

POLBENG BUSINESS EXPO
“OPTIMIZING MARKETING AT TRADITIONAL AND
CONTEMPORARY FASHION SHOWS AT POLBENG EXPO
CHAPTER II”

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ABSTRACT

Polbeng Business Expo Chapter II is a program organized by the International Business Administration Study Program, Bengkalis State Polytechnic. This final project focuses on the marketing aspects of organizing a Traditional and Contemporary Fashion Show as part of the Polbeng Business Expo Chapter II 2025. The project aims to implement effective marketing strategies to promote the fashion show and increase participant engagement. Promotional activities were conducted through social media platforms such as Instagram, TikTok, Facebook, and WhatsApp using digital content in the form of posters and promotional videos, supported by direct communication with schools and communities. The project was carried out through planning, implementation, and evaluation stages. The fashion show was successfully held according to schedule with high participant enthusiasm and strong teamwork among the committee. Social media promotion proved effective in increasing participant numbers and promotional reach, contributing positively to the success of Polbeng Business Expo Chapter II 2025.

Keywords: *Fashion Show, Marketing Strategy, Social Media Promotion, Event Management.*