



Event Marketing and Promotion Strategies Shaping Micro, Small, and Medium Enterprise Income in Islam

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Abstract

The rapid growth of Micro, Small, and Medium Enterprises in Indonesia has intensified business competition, requiring entrepreneurs to adopt effective marketing strategies to enhance income and business sustainability. Event marketing and promotional strategies are widely utilized to increase product visibility, attract consumers, and expand market reach. This study aims to analyze the partial and simultaneous effects of event marketing and promotional strategies on traders' income at Micro, Small, and Medium Enterprise events in Medan City from an Islamic economic perspective. Using a quantitative associative approach, data were collected from 100 traders through saturated sampling at the Gempita Rasa Event and the Merah Putih Culinary Festival. Structured questionnaires were employed as the primary research instrument, and the data were analyzed using multiple linear regression with Statistical Package for the Social Sciences software. The findings indicate that event marketing and promotional strategies positively and significantly influence traders' income, both partially and simultaneously, explaining 50.1% of income variation. Event marketing was identified as the most dominant factor affecting income growth. These findings imply that integrating event-based marketing and effective promotional practices can strengthen business performance and improve traders' income. Within the Islamic economic framework, sustainable income growth should be achieved through honesty, fairness, transparency, and ethical business conduct.

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INTRODUCTION

The development of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia has shown positive growth in recent years (Saragih et al., 2025). In Indonesia, MSMEs play a strategic role as the backbone of the national economy (Agsyah et al., 2026). MSMEs are one of the sectors that play a vital role in driving national economic growth because they are capable of creating jobs, increasing community income, and strengthening regional economic resilience in Indonesia (Rahmawati et al., 2025). The development of MSMEs also contributes to economic growth by increasing per capita income (Azhari et al., 2024).

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As digitalization advances and the government increases its support for the small business sector, various marketing activities such as bazaars, festivals, expos, and entrepreneurship events are being organized more frequently as a means of promoting MSME products. The city of Medan, as one of the centers of trade and services in North Sumatra, hosts a fairly active schedule of MSME events, serving as a strategic platform for business owners to introduce their products directly to the public. Through these events, MSME entrepreneurs can build closer relationships with consumers and enhance the appeal of the products they market (Apriliana et al., 2025).

With the growth of MSME activities in the city of Medan, various marketing events involving business owners have become a platform that can be leveraged to expand product marketing while increasing sales opportunities. At these events, vendors not only interact with consumers who come to browse or purchase products, but also with other vendors offering a variety of products to consumers at the same time and place. This situation presents every vendor with both an opportunity and a challenge to attract consumers' attention to the products they offer. Vendors can introduce their products directly to consumers, provide product information, offer specific prices or packages, provide discounts or product samples, and use various other promotional strategies to attract consumer interest. This is because consumers' decisions to make a purchase can vary from one vendor to another. Thus, even when participating in the same marketing event, each vendor has the potential to achieve different transaction volumes and revenue levels.

These differences can be seen in the sales figures achieved by vendors during their participation in these events. Some vendors were able to generate high revenue, while others earned lower revenue at the same events. This situation indicates that participation in these marketing events does not necessarily yield uniform sales results for every vendor. Therefore, to provide a realistic picture of the revenue levels achieved by vendors, the following table presents data on several MSME vendors at a number of marketing events held in the city of Medan.

Table 1. Data on Event Vendor Income Levels in Medan

No	Event	Event Date	MSME Tenant	Vendor Revenue
1	GEMES	June 27, 2026	My Dear	IDR 820,000
2	GEMES	June 27, 2026	Ayam Ayam Ku	IDR 1,200,000
3	GEMES	June 27, 2026	Mieramie	IDR 3,000,000
4	GEMES	June 27, 2026	Bajeng Drink	IDR 1,000,000
5	GEMES	June 27, 2026	Donat Kentang (Potato Donuts)	IDR 1,800,000
6	MTQ Medan City	April 11, 2026	Dimsum Premium Queens	IDR 2,750,000
7	MTQ Medan City	April 11, 2026	Typca Coffee	IDR 952,000
8	MTQ Medan City	April 11, 2026	Pempek Jajanan Cik Angie	IDR 870,000
9	MTQ Medan City	April 11, 2026	Risol Milenial	IDR 350,000
10	MTQ	April 11, 2026	ZMI Kebab / Kebab Ijun	IDR 950,000

