



Department of Digital Business

Journal of Artificial Intelligence and Digital Business (RIGGS)

Homepage: <https://journal.ilmudata.co.id/index.php/RIGGS>

Vol. 5 No. 2 (2026) pp: 23951-23958

P-ISSN: 2963-9298, e-ISSN: 2963-914X

Marketing Management in Eco-Friendly Costume and Carnival Events

Mailina¹, Wan Junita Raflah²

International Business Administration Study Program, State Polytechnic of Bengkalis, Politeknik Negeri Bengkalis

¹mailina688@gmail.com, ²junita@polbeng.ac.id

Abstrak

This study analyzes the application of marketing management in organizing the Eco-Friendly Costume Fashion Show and Fashion Carnival at the Polbeng Business Expo, Bengkalis State Polytechnic. The purpose of this study is to describe how marketing management was implemented to increase public awareness and participation while introducing the concept of eco-friendly fashion and promoting local culture. This research used a descriptive qualitative method with a project-based approach. Data were collected through observation, interviews, and documentation involving the organizing committee responsible for planning and implementing the event. The data were analyzed using the Marketing Management System Model, which consists of creating value, communicating value, delivering value, and maintaining participant satisfaction. The results show that the marketing strategies applied during the event helped increase participant registration and attract public attention. The use of social media, promotional posters, brochures, and direct promotion to schools supported the dissemination of information about the event. Good coordination among the organizing committee also contributed to the successful implementation of the program. In addition, the event provided an opportunity to introduce environmentally friendly fashion made from recycled materials while encouraging participants to appreciate creativity and local cultural values. Overall, the study concludes that the application of marketing management contributed to the success of the event, increased community participation, strengthened public awareness of sustainable fashion, supported the achievement of the event objectives, and encouraged the preservation of environmental and cultural values through creative fashion activities.

Keywords: Polbeng Business Expo, Eco-Friendly Fashion, Fashion Carnival, Marketing, Promotion.

1. Introduction

Indonesia is a country with a rich diversity of cultures, ethnic groups, customs, and arts. This diversity is an important part of the national identity and is reflected in various aspects of people's lives, including the field of fashion. Fashion serves not only as a basic necessity but also as a medium for cultural expression, creativity, and the representation of local values unique to each region. Along with the rapid development of the fashion industry in Indonesia, various forms of fashion shows continue to evolve, one of which is the fashion carnival an event that blends elements of art, entertainment, and creativity into an engaging performance (Sunandar, 2018).

In recent years, growing global concern for environmental issues has driven the development of the concept of eco-friendly fashion. This concept emphasizes the use of sustainable materials, recycling practices, and environmentally friendly production processes. Consumers are also showing a more positive attitude toward brands that adopt eco-friendly principles, including an increased intention to purchase and a willingness to pay more for sustainable products (Ewe & Tjiptono, 2023). Furthermore, Generation Z is becoming increasingly aware of the importance of environmental sustainability, considering not only the aesthetic aspects of fashion products but also their environmental impact and production processes. Consequently, eco-friendly fashion has evolved from a mere trend into a lifestyle that influences consumer behavior, particularly among the younger generation (Apriliani et al., 2025).

A fashion show featuring eco-friendly costumes serves as an effective medium for conveying a message of sustainability through creative visual presentations. This event not only raises public awareness of environmental issues but also builds a positive image of sustainable fashion and encourages public participation, particularly among the younger generation. The implementation of green marketing strategies in organizing such events benefits the environment while meeting consumer demand for more eco-friendly products (Reddy et al., 2023).

As part of the Meetings, Incentives, Conventions, and Exhibitions (MICE) industry, organizing a fashion event requires effective marketing management to ensure the event's objectives are achieved. Marketing activities for an event do not focus solely on promotion but also encompass value creation, building relationships

with various stakeholders, and increasing audience engagement (Handayani et al., 2023). Marketing management is a process that involves the systematic planning, organizing, executing, and controlling of various marketing activities to achieve organizational goals effectively and efficiently (Ma'sum, 2020). Therefore, implementing the right marketing strategy is a key factor in increasing public participation while supporting the success of an event (Kotler & Keller, 2013).

