

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Bengkalis is a small island on, Riau Province, strategically located on the east coast of Sumatra Island, bordering the Strait of Malacca. The city is known as a Malay cultural center with rich traditions, such as the art of zapin and poetry, as well as economic potential from the Plantation, Fisheries, Petroleum and Gas Sectors. As a developing region, Bengkalis needs skilled human resources to support its economic growth, in which vocational education plays an important role. Politeknik Negeri Bengkalis (Polbeng) is one of the universities that is the pride of the city.

Established in 2000 and with state status since 2011, Polbeng offers practice based education in engineering, technology and business management. With study programs such as Mechanical Engineering, Civil Engineering, Informatics Engineering, and Business Administration, Polbeng produces competent and work- ready graduates. Modern facilities, quality teaching support, and collaboration with industry make Polbeng an important institution in creating professionals who support development as part of the city's progress, Polbeng not only provides access to higher education for local people, but also contributes to regional development through innovation and empowerment of local potential. Together with Polbeng, Bengkalis continues to move forward to create a brighter and more competitive future at the national and international levels Bengkalis.

The Department of International Business Administration at Politeknik Negeri Bengkalis (Polbeng) is a study program designed to produce competent professionals in the field of global business. The program teaches managerial skills, international business communication, and an understanding of global trade, with a focus on export-import practices, international marketing management, and the use of modern business

technology. Students are also equipped with foreign language skills, especially English, which is the main asset in communicating in the international world. With a practice-based educational approach, such as trade simulations, case studies, and internships, students not only learn theory but also gain hands-on experience in the industry.

The international business administration department organizes expo activities as a form of forum for students to carry out business activities. The expo activity carried out by students of class 2021 in October 2024 was successful and will now be held again by students of class 2022 in April 2025 as a form of business implementation activities. are often held in conjunction with conferences or seminars, creating opportunities for knowledge exchange, promotion, and business cooperation. As part of the MICE industry, expos attract visitors from various backgrounds, including professionals, academics, and international business people, which directly drives the tourism sector through travel activities, accommodation, and local consumption. Thus, expos contribute to local economic growth and strengthen the role of MICE as a driving force for tourism and global business. Polbeng Expo is an event organized by Bengkalis State Polytechnic to introduce various innovations, research, and works of Polbeng academics to the wider community.

This event aims to demonstrate Polbeng's contribution in the fields of education, technology, and human resource development. In addition, Polbeng Expo is also an event to strengthen relations between campuses, the industrial world, and the community, as well as a forum for students to show their creativity and potential. By involving various parties, both from within and outside the campus, Polbeng Expo is expected to increase the visibility of the campus, introduce existing departments, and provide broader insights into technological developments and research conducted at Polbeng.

Bengkalis State Elementary School as one of the elementary education institutions strives to improve its image and participation through various promotional activities, one of which is through the Polbeng Expo event. This

activity aims to introduce the school's superior programs to students, parents, and the wider community. In this context, educational marketing strategies are an important element in achieving effective promotional goals. The promotions carried out are not only aimed at increasing the school's attractiveness, but also strengthening its image as a quality educational institution that is able to provide an innovative learning environment and support student potential. With a planned approach, activities like this are expected to increase public trust in the quality of education provided, as well as being a strategic step in strengthening the school's competitiveness.

Quizzes are one of the techniques to increase students' interest in learning through competitions. Students can measure their abilities by answering questions quickly and accurately. Quizzes can contribute to improving students' argumentative skills because this technique can explore students' thinking skills through questions asked by teachers by providing answers quickly and accurately. Quizzes are one type of technique that can increase students' speaking activity, including students. This technique can be used in learning Indonesian to support learning and hone students' activeness in expressing their opinions. "Ranking Event 1" is an academic competition event held for students of Elementary Schools (SD) in Bengkalis Regency, with participants from grades 4 to 6. This competition aims to develop students' academic abilities in various fields, such as Mathematics, Social Studies, Indonesian, and PPKN, and to motivate them to be more active in learning. Through this competition, it is hoped that students can hone their cognitive abilities, such as critical thinking and problem solving, while fostering self- confidence and a spirit of achievement.

In addition to aiming to measure academic knowledge, this ranking event 1 is also held to encourage students to have high learning motivation and a spirit of achievement. This competition provides an opportunity for students to compete in a healthy atmosphere, which can foster self-confidence and the ability to work well under pressure. In addition, this competition aims to introduce students to the importance of education, as well as teach them

values such as discipline, cooperation, and sportsmanship. With this ranking event 1, it is hoped that students will not only be able to improve their academic achievements, but also develop good character, so that they are better prepared to face the challenges of education at the next level. This competition is also expected to trigger the enthusiasm of teachers and parents to actively support the development of children's education in Bengkalis. The implementation of this activity is supported by several roles such as marketing management which is needed to promote this event.