Medan City				
11	CFN	April 4, 2026	Tenda Milenial	IDR 250,000
12	CFN	April 4, 2026	Sushi Nisyuu	IDR 350,000
13	CFN	April 4, 2026	Juice For U	IDR 800,000
14	CFN	April 4, 2026	JuiceAna	IDR 450,000
15	CFN	April 4, 2026	Tenda Milenial	IDR 350,000

Merchants' revenue is a key indicator of business success, including for Micro, Small, and Medium Enterprises (MSMEs) that participate in various marketing activities such as bazaars, festivals, and MSME events. Merchants' revenue is essentially tied to the income generated from product sales to consumers. The higher the sales volume, the greater the revenue earned by merchants. Therefore, revenue levels can serve as an indicator of a business's ability to generate profits and ensure its long-term viability.

Theoretically, the income level of vendors in this study can be explained through Income Theory, which views income as the total revenue earned by an individual through a business activity during a specific period. In commercial activities, income relates to the revenue earned from the sale of products to consumers. The higher the sales activity, the greater the potential revenue that vendors can earn ([Ramadhan et al., 2023](#)). Thus, in the context of MSME events, merchants' income levels can be assessed based on the revenue generated through sales transactions during their participation in the event. From an Islamic economic perspective, this income must be earned through business activities that are honest, fair, and in accordance with Sharia principles, thereby generating halal and blessed income ([Daulay et al., 2023](#)).

Vendors' income levels can be influenced by various factors related to business activities. [Padillah et al., \(2022\)](#) explain that vendors' income is related to sales volume, price changes, product quality, and the number and interest of buyers. In addition, physical market conditions, business management, and location can also affect merchants' income ([Lubis et al., 2021](#)). Other factors, such as the level of competition, consumer interest, and operating costs, also play a role in influencing the income earned by business owners ([Azhari et al., 2024](#)).

Thus, increasing a merchant's revenue is not only related to the ability to sell products but is also influenced by how merchants can attract consumers and create transaction opportunities. In the context of MSME activities, events serve as a platform that brings merchants and consumers together directly.

Consumer attendance at an event can provide opportunities for merchants to introduce products, build interactions, and make sales. This indicates that marketing activities conducted through events can be one factor contributing to increased revenue for merchants. [Adam et al., \(2024\)](#) show that hosting events has a positive impact on business owners' revenue through increased foot traffic and transaction activity. Thus, events are not merely venues for activities but can also serve as part of marketing efforts that provide economic opportunities for merchants.

One form of marketing activity that can be carried out through events is event marketing. Event marketing is a marketing activity that utilizes an event as a medium to create interaction between consumers, the organized activity, and the products being offered. In the concept of Engagement-Driven Event Marketing, event marketing is not only oriented toward visitor attendance but also toward creating engagement between visitors and the event, as well as the products or brands being offered. [Setiawan et al., \(2022\)](#) explain that event marketing can be understood as engagement-oriented marketing

communication through event content, participant engagement, the alignment between the event and the product or brand, and the experiences gained during the event.

Theoretically, event marketing in this study employs the Engagement-Driven Event Marketing Theory developed by (Setiawan et al., 2022). This theory views event marketing not only as an activity to attract consumer attendance but also as an activity that fosters engagement among visitors, the event, and the products being offered. Such engagement can be fostered through the event's content, participant involvement, the event's alignment with the product or brand, and the experiences visitors gain. The greater the engagement created, the greater the likelihood that consumers will interact with the product and make a purchase (Syarif et al., 2025). Thus, this theory serves as the basis for explaining how event marketing can create transactional opportunities that ultimately impact a merchant's revenue.

