

CHAPTER I

INTRODUCTION

1.1 Background

State Polytechnic of Bengkalis is a vocational college located in Bengkalis Regency, Riau Province. This college was established on October 26, 2000, by the Bengkalis Regency Government through the Gema Bahari Foundation. Initially, this institution was named Bengkalis Shipping Polytechnic, but it has now grown into eight departments with 21 study programs. One of the well known departments is Business Administration, especially the International Business Administration Study Program. The aim of this program is to produce graduates who have a global outlook and are professional and competent in the field of business. This program not only teaches theory but also provides hands-on experience through activities such as seminars, industry visits, and the organization of business events by students.

One field relevant to student activities is the mice industry, which stands for meetings, incentives, conferences, and exhibitions. In the opinion of the meetings industry council (in Pratama and Firmansyah, 2023), mice is an industry that involves organizers, suppliers, and facilities working together to hold large events for professional, business, cultural, or academic purposes. In the context of education, mice activities are a means of training management, communication, and marketing skills. One form of mice activity is an exhibition, which is a public event that brings together individuals and organizations to introduce products, ideas, and creativity to the public. Exhibitions play an important role in promoting innovation and collaboration and introducing local potential to a wide audience.

As a form of applying mice knowledge, the 2022 International Business Administration Study Program at State Polytechnic of Bengkalis hold a major event with the theme "Innovation Local, Impact Global." This event is titled Polbeng Business Expo Chapter II, which will take place from 20-22 May, 2025 on the grounds of the civil engineering building at the State Polytechnic of Bengkalis.

This event provides students with a hands-on learning opportunity in managing large-scale activities. The expo will feature various competitions such as ranking one, spelling bee, fashion show, singing competition, and coloring competition. Additionally, the event will be attended by 188 MSMEs tenants from students and 15 MSMEs tenants from outside the campus. Through this event, students can apply business and marketing theories directly while strengthening the relationship between the campus and the community.

One of the most interesting activities at the Polbeng Business Expo Chapter II was the fashion show. This event featured various categories of costume, such as traditional costumes, contemporary costume, eco friendly costume, and category fashion carnival, with participants ranging from early childhood education or kindergarten to high school students in the Bengkalis and Bantan areas. In addition to aiming to develop participants' self-confidence and creativity, this event also serves as a promotional tool for the campus to introduce the positive image of the State Polytechnic of Bengkalis to the wider community. Therefore, an effective marketing strategy is needed to ensure the event reaches its target audience and attracts the interest of viewers.

As stated by Assauri, 2017 (in Zebua et al., 2022), a marketing strategy is an integrated approach to directing all marketing activities to achieve desired goals. One commonly used approach is the 7P marketing mix, which consists of product, price, place, promotion, people, process, and physical evidence. Alma, 2017 (in Oroh et al., 2023) explains that the marketing mix is a combination of activities that are well prepared to maximize results. In the context of the fashion show at Polbeng Business Expo Chapter II, the 7P strategy plays an important role in designing the event concept, conducting promotions, and creating an attractive experience for participants and audiences.

In addition, marketing strategies do not only focus on implementation but also require careful planning. Petru et al., 2020 (in Utami et al., 2024) state that marketing planning is an important factor that determines the direction of the strategy so that targets can be achieved properly. After planning, the next step is strategy implementation. Hailemariam, 2020 (in Gana, 2024) emphasizes that

marketing strategy implementation is the execution of all planned activities so that the strategy can run as expected. In the Polbeng Business Expo Chapter II event, the marketing team played an important role in designing promotions, managing publication media, and ensuring that the event ran according to plan.

Previous studies have shown that the application of the 7P strategy can increase the effectiveness of promotion and the attractiveness of activities. Waliya et al., (2023) found that the application of the 7P marketing mix at Khadijah Gallery Palembang was able to improve business image and customer numbers. Fariz Al Hazmi (2024), in his research on the Banjar Festival in Jakarta, also showed that the 7P strategy was effective in increasing the number of visitors while strengthening the image of local culture. Both studies show that the application of the 7P marketing strategy plays an important role in attracting public attention and increasing the success of activities.

However, most previous studies have focused on business and cultural festivals, while research on the application of marketing strategies in vocational education events, such as Polbeng Business Expo Chapter II, has not been widely conducted. In fact, this event has unique characteristics because it involves students as participants and event managers. Therefore, this research is important to gain a deeper understanding of the application of marketing strategies in education-based activities.

