

# **MARKETING MANAGEMENT DEVISION ON EVENT ECO-FRIENDLY COSTUME AND CARNIVAL FASHION SHOW AT POLBENG BUSINESS EXPO CHAPTER II**

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## **ABSTRACT**

This final project aims to apply marketing management in organizing an eco-friendly costume fashion show and fashion carnival at the Polbeng Business Expo at the Bengkalis State Polytechnic. The focus of this project is the marketing strategy used to increase public awareness and interest in environmentally friendly fashion and cultural preservation. Marketing management is implemented through marketing strategy planning, promotional media creation, and the use of digital marketing through social media. The project results show that well-planned and creative marketing management can increase participant participation, attract public attention, and strengthen understanding of the importance of sustainable fashion. This project proves that marketing management plays an important role in supporting the success of eco-friendly fashion events and fashion carnivals.

**Keywords:** Polbeng Business Expo, Eco-Friendly Fashion, Fashion Carnival, Marketing, Promotion