

MARKETING MANAGEMENT DIVISION ON RANKING 1 COMPETITION OF POLBENG BUSINESS EXPO CHAPTER II

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ABSTRACT

The Rank 1 Competition at Polbeng Business Expo Chapter II was implemented under the Marketing Management division as an experiential learning platform aimed at strengthening students' theoretical knowledge and practical skills in marketing. The activity involved a comprehensive marketing process, beginning with the development of visually attractive, informative, and thematic promotional designs that reflected the identity, competitiveness, and enthusiasm of the event. These designs functioned as a visual identity to attract public attention and effectively convey key messages to the target audience. The marketing implementation was carried out systematically through an integrated digital promotion strategy utilizing social media platforms such as Instagram, TikTok, and Facebook. Various promotional contents, including posters, reels, short videos, and informational posts, were produced to build awareness, engagement, and audience interest. Offline promotional activities were also conducted through direct visits to elementary schools, allowing the organizing team to interact personally with teachers and students, explain the competition in detail, and invite participants directly. In addition, sponsorship collaboration supported the operational and financial aspects of the event, while also enhancing its credibility and professionalism as part of a large-scale academic exhibition. During and after the competition, documentation in the form of activity videos served as both evaluation material and learning references for future events. Although the implementation faced challenges related to venue unavailability, the evaluation process provided valuable insights into the importance of early coordination, backup planning, effective communication, and risk assessment. Overall, the Rank 1 Competition proved to be an effective experiential learning activity that successfully integrated marketing theory and practice, enhanced students' creativity, critical thinking, adaptability to digital marketing trends, and teamwork skills, and contributed positively to the development of modern marketing education.

Keywords: Rank 1 Competition, Marketing Management, Digital Marketing, Social Media Promotion.