

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Indonesia is a country with a high level of diversity in terms of culture, ethnicity, customs, and artistic expression. This diversity has become part of the national identity, reflected in various aspects of society, including fashion. Fashion in Indonesia is not only a necessity, but also a medium for cultural expression, creativity, and representation of the diverse local values in each region.

In its development, the fashion industry in Indonesia has shown rapid growth. Various concepts and styles of clothing continue to emerge, ranging from traditional to modern, including innovations in the form of fashion shows such as fashion carnivals. Fashion carnivals are a form of fashion show that combines elements of art, creativity, culture, and entertainment into one attractive package. According to Sunandar (2018), One of the potentials of cultural tourism that wants to be developed is carnival clothing, which is a costume worn during a parade or carnival on a holiday celebration. Carnival is usually carried out on the streets or in a large field, so it looks magnificent and beautiful.

As global awareness of environmental issues increases, the concept of eco-friendly fashion is gaining more attention. Eco-friendly fashion emphasizes the use of sustainable materials, recycling, and production processes that minimize negative impacts on the environment. Ewe and Tjiptono (2023), stated that when consumers are more familiar with eco-friendly brands compared to non eco-friendly brands, their attitudes towards these brands, intention to purchase, and willingness to pay more, tend to be higher. In contrast, this effect is not significant when consumers are more familiar with non eco-friendly brands.

Public interest, especially among the younger generation, in environmentally conscious fashion products and activities continues to grow as awareness of the importance of preserving the environment increases. The

younger generation now considers not only the aesthetic aspects of clothing, but also the sustainability value, production process, and environmental impact of the fashion products they use. This situation has made eco-friendly fashion more than just a passing trend; it has developed into a lifestyle and a form of social awareness that encourages positive change in the fashion industry, especially in creating more responsible and sustainable fashion practices.

Apriliani et al. (2025) stated that the eco-friendly trend has a positive influence on the consumption patterns of Generation Z, including increased interest in sustainable and recycled products, awareness of the need to reduce plastic waste and fast fashion, and the growth of consumer communities that prioritize ethical and sustainability values. In addition, digital consumption and social media also strengthen the dissemination of information and practices of environmentally friendly lifestyles among Generation Z. Thus, the eco-friendly lifestyle is not just a trend, but also shapes new values in the consumption behavior of today's young generation.

Through eco-friendly fashion show costumes, the message of sustainability is conveyed in a creative and interesting way, thereby building a positive image for the event, increasing audience appeal, and encouraging community participation, especially among the younger generation, in supporting sustainable fashion practices. Reddy et al. (2023) stated that Numerous people are worried about the growing effects of environmental issues on human life. Most modern businesses use a method of sustainable development known as “green marketing,” and many different sectors acknowledge the importance of selling green products. Eco-friendly marketing methods have a financial payoff for department heads. In addition to satisfying consumer demand, green marketing also benefits the world.

Handayani et al. (2023) stated that MICE events consist of Meetings, Incentive Travel, Conventions, and Exhibitions, besides that MICE stands for Meetings, Incentives, Conventions, and Exhibitions. MICE events usually focus on business meetings, corporate incentives, conventions and exhibitions. The main purpose of MICE events is to connect people in a business environment,

facilitate information exchange, promote products and services, and create business opportunities. The characteristics of each event can be known, namely the first is a meeting, which is an event that is a meeting. Meeting, gathering and so on.

Polbeng Business Expo Chapter II is an event that promotes the concept of business and creativity exhibitions, including eco-friendly costume and carnival fashion shows. This event provides a platform for students and the general public to showcase their creativity in eco-friendly fashion while promoting awareness of sustainability issues. However, the success of an event is not only determined by an attractive concept, but also by how effectively it is managed and marketed.

In organizing fashion shows and fashion carnivals, the marketing division plays a very important role. The marketing division is responsible for designing, implementing, and evaluating marketing strategies to attract participants, increase visitor numbers, and build a positive image for the event. Marketing for events does not only focus on promotion, but also on creating value, targeted communication, and managing relationships with various parties involved. Based on Kurniawan, Marketing is a combination of interconnected and related activities to determine consumer needs while developing promotions, distribution, service and prices so that consumer needs can be properly satisfied at a certain level of profit (Kurniawan, 2018).

Marketing management is a process that encompasses the planning, organizing, implementing, and controlling of various marketing activities carried out systematically and continuously to achieve predetermined goals effectively and efficiently, whether in terms of increasing product value, meeting consumer needs and desires, or supporting the success of the organization or business activities as a whole. Based on Ma'sum (2020), marketing management is an effort to plan, implement, organize, and supervise marketing activities through an organization with the aim of obtaining maximum, effective, and efficient results.