Polbeng Business Expo Chapter II is an exhibition that combines the concepts of business, creativity, and sustainability through a variety of events, one of which is the Eco-Friendly Costume and Carnival Fashion Show. This event serves as a platform for students and the public to showcase their creativity in producing eco-friendly fashion designs while raising awareness about the importance of sustainable fashion. However, the success of the event depends not only on its innovative concept but also on the effectiveness of marketing management in attracting participants, raising public awareness, and building a positive image for the event.

Although the organization of eco-friendly fashion events is growing, research on the implementation of marketing management in sustainability-based fashion events in higher education settings remains limited. Most previous studies have focused on consumer behavior and green marketing, while research on how marketing management is planned and implemented in educational events is still relatively scarce. Therefore, this study aims to analyze the implementation of marketing management at the Eco-Friendly Costume and Carnival Fashion Show at the Polbeng Business Expo Chapter II. The results of this study are expected to contribute to the development of more effective marketing strategies for organizing sustainable fashion events and to serve as a reference for organizers of similar events in the future.

Marketing management plays a crucial role in achieving organizational goals through the effective planning, implementation, and evaluation of marketing activities. In event marketing, marketing management focuses not only on promoting the event, but also on creating value for participants, attracting the target audience, and enhancing the organization's competitiveness through appropriate marketing strategies.

Previous research has shown the importance of marketing strategies in influencing consumer behavior. Yusuf and Matiin (2022) found that the marketing mix has a significant effect on purchasing decisions, customer satisfaction, and customer loyalty. Their research findings indicate that product, distribution, and promotion are the main factors influencing purchasing decisions, while customer satisfaction has a positive impact on customer loyalty. These findings underscore the importance of implementing effective marketing strategies to improve organizational performance.

Growing public awareness of environmental sustainability is encouraging organizations to adopt eco-friendly marketing approaches. Hossen et al. (2024) report that consumers generally have a positive perception of sustainable fashion due to growing environmental awareness, although affordability and product availability remain major challenges. In line with this, Naik et al. (2023) found that consumers with a higher level of environmental concern tend to be more willing to purchase eco-friendly products. This indicates that sustainability has become one of the key factors influencing consumer behavior.

In the fashion industry, the concept of sustainability is also becoming an increasingly prominent trend. Salsabila and Arafah (2024) explain that eco-fashion is gaining popularity because consumers are considering not only the quality and aesthetics of products but also environmental responsibility. Therefore, hosting a fashion show based on an eco-friendly concept can be an effective way to raise public awareness of sustainable lifestyles while also encouraging creative innovation in the fashion industry.

In addition, Wulan et al. (2026) emphasize the importance of implementing a Segmentation, Targeting, and Positioning (STP) strategy combined with Product Life Cycle (PLC) analysis. The research findings indicate that identifying the right target market, engaging in continuous product innovation, and leveraging digital promotions are key factors in maintaining competitiveness. This concept is relevant to this study because the marketing division of the Eco-Friendly Costume and Carnival Fashion Show at the Polbeng Business Expo Chapter II implemented market segmentation, digital promotion, and communication strategies to increase the number of participants and public awareness of the event.

Unlike previous studies, which have largely focused on consumer behavior and eco-friendly marketing, this study specifically examines the application of marketing management in organizing eco-friendly fashion events in higher education settings. This study contributes by applying the Marketing Management Planning System Model to evaluate marketing activities during the planning and implementation of the Polbeng Business Expo Chapter II.

2. Research Method

This study employs a descriptive qualitative research method with a project-based approach to analyze the application of the Marketing Management Planning System Model in the organization of an eco-friendly costume fashion show and a fashion carnival at the Polbeng Business Expo. A qualitative approach was chosen because this study aims to gain an in-depth understanding of how marketing management is planned,

implemented, and evaluated during an event. This study focuses on the experiences of event organizers who were directly involved, based on the Marketing Management Planning System Model proposed by Sagita and Wijaya (2022).

