

**SPELLING BEE COMPETITION ON THE LEVEL OF ELEMENTARY  
AND JUNIOR HIGH SCHOOL AT POLBENG BUSINESS EXPO  
CHAPTER II (CASE STUDY: MARKETING ASPECT)**

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**ABSTRACT**

Polbeng Business Expo Chapter II is a program organized by the International Business Administration Study Program of Bengkalis State Polytechnic. This final project focuses on the marketing aspect of organizing the Spelling Bee Competition, an English word spelling contest for elementary school students in grades 1–4 and junior high school students in grades 7–9, which is part of the Polbeng Business Expo Chapter II event. The purpose of this project is to apply marketing strategies in promoting the competition effectively. Promotional activities were carried out through social media platforms such as Instagram, TikTok, WhatsApp and Facebook by creating 30 digital promotional videos and conducting direct promotions to schools. The event was successfully held on May 20–22, 2025, at the Electrical Engineering Building of Bengkalis State Polytechnic, with enthusiastic participants and solid teamwork among the committee. The results of this project show that social media promotion significantly increased awareness and participation, while teamwork and creative content contributed to the success of the event. This project also emphasizes the importance of marketing management in organizing events, particularly in developing effective promotional strategies and maintaining the institution's image. Overall, the Spelling Bee Competition not only encouraged students' interest in learning English but also strengthened Bengkalis State Polytechnic as an innovative and creative educational institution.

Keywords: *Spelling Bee Competition, Marketing Strategy, Social Media Promotion, Event Management*