

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Project

The modern era, companies or organizations often hold various events as a means of promoting and branding a product or service, one of which is MICE. MICE is an English acronym for Meeting, Incentive, Convention, and Exhibition which is a common term in the tourism or exhibition industry. Stated by Kesrul (2004) in Rahmawati., et al (2022) MICE is a tourism activity whose activities are a combination of leisure and business, usually involving a group of people together, a series of activities in the form of meetings, incentive travels, conventions, congresses, conferences and exhibitions.

Exhibition is an activity within the scope of MICE that aims to introduce, promote and showcase products and services. Based on Morrow (2002) in Hradecky, et al (2022), an Exhibition is a temporary marketplace where buyers and sellers gather to conduct business transactions temporary marketplace where buyers and sellers come together to transact business (Fairs) offer the opportunity to barter and sell goods and services within a particular area and become a central distribution point for within a specific area and become a central distribution point for the entire geographic area entire geographic area. Stated by Maulana and Asra (2022), Digital marketing is one of the media that is often used by businesses because of the new ability of consumers to follow the flow of digitalization, some companies are gradually starting to leave the conventional marketing model and switch to modern marketing.

The exhibition activity needs an organizational structure that plays its respective role so that the activity can run smoothly and organized until the end of the activity. Hendarto and Tulusharyono (2013) in Wulandari, et al (2023), explains a secretary is “a person who assists someone, namely the leader in carrying out office tasks arising from his duties as a leader”. The secretary plays an important role in the structure of an activity because the secretary is very

instrumental in assisting the manager, organizing schedules and agendas, establishing communication with various parties and taking care of important letters needed for an activity. In addition, the secretary also plays a role in organizing logistics, coordinating the committee, organizing participants and attendance lists, organizing consumption, and ensuring the overall smooth running of the event.

Ranking 1 Competition, also known as quizzing, is a game of intelligence both general knowledge and knowledge learned outside of school. Usually, this game is played by asking questions related to general knowledge in turn until the participants compete to answer the questions. The purpose of this competition is to provide an opportunity for participants to test and improve their knowledge, intelligence, and skills, as well as to foster a healthy spirit of competition.

Participants in this Rank 1 competition are focused on elementary school students in grades 4, 5, and 6. Elementary School (SD) is an educational institution that organizes educational programs as the foundation of children's education aged 7 to 13 years. With this ranking 1 competition has a goal for the participants, especially elementary school students as a forum for those who have extensive knowledge but lack the opportunity to improve it, thus by participating in the Rank 1 competition it can be a forum for these students to display and improve their abilities about general knowledge.

During these events, secretaries play an important role in the success of the event with their multitasking, organizational, communication, and problem-solving skills. With these abilities, the secretary can be the key to success in organizing the Ranking 1 Competition which acts as the main coordinator in organizing the entire series of events. Ranking 1 Competition is one of the events that is often held in every organization, be it a company, government agency, or educational institution.

Implementing the role of secretary optimally created an effective secretary work system in this Ranking 1 Competition. With a structured system, it can increase the efficiency of organizing the competition, minimize errors, and ultimately improve the overall quality of the Ranking 1 Competition. In addition,

it can also provide a better understanding of the importance of the secretary's role in the success of an event, especially the Ranking 1 Competition.

Based on the above background, the author is interested in conducting a project with the title **“IMPLEMENTATION OF THE SECRETARY'S ROLE IN THE ELEMENTARY SCHOOL RANKING 1 COMPETITION OF BUSINESS EXHIBITION AT STATE POLYTECHNIC OF BENGKALIS”**

## **1.2 Identification of the Project**

Based on the background that background has been described, the identification of the Implementation of the Secretary's Role in the Elementary School Ranking 1 Competition of Business Exhibition at State Polytechnic of Bengkalis discusses how the secretary's role in organizing the Ranking 1 competition

## **1.3 Purpose of the Project**

In this project, it is divided into two categories of objectives: general project objectives and specific project objectives. The project objectives are as follows:

### **1.3.1 General Purpose**

The general purpose to be achieved in this final project is to organize the 1st Ranking Competition at the Business Exhibition event at State Polytechnic of Bengkalis 2024.

### **1.3.2 Specific Purpose**

The specific project purpose that are expected to be achieved in writing in this final project are as follows:

1. To coordinate the event and committee.
2. To schedule regular meetings of the committee.
3. To create required documents and managing administration.
4. To find out the obstacles that occur and find solutions by evaluating the Ranking 1 competition.

## **1.4 Significance of the Project**

The benefits of the final project of the “Implementation of the Secretary's Role in the Elementary School Ranking 1 Competition of Business Exhibition at State Polytechnic of Bengkalis” are as follows:

### **1.4.1 Benefits for exhibitors**

In this project, the Ranking 1 Competition of Business Exhibition at State Polytechnic of Bengkalis provides benefits for participants to add insight and general knowledge, can hone thinking skills, add valuable experience, and create a competitive spirit.

### **1.4.2 Benefits for the author**

In this project, the benefits for the author are to provide experience organizing events, improving communication skills and interacting with many people, as well as time management and priorities.

### **1.4.3 Benefits for the university**

In this project, it is very beneficial for the university both in terms of developing and experiencing student skills in organizing events, improving quality education, raising the image of the university, and building professional networks for career development.

## **1.5 Time and Place of Project Implementation**

In implementing the project, it is necessary to determine clear objectives such as the time and place of implementation in more detail so that the event runs effectively and efficiently. The following is the time and place of project implementation “Implementation of the Secretary's Role in the Elementary School Ranking 1 Competition of Business Exhibition at State Polytechnic of Bengkalis” is for 2 (two) days, with details as follows:

Time of implementation : October 2024

Place of implementation : State Polytechnic of Bengkalis, in the Mini  
Conference 3rd Floor, GKT 1

## **1.6 Writing System**

The systematics of writing carried out for the project “Implementation of the Secretary's Role in the Elementary School Ranking 1 Competition of Business Exhibition at State Polytechnic of Bengkalis” are as follows:

### **CHAPTER 1 : INTRODUCTION**

In this chapter, explain the background of the project, project identification, project objectives and benefits, place and time of project implementation and the systematic writing of the project report in the thesis.

### **CHAPTER 2 : LITERATUR REVIEW**

In this chapter, explain the theories that are relevant to the main material in the Final Project, namely explaining the implementation of the secretary's role in the successful organization of the Rangking 1 competition event.

### **CHAPTER 3 : METHODS AND ACCOMPLISHMENT PROCESS**

In this chapter, it describes the method and process of project completion, project preparation plan, project implementation plan, project completion plan, project reporting plan, schedule and cost estimation and project reporting cost estimation.

### **CHAPTER 4 : RESULTS AND DISCUSSION**

In this chapter, describes the project profile and activity implementation report consisting of project preparation, activity implementation, implementation report, financial report, and activity implementation report.

### **CHAPTER 5 : CONCLUSIONS AND SUGGESTIONS**

In this chapter contains a summary of the results of writing in the previous chapters written in the form of conclusions and suggestions for improvement as a substitute for writing.

### **REFERENCES**

### **APPENDICES**

### **WRITER BIOGRAPHY**