This project-based approach was adopted because the eco-friendly costume fashion show and the fashion carnival were carried out as real-world projects involving planning, organizing, and marketing evaluation. The researchers directly observed the event's implementation and gathered information from the committee members involved in managing the event. Therefore, this approach allowed the researchers to examine the application of event management in the context of the event.

To obtain more in-depth information, data was collected through observation, interviews, and documentation. Observations were conducted during the event implementation phase. Interviews were conducted with individuals directly responsible for marketing planning and management. Supporting data, such as brochures and digital marketing materials, were also analyzed to reinforce the research findings, which will be used as data on the implementation of digital marketing.

This study was conducted at the Bengkalis State Polytechnic during the Eco-Friendly Fashion Show and Carnival held as part of the Polbeng Business Expo, Chapter II. Data were collected through observation, interviews, and documentation. The primary informant was a member of the marketing division selected through purposive sampling due to his direct involvement in the planning and implementation of marketing activities. The data collected were analyzed using the Marketing Management Planning System Model, which encompasses value creation, value delivery, value delivery to customers, and the maintenance of customer satisfaction.

Figure 1. Research Flow of the Study

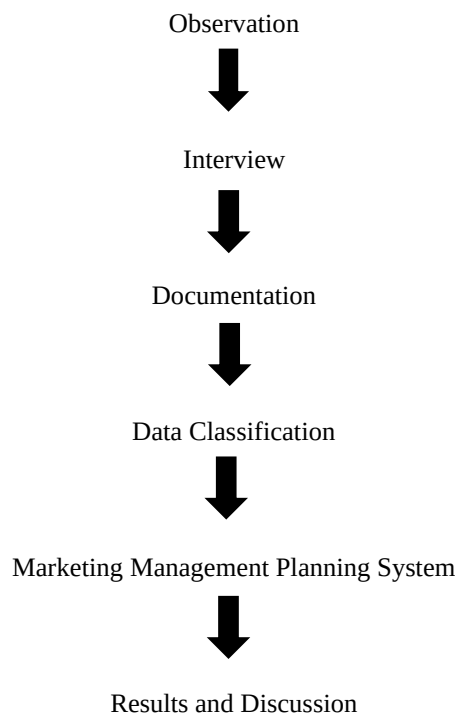


Figure 1 illustrates the research process used in this study. Data were collected through observation, interviews, and documentation. The collected data were then classified and analyzed using the Marketing Management Planning System, which consists of value creation, value communication, value delivery to consumers, and customer satisfaction maintenance. The findings from each component were then interpreted to evaluate the application of marketing management in the Eco-Friendly Fashion Show and Carnival at the Polbeng Business Expo Chapter II.

3. Results and Discussion

This study employed three data collection techniques, the first of which was observation. Observations were conducted during both the preparation and implementation phases of the fashion show. Through these observations, the researcher observed the event's proceedings and participated in the fashion show activities held at the Polbeg Business Expo Chapter II.

The second technique is an interview. The interview is conducted with one of the marketing departments. The interview questions are structured around four components: creating value, communicating value, delivering value to consumers, and maintaining participant satisfaction.

The third technique is documentation. Documentation will be collected to support the research findings. This documentation includes all event activities and documentation related to marketing activities. In this way, marketing activities can be evaluated for further improvement at future fashion shows.

Marketing management plays a role in integrating digital innovation with sustainable business practices. According to Sak et al. (2025) Marketing management is particularly important in ensuring business success in the digital economy. Digital transformation has changed the way companies interact with their customers, develop products, and achieve long-term goals. Syifa et al. (2024) "The Role of Marketing Management On Image Existence Corporate Institutions" the role of marketing management is very important for companies in creating, communicating, and delivering value to consumers and maintaining customer satisfaction.

