project are divided into two categories, namely general objectives and special objectives:

1.3.1 General Purpose of the Project

Analyzing and optimizing marketing strategies to increase the success of fashion show competitions with traditional and contemporary concepts at Polbeng Expo Chapter II.

1.3.2 Specific Purpose of the Project

The specific Purpose of the marketing management for traditional and contemporary fashion shows at the Polbeng Expo event is as follows:

1. Determine marketing strategies for traditional and contemporary fashion shows.
2. Create promotional tools for fashion show.
3. Designing a digital promotion strategy
4. Conduct digital marketing promotion for fashion show competition.
5. Designing certificates and trophies for fashion show competition winners
6. Fashion show expense report

1.4 Significance of the project

This project is expected to be useful for interested parties or related parties, the benefits of this project are:

1. For the Author

This project provides an opportunity to explore the science of marketing and event management directly, while developing analytical and problem-solving skills in a marketing context. In addition, this project also serves as a platform to add a portfolio of experience in organizing professional events, which will be an added value for future career development.

2. For Participants

This project provided a platform for participants to express their creativity in the art of fashion, while raising awareness of the importance of cultural preservation and the application of modern innovation. In addition, this event is also a valuable opportunity for participants to gain hands-on experience in participating in events that are relevant to global trends, so as to broaden their horizons and increase competitiveness in the creative industry.

3. For Campus

This project is expected to bring various benefits to the university, such as supporting the development of student competencies, improving the quality of learning, strengthening the university's reputation, and making a positive contribution to the fashion industry. In addition, this project can be a valuable reference in encouraging student creativity in the business world.

1.5 Time and place of the project

The implementation time of the Polbeng Expo Fashion Show was held for three days. The place of implementation was at the State Polytechnic of Bengkalis.

Date : 20 - 22 May 2025

Time : 08.00 – 13.00

Place : In front of the main building of the at state polytechnic of Bengkalis

Address : Bathin Alam Street, Sungai Alam, Bengkalis, Riau.

1.6 Writing system

Systematically the contents of this are arranged as follows:

CHAPTER 1 : INTRODUCTION

In this chapter the author describes the background of the project, the division of tasks in the project, the project visit, the objectives and benefits of the project, the place and time of the project and the systematic writing of the project report in the thesis.

CHAPTER 2 : LITERATURE REVIEW

In this chapter, the author presents theories that are relevant to the subject matter of the final project, namely explaining the application of job descriptions and job specifications from the company.

CHAPTER 3 : METHODS AND ACCOMPLISHMENT PROCESS

In this chapter, the author will explain about planning with a project diagram. Then proceed with the implementation plan and implementation process. Implementation plan and project implementation report. Then proceed with the schedule and cost estimate incurred during the project a priori until the thesis cost estimate is realized.

CHAPTER 4 : RESULTS AND DISCUSSION

In this chapter, the author will describe the project profile and activity implementation report consisting of project

preparation, activity implementation, implementation report, and pusana demonstration activity implementation report. mentation report, and activity implementation repor.

CHAPTER 5 : CONCLUSIONS AND SUGGESTIONS

This chapter summarizes the results of writing in the previous chapters, along with conclusions and suggestions that can be given to the author.