

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Indonesia's tourism industry has grown rapidly in recent years, and one of the most visible segments is Meetings, Incentives, Conferences and Exhibitions (MICE). Indonesia has become a popular destination for various business events and conferences due to its many modern facilities and international standards. In the context of tourism, the term MICE stands for Meetings, Incentive, Conferences and Exhibitions. This industry refers to the specialized niche of group travel, dedicated to the planning, booking and promotion of conferences, seminars and other events, and is the largest source of revenue in the travel industry in the Journal Anas et al (2020).

A report published in April 2019 by Allied Market Research states that the global MICE industry size was \$805 billion in 2017 and is projected to reach \$1,439.3 billion by 2025 at a CAGR of 7.6% from 2018-2025. Based on regional reports, Europe and Asia Pacific dominate the MICE industry. These regions held a market share of nearly 70.4% in 2017 and are expected to witness a CAGR of 6.9% and 8.6% during the forecast period in the Journal Anas et al (2020).

Anas et al (2020) in this journal entitled Key success factors for the MICE industry: A systematic literature review , MICE events are generally defined as an event or activity or program that involves participants who have common interests who gather in a place for a specific purpose. Organizers must ensure that the venue, activity or program is well prepared prior to the event. The facilities and spaces provided are essential to meet the participation needs of the event participants. A meeting is considered to be an event that brings people together to discuss, share information or solve problems.

With a rapidly growing economy and a large population, Indonesia is a dynamic market for various industries. In this context, a business exhibition or expo is an effective way to facilitate meetings between producers, service providers and consumers. An expo is a joint meeting organized in a meeting room or hotel

showroom, where a group of manufacturers or other buyers from different market areas participate in the exhibition.

These business fairs are often held in large convention centers and aim to attract a wide range of attendees, from entrepreneurs and industry professionals to investors and general consumers. Music has become a hobby for people of all ages, from children to the elderly. There are many virtues that can be obtained from music, such as giving peace to the soul and mind, improving bad feelings, shaping positive behavior, and shaping human character Handayani (2022) in Avandra et al (2023).

Rozi (2020) in Avandra et al (2023) music is a work of art that consists of a unity of elements such as rhythm, melody, harmony, form or structure, and expression. Many aspects of the exhibition can be used as contests to attract participants and visitors, one of which is a singing contest. A singing contest is a competition where individual or group participants perform in front of an audience and judges to showcase their singing talents.

To maximize the success of this singing contest, it is important to combine the power of music with an effective marketing strategy. According to Tjiptono and Diana (2020) in Tahir (2023) marketing is the process of creating, distributing, promoting and pricing goods, services and ideas to facilitate satisfying exchange relationships with customers and to build and maintain positive relationships with stakeholders.

A marketing strategy brings a number of advantages that determine the success of a business or event organizer such as a singing contest. A singing competition marketing strategy involves several steps aimed at raising awareness, interest and participation of participants, as well as ensuring adequate financial and promotional support. The strategy includes the creation of a detailed marketing plan, selection of effective communication channels, and creation of a suitable implementation schedule.

The aim of this project is to create activities that not only provide entertainment, but also benefit the children, parents and the community as a whole. At the Polbeng Business Expo, the kindergarten-level singing competition is

intended to give children the opportunity to showcase their artistic talents, particularly in the field of music, and also provide them with experiences that can boost their confidence and improve their ability to perform in public. In addition, the event aims to enhance family relationships by giving parents the opportunity to support and see their children's development firsthand.

From a marketing strategy perspective, this singing competition is particularly relevant for research because its success depends largely on the way the event is promoted. Singing competitions, for example, actually require careful preparation. This planning includes strategies to attract participants, raise public awareness of the event, and attract sponsors to provide funding and promotion. In other words, many marketing components are interconnected and must be well organized for the event to be successful.

The project was also beneficial from an academic and professional standpoint. It is an opportunity to learn and implement effective marketing strategies for an arts and entertainment-based event. The project can provide practical insights on how to properly manage an event from planning to execution. The project can also help future organizers of similar events with attracting sponsors, participants and visitors.

Overall, this project not only helps the community in terms of entertainment and education, but also helps the growth of the creative industry and tourism, especially with art-based events like this. The long-term benefit of this project is to add value to Polbeng Business Expo as an event that involves creative and educational elements and focuses on business. This singing competition can become a hallmark of the exposition that differentiates it from other similar events and improves its image in the community and stakeholders.