In the context of MSMEs, the application of event marketing can be seen through the organization of bazaars, food festivals, exhibitions, and various other activities that bring merchants and consumers together directly. Through these activities, consumers have the opportunity to see products firsthand, obtain information about them, interact with merchants, and make purchases. These conditions provide merchants with the opportunity to introduce their products while creating an experience for consumers. Apriliana et al., (2025) show that the implementation of event marketing strategies can have a positive impact on increasing MSME sales.

This indicates that event marketing can be a marketing activity that helps create business opportunities for entrepreneurs. The success of event marketing in supporting business activities is determined not only by the number of visitors but also by the event's ability to create experiences and foster consumer engagement with the products on offer. Direct interaction between consumers and merchants allows consumers to gain a more tangible experience with the products, while merchants have the opportunity to convey information and demonstrate the products' advantages firsthand.

As such, event marketing can create conditions that foster consumer interest and purchasing opportunities. In terms of merchant revenue, event marketing can create opportunities for transactions by increasing interaction between merchants and consumers. The better the experience and engagement created at an event, the greater the opportunity for merchants to introduce their products and secure purchases from consumers. Therefore, event marketing is an important variable to examine in relation to merchant revenue levels at MSME events in Medan.

Increased transaction opportunities in MSME activities are also linked to how products are communicated to consumers through promotional strategies. Promotional strategies are activities used to convey product information to consumers, generate interest, and encourage consumers to make purchases. At MSME events in Medan, promotional strategies can be implemented through various media and forms of communication, such as social media, banner displays, discounts, product samples, and collaborations with local influencers. The use of these various promotional methods aims to make products more visible and attract consumer attention (Putri et al., 2023).

Theoretically, the promotional strategy in this study is based on Integrated Marketing Communication (IMC) Theory, which explains that marketing communication is the process of conveying messages to consumers through various forms of integrated communication to elicit a consumer response to a product (Batra & Keller, 2016). In the context of MSME events,

promotional strategies can be used to convey information about products, prices, product advantages, and special offers to consumers. When executed properly, promotions can help consumers recognize products, increase their interest, and drive purchasing decisions. Therefore, IMC Theory serves as the basis for explaining that the more effective a merchant's promotional communication is, the greater the chance that the product will be recognized and chosen by consumers.

Promotional strategies are important because a vendor's presence at an event does not automatically guarantee that all consumers will be aware of and interested in the products being offered. Therefore, marketing communication that can clearly convey product information to consumers is necessary. [Monika et al., \(2024\)](#) explain the importance of promotional activities in supporting the marketing of MSME products, while [Imsar et al., \(2021\)](#); [Thori, \(2023\)](#) show that promotional activities play a vital role in attracting attention and increasing consumer response to the products on offer. In the context of SME events, promotional strategies can complement event marketing because events provide a space for direct interaction, while promotions help convey information and build consumer interest in the products.

Through promotions conducted both before and during the event, information about the activities and products offered can reach a wider audience of consumers. When consumers become aware of the event, are interested in the products, and then make a purchase, these actions ultimately generate revenue for merchants.

Based on this theoretical foundation, event marketing and promotional strategies are linked to merchants' revenue levels through the creation of transaction opportunities. Engagement-Driven Event Marketing Theory explains that events can foster consumer interaction and engagement with products, while Integrated Marketing Communication Theory outlines the role of marketing communication in conveying information and building consumer responses to products. Furthermore, Income Theory explains that sales activities that result in transactions generate revenue for merchants. Thus, theoretically, the more effective the implementation of event marketing and promotional strategies, the greater the likelihood of transactions occurring, which in turn can increase merchants' revenue ([Batra & Keller, 2016](#); [Ramadhan et al., 2023](#); [Setiawan et al., 2022](#)).

