

ELEMENTARY SCHOOL SINGING COMPETITION AT POLBENG BUSINESS EXPO (CASE STUDY: MARKETING STRATEGY)

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ABSTRACT

The purpose of this final project is to hold a singing competition specifically for elementary school children with a focus on marketing strategies, namely finding a suitable marketing strategy for this project, conducting the participant registration process, conducting digital marketing for 1 month, making video documentation and finding obstacles and solutions. This final project uses 3 methods consisting of a project preparation plan, a project implementation plan and a project completion plan. The result of implementing this final project is using the STP (Segmenting, Targeting and Positioning) marketing strategy to attract participants. The number of participants who registered was 30 people, which exceeded the initial target of only 20 people. The video documentation was recorded very well and the video was uploaded to YouTube so that it could be seen by many people. The obstacles faced during marketing were running out of content ideas to upload on various media platforms and the lack of funds from Polbeng Business Expo for this singing event. The solution to these problems is to find inspiration, take advantage of current trends, and create a creative content plan. Due to the lack of funds for the Polbeng Business Expo event, the committee contributed using personal money to add funds of IDR 746,000 per person.

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