Through the implementation of the right marketing strategy, an eco-friendly fashion show and fashion carnival event can reach a wider audience, raise public awareness, and provide a lasting educational impact. A structured and

innovative marketing strategy can also support the success of the event while encouraging positive change in the fashion industry, particularly in the implementation of eco-friendly fashion concepts. Kotler and Keller (2013), state that marketing strategy is a mindset marketing that will be used to achieve its marketing objectives. Marketing strategy contains specific strategies for the market goals, positioning, marketing mix, and size marketing expenditure.

Eco-friendly fashion shows and fashion carnivals managed with the right marketing strategies have great potential as effective means of raising public awareness of cultural diversity and environmental issues. Through well-conceived events, these fashion shows can have a significant influence on shaping public perception and consumer behavior in choosing sustainable fashion products. Creative and innovative visual presentations are a major strength in demonstrating that the concept of sustainability in fashion does not diminish the aesthetic value or quality of products. This is expected to inspire the public to start shifting to more responsible and sustainability-oriented fashion choices.

Based on the background description above, the author is interested in developing a final project entitled **“MARKETING MANAGEMENT DEVISION ON EVENT ECO-FRIENDLY COSTUME AND CARNIVAL FASHION SHOW AT POLBENG BUSINESS EXPO CHAPTER II”**.

1.2 Identification of the Project

Based on the background above, the problem formulations that the authors will do are:

1. What are the marketing strategies to increase public awareness and interest in eco-friendly fashion shows and carnival fashion events?
2. How to attract public interest and attention to eco-friendly costume fashion shows and carnival fashion events?
3. What marketing strategies are effective in promoting sustainability of eco-friendly values and fashion carnivals in the context of fashion shows?

1.3 Purpose of the Project

Based on the problem formulation above, the objectives of this project are as follows:

1.3.1 General Purpose

The main objective of this project is to create a Polbeng Business Expo exhibition, by enhancing the culture of environmentally friendly fashion and people's understanding of the beauty and diversity of cultures in various regions.

1.3.2 Specific Purpose

The specific objectives of marketing management for the eco-friendly fashion show and fashion carnival at the Polbeng Business Expo are as follows:

1. Determine the marketing strategy for an eco-friendly fashion shows and carnival fashion events.
2. Creating promotional tools for a fashion show event.
3. Conduct digital marketing promotion for the fashion show competition.

1.4 Significance of the Project

The benefits of marketing management in the final project of an eco-friendly catwalk costume fashion show are as follows:

1. Benefits for Exhibitors

Marketing management of eco-friendly costume fashion shows at Polbeng Business Expo can provide convenience for exhibitors, so that they get a platform to promote and market environmentally friendly fashion collections to the wider community. Improve the brand by caring about sustainability and cultural preservation. As well as getting a positive appreciation that can develop existing culture-based eco-friendly fashion designs.

2. For Authors

The results of the project undertaken provided significant benefits to the author in terms of increased knowledge and skills in the field of marketing management.

3. For Universities

This final project is expected to provide many benefits to the university including the development of student skills, improving the quality of learning, enhancing the image of the university, and advancing fashion culture. In addition, this final project also explores student creativity in the business world.

1.5 Time and Place of Project Implementation

The Fashion Show project is part of the Polbeng Expo event which will be held with carefully planned momentum and location. The specific project implementation time and location are as follows:

Date : May 20-22, 2025

Time : 3 (three) days

Place : Bengkalis State Polytechnic JL.Bathin Alam, Kec. Bengkalis,Kab. Bengkalis, Riau.

1.6 Writing System

The systematic report of writing the initial overview of the project to be implemented is as follows:

CHAPTER I: INTRODUCTION

In this chapter, the author explains the background of the project, the identification of the project, the objectives and benefits of the project, the place and time of the project and the systematic writing of the project report in a bachelor's thesis.

CHAPTER II: LITERATURE REVIEW

In this chapter, the author explains theories related to marketing strategies, environmentally friendly demonstrations, as well as the application of marketing management at Polbeng Business Expo events in eco-friendly costumes and fashion carnival. Then the theoretical framework underlying this case study will be explained, such as marketing strategy theories, sustainability of

eco-friendly fashion, and analytical framework.

CHAPTER III: METHODS AND PROCESSES OF ACHIEVEMENT

In this chapter the author explains the planning of a project and continues with the implementation of the implementation process plan, implementation plan and project implementation report.

CHAPTER IV: RESULTS AND DISCUSSION

In this chapter the author explains the project profile and activity implementation report consisting of project preparation, activity implementation, activity implementation report.

CHAPTER V: CONCLUSIONS AND SUGGESTIONS

This chapter contains a summary of the results of writing the previous chapter, written conclusions and suggestions for substitutes for writing improvement.

REFERENCES

APPENDICES

WRITER BIOGRAPHY