Marketing management in an event is responsible for ensuring that the marketing strategy is effective in attracting audience attention and achieving participation targets. This task involves market research to understand the needs of participants, designing creative promotional campaigns through various communication channels, and building a positive image of the event. With a planned approach, this role ensures that the event is widely known, relevant to the audience, and able to create a memorable experience, thus supporting the overall success of the event. In addition, marketing management also functions to build good relationships with partners, sponsors, and the media to expand the reach of event promotion. Collaboration with these parties not only increases the visibility of the event, but can also help create added value that is attractive to participants. With a solid communication strategy and integrated management, marketing management can optimize the potential of the event to have a positive impact on the organizer and audience.

Marketing management plays an important role in organizing and making the "Ranking 1" event in Polbeng more over, and the elementary school student business exhibition a success, because marketing management has various strategic responsibilities to ensure the event runs according to plan. First, marketing management helps identify the main target audience, such as elementary school students, teachers, and parents, to design a relevant and attractive approach. Through effective promotion, such as the use of social media, invitations, and cooperation with schools, the event can

achieve maximum participation. Second, activity planning is an important element, including compiling interactive programs, such as the "Ranking 1" quiz to hone students' knowledge and a simple business exhibition that introduces the concept of entrepreneurship in a fun way.

Lastly, marketing management is responsible for managing resources, such as budget, event equipment, prizes, and the implementation team, to ensure that all event needs can be met efficiently. Equally important, post-event evaluations are conducted to measure success based on the number of participants, level of satisfaction, and its impact on Polbeng's image in the community. With organized marketing management, the event not only provides a memorable educational experience for students, but also strengthens Polbeng's relationship with the surrounding educational community.

Based on the background above, the author will discuss "Marketing Management Division on Ranking 1 Competition of Polbeng Business Expo Chapter II".

1.2 Identification of the Project

Based on the background above, the formulation of the problem that will be proposed is how effective marketing strategies can be implemented in Polbeng Expo activities to increase the promotion of Bengkalis State Polytechnic.

1.3 Purpouse of the Project

Project objectives are divided into two categories: general and specific objectives.

1.3.1 General Purpouse of the Project

The main objective of this project is to organize a rank1 event at Polbeng Business Expo to raise awareness of elementary school students about the importance of creativity and business knowledge from an early age the event.

1.3.2 Specific Purpose of the Project

The specific objectives of the Ranking1 project include:

1. To prepare brochure and banner designs as promotional media for the Ranking 1 competition.
2. To determine appropriate marketing promotion tools to support the promotion of the Ranking 1 competition.
3. To seek and secure sponsors to support the implementation of the Ranking 1 competition.
4. To develop a marketing promotion concept and produce digital promotional videos for the Ranking 1 competition.
5. To document the implementation of the Ranking 1 competition through activity videos.
6. To evaluate obstacles encountered during the implementation of the project as a basis for improvement.
7. To prepare activity reports and estimated cost reports as part of project accountability.

1.4 Significance of the Project

With this final assignment, it is expected to be useful for interested parties or related parties. The benefits of this final assignment are:

1.4.1 Benefit for Authors

Acquisition of Knowledge and Skills The author gains useful expertise in the research, development and implementation of an all-encompassing event marketing plan.

1.4.2 Benefit for Universities

This thesis adds insight into the field of event management and marketing strategies within an academic environment, particularly in relation to competitive events such as Polbeng Expo.

1.4.3 Benefit for Participants

Event attendees will benefit from a well-organized and strategically marketed experience. A well-organized event not only enhances their

enjoyment, but also ensures that their participation is meaningful and impactful.

1.5 Time and Place of Project Implementation

To achieve its goals effectively, the project has a clear schedule and location:

Implementation Duration : 3 Days

Implementation month : 20 – 22 May 2025

Place : Bengkalis Polytechnic at GKT 1 Mini Conference

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

1.6 Writing System

CHAPTER 1 : INTRODUCTION

In this chapter the author explains the project background, project identification, project objectives, project significance, time and place of the project, and writing system.

CHAPTER 2 : REVIEW OF THE LITERATURE

In this chapter I explain the theories needed to strengthen the project rationale and project design that will be discussed, namely previous research and theoretical basis.

CHAPTER 3 : METHODS AND ACCOMPLISHMENT PROCESS

In this chapter the author explains project preparation, project implementation plan, project achievement plan, and schedule and cost estimates.

CHAPTER 4 : RESULTS AND DISCUSSION

In this chapter the author describes the analysis of the final project results, namely the final project implementation report.

CHAPTER 5 : CONCLUSION AND SUGGESTIONS

In this chapter there are several conclusions and suggestions as illustrations of the final assignment report.