The first stage consists of observation, interviews, and documentation. In the second stage, the information is selected and categorized according to the four components of marketing management planning. The third stage involves data presentation, with findings presented in narrative form to facilitate interpretation. Finally, the researcher draws conclusions from the information obtained.

This section presents the findings from interviews with the marketing management division for traditional and contemporary costume fashion shows at the Polbeng Business Expo Chapter II. The findings were analyzed using the Marketing Management Planning System, which consists of: exploring how marketing creates value through design, visual elements, and event identity; exploring ways to convey information to the target audience; exploring how that value is actually perceived by participants during the event; and exploring the organizing committee's efforts to ensure participants' comfort and satisfaction. Based on the results of the interview with one of the marketing team members of the Polbeng Business Expo Fashion Show 2025, it can be concluded that:

Figure 2. Marketing Management Planning System Used in the Study

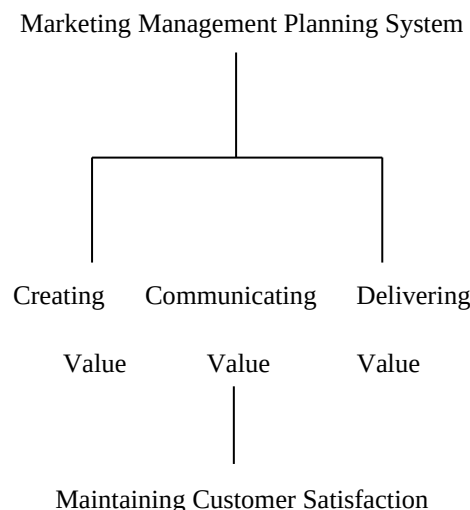


Figure 2 illustrates the Marketing Management Planning System used as an analytical framework in this study. The framework consists of four interrelated components: value creation, value delivery, value delivery, and maintenance of customer satisfaction. Value creation refers to the development of attractive promotional materials and a distinctive event identity that reflects the concept of eco-friendly fashion. Value communication focuses on disseminating information through various digital media platforms, including Instagram, WhatsApp, Facebook, and TikTok, to effectively reach the target audience. Value delivery emphasizes consistency between

promotional messages and the actual execution of events, to ensure that participants have the experience they expect. Finally, ensuring customer satisfaction underscores the importance of responsive communication and support for participants throughout the event. These four components serve as the foundation for compiling and interpreting the findings presented in the following discussion.

3.1 Role in Creating Value

Based on interviews with Jumianti, a member of the Polbeng Business Expo Fashion Show 2025 marketing team, it is known that the value creation process begins with internal discussions among the marketing team to determine the concept of the event. Once the concept is agreed upon, the team decides on a visual theme, which is then realized in the form of digital posters and promotional videos. The visual materials contain important information such as the competition schedule, categories, and registration mechanism. The main purpose of creating visual designs is to attract public attention and provide a clear understanding that the event is a fashion show with a concept that combines traditional and contemporary elements. Attractive visual designs are considered to be able to increase the appeal of the event and convey a professional impression, thereby encouraging participants to take part. In selecting colors, concepts, and design styles, the marketing team used bright and eye-catching colors with a modern design style, while still incorporating cultural elements to match the fashion show concept. Personally, the source played a role in providing concept ideas, helping to determine the content of the information to be conveyed, and coordinating with the team so that the visual content produced was in line with the event's promotional objectives.

These findings indicate that engaging visual communication plays a crucial role in creating value for potential participants. In line with the views of Kotler and Keller (2013), creating value for customers through effective promotional design can strengthen brand image and increase consumer interest. Therefore, the strategy implemented by the marketing team successfully supported the event's promotional objectives.

The creation of marketing value for this event is not limited to designing compelling promotional materials; it also encompasses conveying the event's identity and its message of sustainability. The visual concept highlights a blend of traditional cultural elements with eco-friendly fashion, allowing the audience to recognize the event's uniqueness compared to conventional fashion competitions. This strategy helps build a distinctive image for the event and reinforces the position of the Eco-Friendly Fashion Show and Carnival as an event that is both educational and entertaining.

