

KINDERGARTEN SCHOOL SINGING COMPETITION AT POLBENG BUSINESS EXPO (CASE STUDY: MARKETING STRATEGY)

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ABSTRACT

The final project with the title Kindergarten School Singing Competition at Polbeng Business Expo (Case Study: Marketing Strategy). The aim to be achieved in writing this final project is to find out how the marketing strategy carried out can attract the attention of participants and the public in participating in the Singing Competition competition held at State Polytechnic Bengkalis. This Singing Competition is designed to foster creativity in early childhood. This project highlights the planning, implementation and marketing strategies implemented to attract Singing Competition participants. Marketing strategies carried out for one full month on social media such as Facebook, Instagram and Tiktok can attract kindergarten participants as well as socialization carried out at kindergartens to take part in singing activities totaling 15 participants. This final project can provide insight into marketing strategies that emphasize the role in promoting activities in achieving the goals of the Singing Competition event.

Keywords : Singing Competition, Kindergarten, Marketing Strategy, Digital Marketing.