

SINGING COMPETITION FOR KIDS AT POLBENG BUSINESS EXPO CHAPTER II (CASE STUDY: MARKETING STRATEGY)

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ABSTRACT

The Singing Competition for Kids is one of a series of events in Polbeng Business Expo Chapter II that aims to support event promotion while providing a platform for developing the talents of kindergarten and elementary school children. This project focuses on the application of marketing strategies in organizing singing competitions with a case study at Polbeng Business Expo Chapter II. The methods used include the preparation, implementation, and achievement stages of the project. The marketing strategy was developed based on the STP (segmentation, targeting, positioning) concept, utilizing digital and non-digital promotional media. Digital promotion was carried out through Instagram, TikTok, and Facebook with the creation of 30 promotional video content, while direct promotion was carried out through visits to schools with the distribution of brochures. The project results showed that the combination of digital and direct promotion was able to increase the reach of information, attract participant participation, and support the smooth implementation of the singing competition. In addition, this project produced activity documentation, certificate and prize designs, and structured budget planning. With a well-planned marketing strategy, the Singing Competition for Kids was carried out successfully and contributed positively to the success of Polbeng Business Expo Chapter II.

Keyword: *Marketing Strategy, Digital Marketing, Singing Competition*