

ANALYSIS OF MARKETING STRATEGIES IMPLEMENTATION BY USING 7P MARKETING MIX AT FASHION SHOW EVENTS AT THE POLBENG BUSINESS EXPO CHAPTER II

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ABSTRACT

This study aims to analyze the planning and implementation of marketing strategies using the 7P marketing mix, identify obstacles, and evaluate the effectiveness of its implementation at the Polbeng Business Expo Chapter II fashion show event. The method used is qualitative descriptive through interviews, observations, and documentation of the marketing team. The results of the study show that the 7P strategy at the event has been implemented in a planned manner, but its effectiveness is hampered by limitations in the scope of promotion, low response from the school, limited participation due to other activity schedules, technical constraints in the promotion process, and a negative image from the previous event. Based on the evaluation results, it is necessary to strengthen promotion, adjust processes, and improve technical support.

Keywords: Marketing Strategy, Marketing Mix 7P, Polbeng Business Expo Chapter II, Fashion Show