Therefore, this study aims to analyze the application of marketing strategies using the 7P marketing mix at the Fashion Show event at Polbeng Business Expo Chapter II. This study uses a qualitative approach to gain an in-depth understanding of the experiences, strategies, and views of the marketing team in carrying out these marketing activities. The results of this study are expected to serve as evaluation material and reference for similar events in the future, as well as enrich the literature on the application of marketing strategies in vocational education environments.

Based on the background description above, the researcher will examine the **“Analysis of Marketing Strategies Implementation by Using 7P Marketing Mix at Fashion Show Events at the Polbeng Business Expo Chapter II”**.

1.2 Formulation of the Problem

The problem formulations obtained from this research based on the background mentioned above are as follows: how is the planning and implementation of marketing strategies using the 7P marketing mix in fashion show events at the Polbeng Business Expo Chapter II?.

1.3 Purpose of the Study

The following are the purpose of this research to provide a more detailed description of the research focus:

1. To find out planning and implementation of marketing strategies using the 7P marketing mix at the fashion show event at Polbeng Business Expo Chapter II.
2. To identify obstacles in the implementation of 7P marketing mix in fashion show event at the Polbeng Business Expo Chapter II.
3. To evaluate the implementation of 7P marketing mix in fashion show event at the Polbeng Business Expo Chapter II.

1.4 Significance of the Study

There are several benefits that can be obtained by related parties from this research. The following are the benefits of this research:

1. For the author
It is one of the prerequisites for completing the final project of the State Polytechnic of Bengkalis International Business Administration Study Program and can provide additional knowledge and experience for the author.
2. For the university
Can be a model for future development and improvement for similar events. In addition, it improves the reputation of the campus through better planned and better executed events.

3. For readers

Can expand knowledge and understanding for readers. In addition, it can also provide information and can be a useful reference for practitioners, students, or other interested parties who want to organize similar activities.

1.5 Scope and Limitation of the Problem

This section explains the scope and limitations of the research. The scope indicates the boundaries of the research study, including the objects, focus, and subjects studied, while the limitations of the research explain the constraints encountered during the research process. This explanation aims to keep the research focused and prevent it from straying from the established focus.

1.5.1 Scope

The following are some of the research scopes that are the main focus in this study:

1. This research will analyze how the seven elements of the marketing mix (product, price, place, promotion, people, process, and physical evidence) are applied in preparing and holding a fashion show at the Polbeng Business Expo Chapter II.
2. This research focuses on the fashion show event, which is one part of the Polbeng Bisnis Expo Chapter II and does not include other events in the expo.
3. The research subjects were the organizing committee, namely members of the marketing team who were directly involved in the application of the 7P marketing mix.

1.5.2 Limitations of the Problem

This research has a number of limitations that must be considered, which are as follows:

1. This research is only limited to the fashion show event held at Polbeng Business Expo Chapter II and does not cover similar events outside of these activities.

2. This analysis is based on the implementation of the marketing mix 7P in the preparation and implementation of the fashion show event within a certain time span at the event.
3. This research does not involve quantitative measurements such as statistics but only collects qualitative data in the form of interviews, observations, and documentation.

1.6 Writing System

The preparation of the thesis report must be done in an organized and systematic manner as described below:

CHAPTER I : INTRODUCTION

The author will explain the background, formulation of the problem, purpose of the study, significance of the study, scope and limitation of the problem, and writing system.

CHAPTER II : LITERATURE REVIEW

The theoretical underpinnings of both general and specific study, which include prior studies and theoretical underpinnings, will be explained by the author in chapter two.

CHAPTER III : METHOD AND ACCOMPLISHMENT PROCESS

In chapter three, the author will explain the location, time, and object of the study, types and sources of data, population and sample, sampling technique, data collection technique, data processing technique, types of the study, schedule and budget of the study.

CHAPTER IV : RESULTS AND DISCUSSION

The test results, discussion, and limits of the study findings will be explained by the author in Chapter four. The discussion of the findings is presented in the form of qualitative descriptive theoretical explanations.

CHAPTER V : CONCLUSION AND SUGGESTION

In Chapter five, the author will explain the conclusions and suggestions from the research conducted.