In addition, collaboration among members of the marketing team in developing promotional concepts highlights the importance of internal coordination in marketing management. Effective communication within the team ensures that all promotional materials convey consistent information and reflect the same event objectives. Such consistency is crucial for building trust among potential participants and establishing a professional image for the event. Therefore, value creation in this project is achieved not only through creative design, but also through strategic planning and teamwork.

3.2 Role in Communicating Value

The interview results show that the marketing team uses various social media platforms as the main means of conveying information, namely Instagram, WhatsApp, TikTok, and Facebook. These media were chosen because they are the platforms most frequently used by the target participants so that information can be conveyed quickly and easily disseminated. The information consistently conveyed in each post includes the event schedule, competition categories, registration requirements, fees, and committee contact details. The clear and repeated delivery of information through social media aims to ensure that prospective participants and the public gain a complete understanding of the fashion show activities.

The use of various social media platforms indicates the presence of an integrated marketing communication strategy. This finding is consistent with the view expressed by Handayani et al. (2023), who state that digital communication is crucial for increasing audience engagement in event marketing.

The findings also show that digital marketing enables event organizers to efficiently reach various target groups. The integration of Instagram, WhatsApp, Facebook, and TikTok allows promotional messages to be disseminated repeatedly across various communication channels. This approach increases the event's visibility while making it easier for potential participants to quickly access the latest information.

In addition, the use of social media facilitates two-way communication between the organizing committee and prospective participants. Questions regarding registration procedures, competition requirements, and the event schedule can be answered quickly through online platforms. This interactive communication strengthens relationships with participants and reduces uncertainty leading up to the event, thereby increasing participants' confidence in joining the competition.

3.3 Role in Delivering Value to Consumers

In delivering value to participants, the marketing team ensures that the information published on social media is consistent with the actual conditions during the event. This is done through coordination with the organizing committee to avoid discrepancies between promotions and actual implementation in the field. In addition, value is also delivered directly at the event location through information services, assistance for participants before they appear, and efforts to create a comfortable and orderly event atmosphere. This role helps participants feel more prepared and calm while participating in the fashion show.

These findings indicate that delivering value is not limited to promotional activities but also includes ensuring consistency between promotional messages and the actual event experience. Such consistency contributes to participant trust and satisfaction.

Providing added value also involves efforts to ensure a positive experience throughout the event. The organizing committee ensures that participants receive clear instructions before entering the competition area and offers assistance whenever issues arise. These efforts help create a comfortable atmosphere and minimize confusion during the event.

In addition, consistency between promotional messages and the actual experience during the event plays a crucial role in maintaining participants' trust. Participants felt that the information shared prior to the event accurately reflected the activities carried out on the day of the competition. This consistency demonstrates the effectiveness of marketing management in meeting participants' expectations and contributing to the overall success of the event.

3.4 Role in Maintaining Customer Satisfaction

Based on the interview results, the marketing team strives to maintain participant satisfaction by being responsive to questions and providing clear information from the beginning to the end of the event. If participants encounter problems, the marketing team tries to provide assistance quickly. According to the source, the factors that most contribute to participant satisfaction and leave a lasting impression are the ease of obtaining information and the committee's quick and effective communication. This creates a sense of comfort for participants throughout the fashion show activities.

Responsive communication and prompt problem-solving also contribute to participant satisfaction. This finding is consistent with the views of Syifa et al. (2024), who emphasize that maintaining customer satisfaction is a key component of marketing management.

Ensuring participant satisfaction is a key component of sustainable event management, as satisfied participants are more likely to recommend the event to others and participate in future events. Positive experiences shared through word of mouth and social media can strengthen the event's reputation and expand its promotional reach without requiring significant additional marketing costs.

The findings of this study indicate that responsive communication, friendly service, and accurate information contribute significantly to participant satisfaction. Therefore, these aspects should remain a priority in planning future events. By continuously evaluating participant feedback and improving service quality, organizers can further increase participant engagement and strengthen the sustainability of similar eco-friendly fashion events in the future.