Thus, merchant revenue, as the dependent variable, can be understood as an outcome related to sales activities and transactions that occur during business operations. Event marketing provides an opportunity for direct consumer interaction and experiences, while promotional strategies play a role in conveying information and building consumer interest in products. Both of these activities can ultimately create transaction opportunities that are linked to merchant revenue levels at MSME events in the city of Medan.

From an Islamic economic perspective, marketing activities are not solely profit-oriented but must also adhere to the principles of honesty, justice, transparency, and blessings. These principles align with the findings of ([Padillah et al., 2022](#)), who noted that buying and selling to earn a living is fully permissible and contributes positively to income, provided it remains within the boundaries and principles of muamalah in Islam. Therefore, marketing events and promotional strategies implemented by MSME actors must avoid elements of fraud, information manipulation, and practices that contradict Islamic law. The concept of Sharia marketing emphasizes the importance of courteous communication, the accurate dissemination of information, and the provision of halal and high-quality products. The implementation of

promotional strategies aligned with Islamic values can serve as a competitive advantage for MSMEs in building sustainable consumer trust. The application of Islamic economic principles in marketing activities is also believed to foster long-term relationships between businesses and consumers through fair transactions that benefit both parties (Karsono & Salma, 2023).

The city of Medan has great potential for the development of Sharia-based MSMEs through various trade shows and entrepreneurship events organized by the government and the business community. The various events held in the city of Medan ranging from annual and monthly to weekly events are as follows.

Table 2. The Phenomenon of MSME Marketing Events in the City of Medan

Period	Bazaar/Event Name	Average Number of Participating MSMEs	Average MSME Revenue per Event
Weekly	Medan Car Free Day (CFD)	500 active MSME tenants	IDR 1,000,000 – IDR 2,000,000 per event
Weekly	Medan Car Free Night (CFN)	120 to 160 MSME tenants	IDR 1,200,000 – IDR 2,500,000 per event
Monthly	Liburasa Fest / Food Bazaar	More than 85 culinary MSME tenants	IDR 3,500,000 – IDR 5,800,000 per event
Monthly	Mandiri Micro Fest / Creative Bazaar	30 to 50 MSMEs	IDR 2,500,000 – IDR 4,000,000 per event
Annual	Gelar Melayu Serumpun (GEMES) MSME Bazaar	164 MSMEs	IDR 7,100,000 per event (total exhibition turnover reached IDR 1.18 billion)
Annual	Medan City MTQ MSME Bazaar	100 to 130 MSME booths	IDR 17,000,000 – IDR 22,000,000 per booth per event

The table shows that the City of Medan regularly organizes various marketing events for MSME operators, consisting of weekly, monthly, and annual activities. Events such as Car Free Day (CFD), Car Free Night (CFN), the Ramadan Fair, the MTQ MSME Bazaar, the Gelar Melayu Serumpun, and the Indonesia City Expo (ICE) serve as promotional platforms that bring MSME operators and consumers together directly. The high number of participating vendors and the revenue generated during these events demonstrate that marketing events play a crucial role in boosting the economic activity of MSMEs. The diversity of events organized indicates that the City of Medan, together with various government agencies and the private sector, continues to support the development of MSMEs by providing sustainable promotional opportunities (Kotler & Keller, 2021).

Based on interviews conducted by the Medan City Micro, Small, and Medium Enterprises (MSME) Office's Information Services Division, the author observed a phenomenon occurring on the ground: various MSME events in Medan City are able to attract many visitors and involve numerous vendors. However, the high number of visitors does not necessarily translate into an equal increase in income for all vendors. Research by Adam et al., (2024) shows that organizing events can have a positive impact on increasing business owners' income. Nevertheless, it is not yet known exactly to what

extent event marketing and promotional strategies influence vendors' income levels at SME events in Medan City. Previous studies have generally examined the influence of event marketing or promotional strategies on purchasing decisions and sales growth. Meanwhile, research analyzing the simultaneous influence of these two variables on vendors' income levels at SME events remains relatively limited, particularly in the context of Medan.