With all the above-mentioned objectives and advantages, this project not only serves as an entertainment activity but also a means that has a significant influence on society, education, and careers. It is hoped that this kindergarten-level singing competition will make a significant contribution to enhancing children's creativity and improving the quality of Polbeng Business Expo events, as well as providing a valuable experience for everyone involved.

By planning and executing marketing strategies well, organizers can increase participant participation and expand the reach of the event to attract more audiences. In this event, marketing strategies play an important role in promoting the event so that it can be recognized by the public, hence the title of the final project is is “ **Kindergarten School Singing Competition at Polbeng Business Expo (Case Study: Marketing Strategy)**”.

1.2 Identification of the Project

To run a singing competition event, an effective marketing strategy is needed so that the singing competition runs well. Based on the background explanation above the problem that arises is how can marketing strategies be used effectively to plan singing competitions at Polbeng Business Expo in order to attract kindergarten participants through the most effective promotional communication channels?

1.3 Purpose of the Project

1.3.1 General Purpose of the Project

The general objective to be achieved in this final project is to conduct an event project singing competition to increase the number of visitors to the exhibition and provide an opportunity for exhibitors to showcase their vocal talents. Thus, exhibitors can promote their products or services more effectively.

1.3.2 Specific Purpose of the Project

The specific objectives expected to be achieved in the marketing strategy to attract participants in this music are as follows:

1. Determine marketing strategies in promoting singing competition activities.
2. Create video content for 1 month before the event to promote singing competition activities.
3. Conduct digital marketing promotions using social media Instagram, Tiktok, and Facebook long with the logbook to attract participants who have interest and talent in singing.

4. Find and lobby sponsors or donors to ensure the singing competition runs smoothly.

1.4 Significance of the Project

There are several benefits of the project “Kindergarten School Singing Competition at Polbeng Business Expo (Case Study: Marketing Strategy)” are as follows:

1. For Singing Participants

This project is expected to build the talents and interests of the Kindergarten contestants in developing their singing potential so that they can build their confidence to perform in front of many people as well as additional experience for the kindergarten contestants of the singing competition.

2. For the Author

This project is expected to provide benefits and add insight for the author as an additional in-depth knowledge of planning and organizing a spectacular singing competition.

3. For the University

This project is expected to enhance the image and reputation of the university's activities and build skill relationships between students in enhancing developmental education in the field of music.

1.5 Time and Place of the Project

The singing competition project with the title “Kindergarten School Singing Competition at Polbeng Business Expo (Case Study: Marketing Strategy)” will be implemented and more specifically with the following details:

Implementation Time	: 6 Months from July – December Singing competition will be held for 2 days in October on week 9 of semester 7
Implementation Date	: October 2024
Place of Implementation	: State Polytechnic of Bengkalis, Jl. Bathin Alam, Sungai Alam Village, Bengkalis, Riau.

1.6 Writing Systems

The systematics carried out to carry out the project with the title “Kindergarten School Singing Competition at Polbeng Business Expo (Case Study: Marketing Strategy)” are as follows:

CHAPTER 1 : INTRODUCTION

In this chapter, the author explains the background of the project, identification of the project, project objectives, project benefits, place and time of the project and the systematics of writing project reports in the thesis.

CHAPTER 2 : LITERATURE REVIEW

In this chapter, the author explains the theories that are relevant to the main material in the final project, namely explaining about marketing strategies in singing competition and for more specific theories explaining how marketing strategies are carried out and what is included in them.

CHAPTER 3 : METHODS AND ACCOMPLISHMENT PROCESS

In this chapter, the author will explain the project preparation plan, then proceed with the project implementation process, project implementation report and continued with the project period schedule.

CHAPTER 4 : RESULTS AND DISCUSSION

In this chapter, the author will explain about the singing competition and the singing competition activity implementation report consisting of project preparation, project activity implementation and project activity report.

CHAPTER 5 : CONCLUSIONS AND SUGGESTIONS

This chapter contains a summary of the results of writing in the previous chapters written in the form of conclusions and suggestions after the project is implemented.

REFERENCES

WRITER BIOGRAPHY