3.5 Managerial Implications

In addition, the research findings indicate that coordination among committee members is a key factor in supporting the successful implementation of marketing management. The success of an event is not only determined by the quality of the promotional media used but is also influenced by effective communication and cooperation between the marketing division and other divisions. This coordination helps ensure that the information conveyed to participants aligns with the actual implementation of the event on the ground, thereby minimizing misunderstandings and increasing participants' trust in the organizers. Furthermore, collaboration with schools, communities, and local influencers can also be considered as a strategy to expand the reach of promotional efforts and increase participant numbers for future events.

This study also shows that the use of digital marketing combined with direct promotion provides greater opportunities to reach various target groups. The use of social media platforms—such as Instagram, WhatsApp, Facebook, and TikTok—makes it easier for organizers to disseminate information quickly and establish communication with potential participants. On the other hand, direct promotion to schools also makes a positive contribution by enhancing cooperation with school administrators while expanding the reach of promotional

efforts. Therefore, combining digital and direct promotion can be an effective strategy for increasing public participation in similar events.

The results of this study indicate that the application of marketing management not only contributes to the success of promotional activities but also supports the achievement of broader educational and social goals. The marketing strategies implemented for the Eco-Friendly Costume Fashion Show and Carnival were able to introduce the concept of sustainable fashion while increasing public participation in these events. These findings suggest that marketing management can serve as an effective approach for educational institutions in organizing events that integrate learning, creativity, and environmental awareness. Overall, this study demonstrates that marketing management can be effectively applied in organizing education-based events that promote the concept of sustainability. Therefore, the results of this study are expected to serve as a reference for similar events in the coming years to design more effective marketing strategies while increasing community participation, participant creativity, and environmental awareness.

In addition to benefiting event organizers, the findings of this study also have implications for educational institutions that conduct project-based learning activities. Events such as the Eco-Friendly Costume Fashion Show and Carnival not only serve as a means to develop students' technical skills in managing an event but also as a platform to enhance their communication, teamwork, problem-solving, and decision-making abilities. Through the direct application of marketing management, students gain real-world experience in designing promotional strategies, interacting with the public, and evaluating the effectiveness of the activities they have carried out. This experience serves as an important foundation for entering the workforce, particularly in the fields of marketing, event management, and the creative industries.

The results of this study also indicate that the use of digital media plays an increasingly important role in supporting the success of an event's promotion. Advances in information technology have changed the way people obtain information, so event organizers need to make optimal use of digital media to reach a broader target audience. Nevertheless, in-person promotion remains necessary, especially to reach schools and potential participants who need more detailed explanations about the event. Therefore, striking a balance between digital marketing and in-person promotion is a key factor to consider when developing marketing strategies for similar events.

Another implication is the importance of evaluating the entire series of marketing activities after the event has concluded. This evaluation can be conducted by assessing the effectiveness of the promotional media used, the number of participants reached through each medium, and participants' feedback on the services provided by the organizing committee. The results of this evaluation can serve as the basis for developing a better marketing strategy for future events, ensuring that any shortcomings identified are addressed and any strengths are maintained. Thus, the marketing management process does not end with the execution of the event but continues into the evaluation phase as an effort to improve the quality of future events.

4. Conclusion

This study concludes that marketing management plays a crucial role in supporting the success of the Eco-Friendly Fashion Show and Carnival at the Polbeng Business Expo Chapter II. The use of digital marketing through Instagram, WhatsApp, Facebook, and TikTok effectively increased public awareness and participant engagement. Promotional materials such as brochures, digital posters, and promotional videos successfully conveyed information about the event and strengthened its image. In addition, the marketing team successfully created, communicated, and delivered added value while maintaining participant satisfaction through effective communication and responsive service. To improve the quality of future events, organizers are encouraged to be more creative in their promotional efforts, strengthen their partnerships with influencers, and conduct scheduling analyses early on to optimize marketing performance and avoid scheduling conflicts with other local events.