Therefore, this study is important to conduct. The novelty of this study lies in the analysis of the impact of event marketing and promotional strategies on vendors' income levels at MSME events in Medan City from an Islamic economics perspective; it is thus expected to contribute to the development of the literature and provide insights for MSME stakeholders and local governments in increasing vendors' income. Based on the description of the background, phenomena, and research gaps outlined above, this study aims to analyze the impact of event marketing and promotional strategies on vendor income levels at MSME events in Medan from an Islamic economic perspective. Specifically, this study was conducted to determine the effect of event marketing on vendors' income levels at MSME events in Medan, to determine the effect of promotional strategies on vendors' income levels at MSME events in Medan, and to determine the simultaneous effect of event marketing and promotional strategies on vendors' income levels at MSME events in Medan from an Islamic economic perspective.

METHODS

This study employs a quantitative approach with an associative research design. The quantitative approach was used to analyze the impact of event marketing and promotional strategies on the income levels of MSME tenants at the event. This approach was used to objectively explain the relationships between variables through the processing of numerical data and hypothesis testing using statistical analysis ([Engkizar et al., 2019; 2026; Knapp, 2025; Muhlasin et al., 2026; Saidi et al., 2025; Sugiyono, 2023](#)).

This study was conducted at the Gempita Rasa Event and the Merah Putih Culinary Festival, which are bazaar events featuring MSME tenants. These events were selected as the research subjects because SME operators were directly involved in marketing and sales activities to consumers. These conditions align with the research focus, which examines event marketing, promotional strategies, and the income levels of MSME tenants. Selecting a single event also allowed the research to focus more specifically on the conditions of tenants participating in the same activity, ensuring that the data collected accurately reflects the situation of the MSME operators participating in the Gempita Rasa Event.

The population in this study consisted of all MSME tenants participating in the Gempita Rasa Event a total of 55 MSME tenants and the Merah Putih Culinary Festival 45 MSME tenants for a total of 100 MSME tenants. Because the population size was relatively small and all members of the population were accessible, this study employed a saturation sampling technique, resulting in all 100 MSME tenants being included as the study sample. The data used comprised both primary and secondary data. Primary data was obtained by distributing questionnaires to 100 MSME vendors using a five-point Likert scale (1–5). Meanwhile, secondary data was obtained from scientific journals, books, academic articles, and documents relevant to the study ([Engkizar et al., 2018; Saptono et al., 2024; Sari et al., 2025; Tandilino et al., 2025](#)).

The data analysis technique used in this study was multiple linear regression analysis using the Statistical Product and Service Solutions (SPSS)

software. Prior to conducting the regression analysis, validity and reliability tests were performed, along with tests of classical assumptions, including tests for normality, multicollinearity, and heteroscedasticity. Hypothesis testing was performed using the t-test to determine the partial effect of the independent variables, the F-test to determine the simultaneous effect, and the coefficient of determination (R^2) to determine the extent to which the independent variables explain the dependent variable.

RESULT AND DISCUSSION

Hypothesis Testing

t-Test

The t-test is used to determine whether each independent variable has a significant partial effect on the dependent variable. The decision criterion involves comparing the calculated t-value with the critical t-value. According to [Sugiyono, \(2023\)](#), the standard t-value is determined based on the formula for degrees of freedom:

$$df = n - k - 1$$

$$df = 100 - 2 - 1 = 97$$

Based on the degrees of freedom ($df = 97$) at a two-tailed significance level of 5% (0.05), the standard t-value is 1.985.

t-Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.496	1.825		4.106	<.001
	Total_X1	.379	.124	.412	3.065	.003
	Total_X2	.326	.135	.324	2.409	.018

a. Dependent Variable: Total_Y

Event Marketing (X1)

Calculated t-value = 3.065 Table t-value = 1.985

Significance value = 0.003, which is less than 0.05

These results indicate that the calculated t-value is greater than the table t-value ($3.065 > 1.985$), so the first hypothesis is accepted, meaning that event marketing has a positive and significant effect on merchants' income levels. The better the execution of event marketing, the higher the merchants' income levels.

