

CHAPTER I

INTRODUCTION

The title of the thesis proposal is **POLBENG BUSINESS EXPO “PRESERVING CULTURE: MARKETING MIX FOR TRADITIONAL COSTUME FASHION SHOWS”**.

1.1 Background of the Project

The State Polytechnic of Bengkalis is an educational institution that offers a variety of majors tailored to meet the demands of the ever-evolving job market. Currently, the State Polytechnic of Bengkalis comprises eight departments: Shipping Engineering, Mechanical Engineering, Electrical Engineering, Civil Engineering, Informatics Engineering, Commercial Administration, Language, and Maritime, offering a total of 19 study programs. One of the most popular majors is the Commercial Administration department, specifically the International Business Administration (ABI) study program. This program is designed to provide a comprehensive understanding of various aspects of international business, equipping graduates with the skills needed to compete in the global market.

The International Business Administration (ABI) study program also often holds seminars, workshops, and industrial visits that aim to broaden students' insights into the latest developments in the business world. Through these activities, students not only learn from lecturers and books but also from experienced business practitioners. This helps students understand how the theories they learn are applied in real-life situations. One of the activities that will be carried out by students of the International Business Administration (ABI) study program is the Polbeng Business Expo in order to complete the final project. This event is designed to display ideas and creativity and develop students' abilities in event management. Some of the activities that will be carried out are traditional, contemporary, and eco-friendly costume fashion show competitions.

MICE, which stands for Meetings, Incentives, Conventions, and Exhibitions, is an important industry in the tourism industry that focuses on organizing large events. These events include seminars, workshops, corporate meetings (meetings), employee travel awards (incentives), international conferences, conventions (conventions), and product or service exhibitions (exhibitions). MICE offers many benefits to the economy, such as increasing tourism revenue, creating jobs, promoting local culture, and building public infrastructure.

An exhibition is an event where artworks, products, or other items are displayed to the public for the purpose of appreciation, education, and sales. This includes various types of exhibitions, such as art galleries, fairs, and cultural events, which are often used to showcase creativity, innovation, or heritage. As said by Setyawan (2017), Exhibition is one of the elements in MICE that has its own characteristics. The element that is always featured in MICE is the congress or meeting found in M and C. To make Exhibitions as one of the components of a competitive MICE industry, each destination must know its destination capabilities and resources so that it can develop a destination development strategy to bring business people to conduct exhibition meetings to Indonesia.

Polbeng Business Expo hosted a fashion show featuring three categories: traditional, contemporary, and eco-friendly. The traditional category highlights the uniqueness of Indonesian culture, with traditional clothing reflecting the richness of traditions and heritage from various regions. Each region showcases distinct characteristics in terms of design, materials, colors, and accessories. Participants in this category wear traditional attire that represents the beauty and cultural diversity of their respective regions.

Based on Wening (2023), art exhibitions and fashion shows can convey messages of sustainability and ethical practices in the fashion industry, raising

awareness about the importance of protecting the environment and culture. Events like this can increase the involvement and empowerment of local communities, especially if traditional fabrics are produced within those communities, supporting their economies. By combining art, culture, and fashion, the fashion industry creates meaningful experiences for customers and educates them on the importance of preserving cultural heritage and art.

The target participants for the Polbeng Business Expo fashion show were students from preschool, kindergarten, and elementary school. The selection of participants aimed to provide equal opportunities and new experiences for students who had never had the chance to represent their school before. This step aims to ensure that all students have an equal opportunity to participate in the event and showcase talents. As such, the event not only broadens horizons and skills but also encourages a spirit of equal participation among students, boosts confidence, and creates a more inclusive and supportive environment.

In this context, marketing is very important in the Polbeng Business Expo fashion show, as it can raise awareness about the event among students and the general public, ensuring that information regarding the purpose of selecting exhibitors is widespread. Marketing also plays a role in inviting more spectators and participants from outside the school, increasing community participation, and making the event more festive and memorable. Marketing not only helps in the dissemination of information but is also instrumental in ensuring the success and positive impact of the Polbeng Business Expo fashion show. Moreover, by Deepak (2019), marketing is the process through which a business entity, institution, or organization interacts with customers and stakeholders with the aim of making a profit, satisfying customers, and managing relationships. It is the performance of business activities that directs the flow of goods and services from producers to consumers or users.

