

CHAPTER I

INTRODUCTION

1.1 Background of the Project

English language education in Indonesia, especially at the primary school level, based on Shan and Aziz, A. (2022), improving the competitiveness of the younger generation has become an important focus, particularly through the early introduction of English to prepare students for the globalization era. However, several challenges can arise during the English teaching and learning process in rural areas. These include a lack of educational facilities, students' negative perceptions of learning English, insufficient parental support, and the socio-economic backgrounds of the students.

In this context, English competitions are an effective strategy to increase students' interest and skills. Hidayat et al. (2022) emphasized that competitions not only motivate students, but also provide practical experience in using English. As one of the leading universities in Riau, Politeknik Negeri Bengkalis took the initiative to organize an English competition for primary school students, which can bridge the gap between primary and higher education.

The “Ranking 1” elementary school competition is an innovative English language competition that aims to increase elementary school students' interest and ability in English. Participants are not only tested on vocabulary and grammar, but also on English communication and problem-solving skills. In the *Journal of Language Learning Innovation*, Sari and Wijaya (2021) emphasize that the competition plays an important role in encouraging students to learn English outside of class and build confidence in using a foreign language. It also provides an opportunity for students from different backgrounds to interact and compete in a supportive environment that encourages collaborative learning and cultural exchange. Optimizing children's intelligence development is also an important factor in creating superior human resources (Santi, 2023, cited in Rosa and Antika, 2024).

The organization of such competitions cannot be separated from the concept of MICE (Meetings, Incentives, Conferences and Exhibitions). Nadzir (2016) highlighted that educational event such as English language competitions can be classified as part of the MICE exhibition component. They emphasized that professional event management principles can be applied to improve the quality and efficiency of training competitions. The role of the cashier is very important when organizing an event, including trade shows. The treasurer has a great responsibility in managing the economy of the event, starting from budgeting, determining events to financial reporting. The treasurer's ability to handle financial affairs well can be one of the determining factors for the success of the event. In addition, Hidayat et al. (2020) emphasized that the role of the treasurer is not limited to financial management alone, but also includes strategic aspects of resource decision making. Competent fund managers can significantly affect the effectiveness of budget utilization and the achievement of the event's financial objectives.

In investment competitions such as rank 1 competition, the role of a treasurer in an organization or event becomes increasingly important, especially in managing and allocating funds appropriately. According Wibowo, D. P. et al (2018), a treasurer must be able to compile a detailed and realistic budget, covering all aspects of competition activities such as prizes, logistics, promotions, and other needs. Strong analytical skills are needed so that each budget item is in line with the priorities and objectives of the event. Proper allocation of funds is also an important task of a treasurer. They must balance the portion of funds for various expenditure items so that nothing is neglected, while ensuring the quality of the event is maintained.

In addition, cost control is another key responsibility. The treasurer must monitor expenditures on an ongoing basis to ensure there is no waste and that all expenditures are within budget. Detailed and transparent recording of transactions is also important so that every expenditure can be accounted for. Not only managing

expenses, a treasurer is also often involved in finding additional sources of funds such as sponsorships or donations. Good communication and negotiation skills are needed to ensure funds from various sources are received and managed properly in accordance with existing regulations and agreements.

Based on this background, a project was made with the title **THE ROLE OF THE TREASURER IN THE SUCCESSFUL ORGANIZATION OF THE RANKING 1 EVENT AT THE BENGKALIS STATE POLYTECHNIC BUSINESS EXHIBITION**. The results of this study are expected to provide a deeper understanding of the importance of the role of the treasurer in event management, especially in higher education.

1.2 Identification of the Project

Based on the above background, this research proposal aims to deepen effective financial management strategies in the organization of this competition to solve these problems. The Author's formulation is as follows:

1. How to develop an effective budget plan for organizing the project "ranking 1" for elementary school level in the Bengkalis State Polytechnic Exhibition Business Event?
2. What funding sources can be used to support the "ranking 1" project at the Bengkalis State Polytechnic Expo business event?
3. What is the right strategy to optimize the use of financial resources in organizing the "ranking 1" project at the Bengkalis State Polytechnic Exhibition Business Event?

1.3 Purpose of the Project

Project objectives are divided into two categories: general project objectives and specific project objectives. The project objectives are as follows:

1.3.1 Project General Objective

The general objectives to be achieved in this final project are organize the Bengkalis State Polytechnic Business Exhibition to introduce the work and promote

products developed by students to the general public to find out the planning and implementation of the Rank 1 competition at the Bengkalis State Polytechnic Business Exhibition and implement the role of the treasurer division in successfully organizing the event according to plan.

1.3.2 Project Specific Objectives

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

1. Plan the budget
2. Identify and explore various sources of available funds
3. Formulate appropriate financial strategies to maximize the use of available financial resources.

1.4 Significance of the Project

The benefits of the project are as follows:

1.4.1 Benefits for the Author

Assisted the Author in completing the final project and provided a better understanding of the allocation and use of funds, effective budget management, and the ability to identify and resolve financial issues early. In addition, financial reports ensure transparency and accountability, enhance the credibility of the project creator, and provide essential information for analyzing financial results and making strategic decisions in the future.

1.4.2 Benefits for Exhibitors

For exhibitors, this activity provides a fun and interactive learning experience with a variety of educational entertainment that stimulates the intellect. From an early age, they can enhance their understanding of business and entrepreneurship concepts, develop creativity, innovation and problem-solving skills. Participants' learning motivation and knowledge retention are also strengthened with activities tailored to their cognitive stage. Communication with State Polytechnic of Bengkalis may also spark interest in further vocational training in the future.

1.4.3 Benefits for the University

The advantages of preparing university financial statements are the ability to effectively control and manage budgets, ensure the planned use of funds, and detect financial problems promptly. In addition, financial statements increase transparency and accountability, build trust among stakeholders and provide essential information to analyze financial performance and support future strategic decision-making.

1.5 Time and Place of Project Implementation

In implementing a project, we must define clear objectives such as the time and place of implementation in more detail so that the project can run effectively and efficiently. The time and place of implementation of the project "The Role of the Treasurer in the Successful Organization of the 1st Primary School Level Event at the Bengkalis State Polytechnic Business Exhibition" is for 2 (two) days, with details as follows:

Implementation time : November 2024

Place of implementation : Politeknik Negeri Bengkalis, in the Hall
building of the Language Department.

1.6 Writing System

The purpose of preparing this thesis proposal is to provide an initial overview of the project to be carried out. The systematic writing of this paper proposal is as follows:

CHAPTER 1: INTRODUCTION

In this chapter the Author describes the background of the project, problem formulation, project objectives and benefits. Place and time of project implementation and systematic writing of project reports.

CHAPTER 2: LITERATURE REVIEW

In this chapter the Author explains the theories relevant to the planning of funds in the project, as well as explaining the definitions and concepts of finance, cost management, funding strategies, and financial performance on a project from the finance division.

CHAPTER 3: METHOD AND PROCESS OF ACHIEVEMENT

In this chapter the Author will explain the plan with a project diagram. Then, the Author will continue by discussing the implementation of the plan, process, and report. Furthermore, the Author will discuss the schedule and estimated costs incurred during the project. Until the estimated cost of the thesis.

CHAPTER 4: RESULTS AND DISCUSSION

The Author will provide a project profile and activity implementation report in this chapter. This includes project preparation, implementation, implementation report, and implementation report activities.

CHAPTER 5: CONCLUSIONS AND SUGGESTIONS

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

REFERENCES

WRITER BIOGRAPHY