Promotional Strategy (X2) Calculated t-value = 2.409

Table t-value = 1.985

Significance level = 0.018, which is less than 0.05

These results indicate that the calculated t-value is greater than the table t-value ($2.409 > 1.985$), so the second hypothesis is accepted, meaning that the Promotion Strategy has a positive and significant effect on Merchants' Income Levels. The more effective the promotion strategy, the greater the likelihood of an increase in merchants' income.

F-Test (Simultaneous Effect)

The F-test is used to examine how independent variables collectively influence the dependent variable. The criterion for the F-test is that if the calculated F-value is greater than the table F-value, then the independent variables have a simultaneous effect. According to Sugiyono, (2023), the standard F-table value is determined based on the degrees of freedom in the numerator ($df_1 = k$) and the denominator ($df_2 = n - k - 1$). Based on a 5% significance level with df (2; 97), the standard F-table value is 3.09.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	581.552	2	290.776	48.643	<.001 ^b
	Residual	579.838	97	5.978		
	Total	1161.390	99			

a. Dependent Variable: Total_Y

b. Predictors: (Constant), Total_X2, Total_X1

Source: SPSS Output, 2026

Based on the ANOVA table, the following results were obtained:

Calculated $F = 48.643$; Table $F = 3.09$

Sig. = 0.000, which is less than 0.05

Based on these results, it can be concluded that the calculated F-value is greater than the critical F-value ($48.643 > 3.09$). This indicates that Event Marketing and Promotional Strategies simultaneously have a significant effect on Merchants' Income Levels. Thus, the regression model is appropriate for use in this study.

Coefficient of Determination

The coefficient of determination is used to determine the extent to which variations in merchants' income levels can be explained by event marketing and promotional strategies in the regression model. The R value indicates the strength of the relationship between the independent and dependent variables; R-squared indicates the proportion of variation explained by the model; and adjusted R-squared is R-squared adjusted for the number of predictors and sample size.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.708a	.501	.490	2.445

a. Predictors: (Constant), Total_X2, Total_X1

b. Dependent Variable: Total_Y

An R value of 0.708 indicates a fairly strong correlation between Event Marketing and Promotional Strategies and Merchants' Revenue Levels. An R-squared value of 0.501 means that 50.1% of the variation in Merchants' Revenue Levels can be explained by Event Marketing and Promotional Strategies in the research model. Meanwhile, the remaining 49.9% is explained by other factors outside the model.

The Adjusted R-squared value of 0.490 indicates that, after adjusting for the number of independent variables and the sample size, the model's ability to explain the variation in Merchant Revenue Levels is approximately 49.0%. The relatively small difference between R-squared (0.501) and the adjusted R-

squared (0.490) indicates that adding two predictors to the model did not result in significant overfitting.

The Effect of Event Marketing on Merchants' Revenue Levels

The research results demonstrate that event marketing has a positive and significant effect on merchants' revenue levels. This is indicated by a regression coefficient of 0.379, a calculated t-value of 3.065, and a significance level of 0.003. The positive sign of the coefficient indicates that the better the execution of event marketing, the higher the merchants' revenue levels predicted by the model after controlling for the effect of promotional strategies. This finding aligns with Schmitt's Experiential Marketing Theory. According to this theory, the direct experiences consumers gain through an event can increase their interest, engagement, and likelihood of making a purchase. In the context of MSME events in Medan, events create a space for direct interaction between vendors and visitors. This interaction allows consumers to see products in person, try them out, compare options, communicate directly with vendors, and ultimately make a purchase. As the intensity of interaction and transactions increases, so does the likelihood of higher vendor revenue.

