

CHAPTER I

INTRODUCTION

1.1 Background of the Project

In an era of rapid digital change, higher education institutions face the challenge of staying up-to-date and competitive. State Polytechnic of Bengkalis, as a leading vocational education institution in Indonesia, continues to innovate to improve the quality of its graduates. One of the efforts made is the holding of a Business Exhibition, which aims to improve students' skills while introducing business concepts to the younger generation from an early age.

Business exhibitions have become a major event in the MICE (Meeting, Incentive, Convention, and Exhibition) industry. According to Smagina et al. (2019), in the digital economy era, the role of business exhibitions is not only as a marketing tool, but also as a platform for innovation and knowledge transfer. In the context of vocational education, Neupane and Ram (2023) assert that engagement in practical activities such as business exhibitions is essential to prepare students for the dynamics of the world of work.

The uniqueness of the State Polytechnic of Bengkalis Business Exhibition lies in its integration with the “Ranking 1 Elementary Level” event. This reflects the institution's understanding of its role in community development. A study by Aydin and Toran (2020) found that instilling entrepreneurial concepts from an early age can increase creativity, innovation and problem-solving skills in children. Therefore, introducing the world of business to elementary students through interactive events like this is a strategic move.

Rank 1 is a game that tests the intellectual ability or knowledge of its participants. The term generally refers to an academic competition where participants are challenged to answer questions from various fields such as science, math, history, geography, literature, art, culture, and other general knowledge.

However, designing an event that engages elementary school students in the context of a business exhibition is no easy task. It requires a deep

understanding of child development psychology and effective learning techniques. Recent research by Kamenov et al. (2023) on the cognitive development of children aged 7-11 years (concrete operational stage) shows that the use of props and interactive activities can significantly improve the understanding of abstract concepts.

Furthermore, Di Dio et al. (2020) in their research on the application of Gardner's Theory of Multiple Intelligences in elementary schools, found that designing activities that stimulate different types of intelligence not only improves learning, but also students' self-esteem and motivation. This finding is particularly relevant in designing segments of the show "Ranking 1 Elementary Level" that not only test academic knowledge, but also hone social skills and creativity.

This is where the role of the event manager becomes very important. A survey of 200 event managers by Jiang and Schmader (2022) found that in the post-pandemic era, the role of managers has evolved. Not only are they responsible for logistics, but they must also be able to design emotionally immersive experiences for participants. In the context of events for children, this means creating moments that are not only educational but also fun and inspiring.

The concept of edutainment is also key to success. An experimental study by Colace et al. (2022) on 300 elementary school students found, "The group that learned through edutainment games showed a 40% increase in motivation and knowledge retention over the control group." This finding emphasizes the importance of fun in every segment of the program.

Based on this background supported by recent research, the study of "The Role of Managers in Designing and Organizing on the Ranking 1 Elementary Level Event" with the theme of the competition: The Road to Glory: Champion's Journey to Rank 1 in the context of the State Polytechnic of Bengkalis Business Exhibition is very important. In an era where experience and social impact are as important as content, the role of an event manager becomes multidimensional as an educator, entertainer, inspirer and brand guardian.

1.2 Identification of the Project

Based on the background above, the project identification that the author will do is:

1. What is the role of managers in designing programs that are appropriate for the cognitive development of elementary school students?
2. What strategies are effective for organizing the program Ranking 1 Competition Event at the elementary level?
3. What solutions were implemented to overcome the obstacles that occurred during the preparation and completion of the Ranking 1 Event project?

1.3 Purpose of the Project

The objectives of this project are divided into two categories: General Objectives and Specific Objectives.

1.3.1 Project General Objective

The general objective to be achieved in this project is to explore the planning and implementation process of a business exhibition organized by State Polytechnic of Bengkalis, combined with a Ranking 1 Competition.

1.3.2 Project Specific Objective

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

1. To design the program Ranking 1 Competition Event at the elementary level.
2. To organize the program Ranking 1 Competition Event at the elementary level.
3. To find out the solutions to the obstacle that occurred from the preparation to the completion of the Ranking 1 Event project.

1.4 Significance of the Project

The benefits of the project are as follows:

1.4.1 Benefits for the author

For the author, this activity provided a deep understanding of the role of event managers in designing edutainment experiences, as well as strategies for conveying business concepts to children with a developmentally appropriate approach. The author also gained insight into the importance of social responsibility of educational institutions.

1.4.2 Benefits for exhibitors

For exhibitors, this activity offers a fun and interactive learning experience through edutainment that stimulates multiple intelligences. They can improve their understanding of business and entrepreneurship concepts early on, develop creativity, innovation and problem-solving. Participants' learning motivation and knowledge retention are also improved through activities tailored to their cognitive stage. Interaction with State Polytechnic of Bengkalis can also spark interest in pursuing vocational education in the future.

1.4.3 Benefits for the university

For State Polytechnic of Bengkalis, this activity strengthens the institution's identity and brand image through positive interaction with the local community, especially children. Long-term relationships and trust with the community are also established through this social responsibility initiative. The event also serves as a platform to showcase the institution's expertise, innovation and social commitment in the field of vocational education. Indirectly, this activity promotes the study program and facilities to the younger generation of potential future students.

1.5 Time and Place of project Implementation

In implementing the project, we must determine detailed objectives such as the time and place of implementation so that the project can run effectively and efficiently. The time and place of project implementation **“PROJECT IMPLEMENTATION OF EVENT MANAGER FOR RANKING 1 COMPETITION EVENT AT POLBENG BUSINESS EXPO”** is for 2 (two) days, with details as follows:

Time of implementation : 30-31 October 2024
Place of implementation : State Polytechnic of Bengkalis, in the
Hall of the Language department building.

1.6 Writing System

Systematically the contents of this are arranged as follows:

CHAPTER 1: INTRODUCTION

In this chapter, the author describes the background of the project, project visits, project objectives and benefits, the place and time of the project and the systematics of writing a project report in an undergraduate thesis.

CHAPTER 2: LITERATUR REVIEW

In this chapter, the author explains the theories that are relevant to the main material in the final Project is to explain the role of managers in designing and preparing event segments.

CHAPTER 3: METHODS AND PROCESSES OF ACHIEVEMENT

In this chapter, the author will explain the plan according to the project to be carried out, then proceed with the implementation process and project report.

CHAPTER 4: RESULTS AND DISCUSSION

In this chapter, the author will describe the project profile and activity implementation report consisting of project preparation, activity implementation, implementation report, and activity implementation report.

CHAPTER 5: CONCLUSIONS AND SUGGESTIONS

This chapter contains a summary of the results of the writings in the previous chapters written in conclusions as well as suggestions for improvement in lieu of writing.

REFERENCES

WRITER BIOGRAPHY