From the background described above, the Author is interested in making a final project with the title POLBENG BUSINESS EXPO “PRESERVING CULTURE: MARKETING MIX FOR TRADITIONAL COSTUME FASHION SHOW”.

1.2 Identification of the Project

Based on the context and insights that have been presented in the background discussion above, the problem formulations that will be discussed in this study are as follows:

1. What is a good marketing plan to use to get more people to register for Polbeng Business Expo?
2. What are the challenges that must be overcome to realize the Polbeng Business Expo marketing plan?
3. How do social media platforms help promote Polbeng Business Expo?

1.3 Purpose of the Project

The objectives of this project are divided into two categories: general objectives and specific objectives.

1.3.1 General Purpose

The aim of the project was to organize an Expo featuring traditional fashion shows to enhance public appreciation and understanding of the beauty and diversity of traditional costumes and cultural heritage.

1.3.2 Specific Purpose

The specific objectives of the Polbeng Business Expo fashion show project in the marketing section were carefully outlined to ensure the success and effectiveness of all marketing activities associated with the event. These objectives serve as a comprehensive guide to achieving optimal promotion, coordination, and evaluation, ensuring that all strategies are well implemented and aligned with the overall project objectives. Some of the points are:

1. To determine the 4P marketing mix of the project.
2. Create design for promotion tools as brochures and posters.
3. Create an Instagram social media account as a promotional tool.
4. Conduct digital marketing promotion.
5. Conduct direct promotion.

1.4 Significance of the Project

The benefits that can be derived from this project are outlined as follows, highlighting the various positive impacts and advantages that it intends to bring to all stakeholders involved, including the authors, the university, and the participants. Some of these benefits are:

1. For Author

This project helped the author in completing the final project by providing practical experience and real learning. The author gained hands-on experience in managing and participating in a large event such as a fashion show, including aspects of planning, promotion, and execution which are very useful in a career. In addition, this activity also helped develop soft skills such as teamwork, communication, time management, and creativity.

2. For University

Polbeng Bussines Expo project can enhance the reputation and visibility of the State Polytechnic of Bengkalis in the eyes of the community and industry, demonstrating the campus' commitment to supporting student creativity and innovation. In addition, by displaying various achievements and interesting activities, the campus can attract new prospective students who are looking for a dynamic educational environment that supports talent.

3. For Participants

This project is expected to increase the confidence of the participants of the fashion show competition, not only as an event to showcase their talents and creativity but also as a useful learning platform. Through this experience, participants can develop their ability to compete, interact with others, and appreciate the value of hard work and dedication. In addition, this activity also provides valuable experience for participants to continue to grow and explore their potential in the future.

1.5 Time and Place of Project Implementation

The specific implementation time and location of the Polbeng Business Expo project are as follows:

Time of Implementation	: 2 (two) days
Date of Implementation	: 30-31 October 2024
Place of Implementation	: State of Polytechnic Bengkalis Main Building Page Jl. Bathin Alam, Kec. Bengkalis, Kab. Bengkalis, Riau.

1.6 Writing System

This report follows the following systematic writing:

CHAPTER 1 : INTRODUCTION

In this chapter, the project background, problem identification, objectives, significance, time and location, and the writing structure are discussed.

CHAPTER 2 : LITERARUR RIVIEW

In this chapter, the theories, previous research, and theoretical foundations necessary to support the justification and design of the project under study are presented.

CHAPTER 3 : METHODS AND PROCESSES OF ACHIEVMENT

In this chapter, the project preparation, execution plan, milestone plan, schedule, and cost estimation are elaborated upon.

CHAPTER 4 : RESULT AND DISCUSSION

In this chapter, the final results of the project, particularly the implementation report, are presented and discussed.

CHAPTER 5 : CONCLUSIONS AND SUGESTIONS

In this chapter, the conclusions drawn from the project are provided, along with suggestions for future work or improvement.

REFERENCES

WRITER BIOGRAPHY