The descriptive results support this interpretation. Event Marketing received an average score of 4.25 per item and falls into the "Very High" category. Item 2 even received a mean of 4.37, with 54% of respondents answering "Strongly Agree." This pattern indicates that MSME tenants generally view the event experience and execution positively. Although the specific wording of the items is not available in the source file, the consistency of high scores across all items demonstrates that the Event Marketing construct is strongly accepted by respondents. Empirically, these results align with the study by [Apriliana et al., \(2025\)](#), which was used in the theoretical framework of this research namely, that event marketing has a positive influence on increasing SME sales. This finding is relevant because increased sales are one of the primary avenues for boosting merchants' revenue or income. The results of this study expand upon this context by directly analyzing "Merchant Income Level" as the outcome.

In terms of the strength of influence within the model, the standardized beta for Event Marketing (0.412) is greater than that for Promotion Strategy (0.324). This indicates that Event Marketing has a more dominant standardized partial contribution among the two independent variables tested. Thus, for event organizers and MSME tenants alike, the quality of event execution is a strategic aspect that relates not only to visitor turnout but also to how well the event can create an experience that drives actual transactions.

The Effect of Promotional Strategies on Merchants' Income Levels

The t-test results show that promotional strategies have a positive and significant effect on merchants' revenue levels. The regression coefficient for promotional strategies is 0.326, with a calculated t-value of 2.409 and a significance level of 0.018. Since the significance level is less than 0.05, the partial hypothesis regarding promotional strategies is accepted. This means that the more effective the promotional strategies implemented by tenants, the higher the merchants' revenue levels predicted by the model, with Event Marketing held constant. These findings are consistent with the Integrated Marketing Communication (IMC) Theory by Kotler and Keller, which served as the theoretical foundation. Promotions serve to introduce, persuade, and remind consumers about products. In an event setting with many tenants and a high level of competition, consumers do not automatically know the advantages of each product. Promotion serves as a mechanism that bridges the

information gap between merchants and consumers. When product information is conveyed clearly, attractively, and precisely to the target audience, the likelihood of generating purchase interest and transactions can increase.

Descriptively, the Promotion Strategy scored an average of 4.11 and fell into the “High” category. The highest score was for Item 1 at 4.22, while Item 2 had a mean of 3.95. This difference indicates that not all aspects of promotion are perceived as equally strong. In other words, some aspects of promotional practices are already very strong, while others still have room for improvement. Since the item wording is not available, Chapter IV does not interpret the specific content of Item 1 or Item 2; however, the difference in scores remains useful for highlighting evaluation priorities at the construct level. These results align with the study by [Monika et al., \(2024\)](#), which explains that promotion has a positive effect on marketing success. These results are also consistent with the study by [Thori, \(2023\)](#) in the list of previous studies, which showed that promotion has a significant effect on revenue with a P-value of 0.007. Thus, the findings of this study reinforce the argument that promotion is not merely a communication activity but a factor that can contribute to the achievement of economic outcomes for MSME tenants.

Although the effect of the Promotion Strategy is significant, its beta value of 0.324 is lower than that of Event Marketing (0.412). This does not mean that promotion is unimportant. On the contrary, the results show that promotion serves as a significant supporting factor, while the direct experience created through events has a stronger partial contribution to this research model. In practical terms, combining the two is more relevant than choosing one over the other.

The Simultaneous Effect of Event Marketing and Promotional Strategy on Merchants’ Revenue Levels

The results of the F-test indicate that Event Marketing and Promotional Strategies simultaneously have a significant effect on Merchant Revenue Levels, with an F-value of 48.643 and a significance level of < 0.001 . These results demonstrate that the two independent variables together form a meaningful model for explaining changes in Merchant Revenue Levels among the MSME tenants who participated in the study. The R-squared coefficient of 0.501 indicates that 50.1% of the variation in Merchant Revenue Levels can be explained by the combination of Event Marketing and Promotional Strategies. This figure suggests that marketing strategies involving events and promotions play a substantial role but do not account for the entire variation in revenue. The remaining 49.9% of the variation stems from factors outside the model. Previous research summarized in the theoretical chapter points to several other factors that are conceptually related to revenue, including market conditions, the number of buyers, business location, operating costs, competition, customer interest, and the type of merchandise. These factors were not tested in this model; therefore, their influence cannot be concluded based on the data from this study, but they may serve as a direction for future research.