References

1. Sunandar, A. (2018). Pelatihan Pembuatan Busana Karnaval Berbasis Budaya Kabupaten Parigi Moutong Sebagai Sarana Promosi Pariwisata. *J. KARINOV*, 1.
2. Ewe, S. Y., & Tjiptono, F. (2023). Green Behavior Among Gen Z Consumers in an Emerging Market: Eco-Friendly Versus Non-Eco-Friendly Products. *Young Consumers*, Vol 24(2), 234-252.
3. Apriliani, A., Sujarwo, S., & Safitri, D. (2025). Tren Eco-Friendly Lifestyle Terhadap Kebiasaan Konsumsi Generasi Z. *Triwikrama: Jurnal Ilmu Sosial*, Vol 9(10), 181-190.

4. Reddy, K. P., Chandu, V., Srilakshmi, S., Thagaram, E., Sahyaja, C., & Osei, B. (2023). Consumers Perception on Green Marketing Towards Eco-Friendly Fast Moving Consumer Goods. *International Journal of Engineering Business Management*, 15, 18479790231170962.
5. Handayani, V. T., Rofii, M. S., & Syahputra, A. R. (2023). MICE dan Non-MICE Dalam Rangka Menetapkan Strategi Event Management. *JPPI (Jurnal Penelitian Pendidikan Indonesia)*, Vol 9(4), 127-141.
6. Ma'sum, T. (2020). Eksistensi Manajemen Pemasaran dalam Membangun Citra Lembaga Pendidikan. *Intelektual: Jurnal Pendidikan Dan Studi Keislaman*, Vol 10(2), 133-153.
7. Kotler, P., & Keller, K. L. (2013). Strategi Pemasaran. *Preshallindo, Jakarta*.
8. Yusuf, M., & Matiin, N. (2022). Analysis of the Effect of the Marketing Mix on Purchasing Decisions. *International Journal of Economics and Management Research*, Vol 1(3), 177-182.
9. Hossen, S., Mridha, Y., Rahman, A., Ouboucetta, R., & Amin, M. R. (2024). Consumer Perceptions And Purchasing Trends Of Eco-Friendly Textile Products In The US Market. *International Journal of Business and Economics*, Vol 1(2), 20-32.
10. Naik, B., Meher, S., & Sethy, B. (2023). An Empirical Study of Consumer Buying Behaviour Towards Eco-Friendly FMCG Products in Western Odisha. *International Journal of Research in Management*, Vol 5(2), 216-220.
11. Salsabila, M. A., & Arafah, W. (2024). Peran Pola Pikir Konsumen Terhadap Pakaian Ramah Lingkungan Di Indonesia. *Jurnal Akuntansi, Manajemen dan Ilmu Ekonomi (Jasmien)*, Vol 4(04), 206-219.
12. Wulan, N. P., Rhochayati, C. D. M., & Wijijayanti, T. (2026). Analysis of STP Marketing Strategy Implementation (Segmenting, Targeting, Positioning) and PLC (Product Life Cycle) at UMKM Souvenir Center: Case Study on MSME Taman Sari Madiun City. *International Journal of Humanity Advance, Business & Sciences (IJHABS)*, Vol 3(3), 443-450..
13. Sagita, G., & Wijaya, Z. R. (2022). Penerapan Digital Marketing Sebagai Strategi Pemasaran Bakmi Tando 07. *Jurnal Ekonomi, Bisnis Dan Manajemen*, Vol 1(3), 24-31.
14. Sak, T., Mylko, I., Ivashko, O., Chulipa, I., Wołowiec, T., & Sokołowska Woźniak, J. (2025). How the Digital Economy Is Revolutionizing Marketing Management and Driving Sustainable Development. *Sustainability*, Vol 17(3), 1130. <https://doi.org/10.3390/su17031130>.
15. Syifa, M. A., Bahari, A. T. F., & Misbak, M. (2024). The Role of Marketing Management On Image Existence Corporate Institutions. *Return: Study of Management, Economic and Bussines*, 3(5), 257-267