

ABSTRACT

POLBENG BUSINESS EXPO “PRESERVING CULTURE: MARKETING MIX FOR TRADITIONAL COSTUME FASHION SHOW”

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ABSTRACT

The Expo Fashion Show Chapter 1 2024 Event Project was designed as an educational and promotional platform to provide students and the wider community with insights on improving MSMEs while preserving local culture. The event was specifically designed for participants from preschool, kindergarten, and elementary school, taking into account the effectiveness of this approach in conveying information in an interesting and understandable way. The main objective of this final project is to organize Project Polbeng Business Expo Fashion Show Chapter 1 2024 with a focus on promotion in the application of digital media-based marketing strategies. Tasks in the marketing division include the responsibility to ensure the event is carried out in accordance with the plan that has been set. The marketing strategy implemented successfully exceeded the target participants, from the original 60 participants to 92 participants. This success reflects effective strategic collaboration, so that the main goal of introducing MSMEs and preserving local culture to a wider audience can be well achieved.

Keywords: Event, Expo, Fashion Show, Digital Media, Marketing, Promotion