Conceptually, these findings confirm that a successful event must be supported by effective promotion. Events provide a venue, an experience, foot traffic, and opportunities for interaction; meanwhile, promotion helps tenants turn those opportunities into attention, interest, and purchasing decisions. When these two components work together, the potential for increased transactions and revenue is greater than if tenants simply relied on their presence at the event without an adequate communication strategy.

Discussion from an Islamic Economics Perspective

From an Islamic economics perspective, the positive impact of event marketing and promotional strategies on merchants' income levels should not be understood solely as a means to maximize profits. The previous chapter emphasized that marketing activities must be conducted in accordance with the principles of honesty, justice, transparency, and blessings. The purpose of Islamic Sharia is to inspire people to pursue happiness and well-being in their lives. The goal of Islamic Sharia is to establish justice in business operations and ventures, particularly in the economic sphere (Saragih et al., 2025). Therefore, the effectiveness of events and promotions must go hand in hand with Sharia-compliant transaction ethics. Event marketing that enhances interaction and transactions will yield broader benefits if organizers and tenants create a fair, orderly, and transparent trading environment. Visitors need to receive accurate information regarding products, prices, quality, and benefits.

Thus, a positive experience at an event is not built through manipulation, but through service, product quality, transparency, and mutually beneficial relationships. Similarly, promotional strategies proven to have a significant impact must be implemented through respectful and non-misleading communication. Promotions via social media, banners, discounts, free samples, or other forms of communication must convey accurate information and not exaggerate product features. From an Islamic economic perspective, the success of promotions is measured not only by the number of transactions but also by whether the process is halal, fair, and capable of building sustainable consumer trust.

The research findings suggest that increasing revenue through event marketing and promotional strategies aligns with business development goals, provided that the process adheres to Sharia principles. Revenue generated through honest and fair transactions carries not only an economic dimension but also a dimension of blessing. This reinforces the relevance of the Islamic economic perspective in this research, as effective marketing models still require ethical boundaries that ensure benefits for both merchants and consumers.

CONCLUSION

Based on the research findings, event marketing plays a role in increasing revenue opportunities for MSME merchants by creating spaces for direct interaction, experiences, and communication between merchants and consumers. The more effectively an event is executed in creating consumer experiences and engagement, the greater the likelihood of transactions occurring. Promotional strategies also play a role in supporting merchants' revenue by helping to introduce products, convey information, and attract consumers' attention amid competition among tenants at an event. Thus, events supported by effective promotion can serve as a marketing tool that supports increased revenue for MSMEs.

At the same time, event marketing and promotional strategies highlight the importance of synergy between the provision of marketing opportunities and merchants' ability to capitalize on them. A well-attended event does not automatically guarantee increased revenue if merchants lack the ability to attract and retain consumers' attention. Therefore, MSME operators need to actively leverage events by providing excellent service, clear product communication, targeted promotions, and positive consumer experiences.

From an Islamic economic perspective, efforts to increase revenue through event marketing and promotional strategies must be conducted in accordance with the principles of honesty, justice, transparency, and responsibility. Promotions must not involve providing excessive or misleading information, and transactions must be conducted in a halal and mutually beneficial manner. Applying these principles can strengthen consumer trust while ensuring business sustainability. Therefore, event organizers and local governments can support MSMEs by improving the quality of events, facilities, and publicity, while MSME operators need to enhance their marketing capabilities while adhering to Islamic business ethics. Future research could expand on this study by incorporating other factors such as booth location, pricing, product quality, operational costs, consumer characteristics, and the level of competition that may influence vendors' revenue.

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DECLARATIONS

Author contribution

Rizki Yawan Wijaya: data curation, writing-original draft preparation and editing, conceptualization, **Rahmat Daim Harahap:** methodology, validation, visualization, **Nurbaiti:** supervision, software.

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