CHAPTER I
INTRODUCTION

1.1   Background of the Project

Indonesia is an archipelagic country that is rich in cultural diversity and traditions. Each region certainly has the characteristics of traditional clothing which is an ancestral heritage and reflects the identity of the local community. However, with the times, traditional clothing often undergoes modifications to adapt to modern fashion trends and contemporary lifestyles. Fashion is a widespread cultural phenomenon that supports cultural attitudes and proposes new ways of acting (Jutidamrongphan el at, 2021). One of the efforts to preserve and promote traditional clothing is through the development and organization of exhibitions and fashion shows.

The development and organization of exhibitions and traditional fashion shows can be part of the Meetings, Incentives, Conferences, and Exhibitions (MICE) events. This event not only aims to preserve culture, but also to attract tourists and business people who are interested in Indonesia's rich culture. MICE is defined as an event or activity that involves participants with similar interests who gather in a place for a business purpose. Organizers need to ensure that the venue, activity, or program is well prepared before the event takes place. The facilities and space provided are very important to meet the needs of participants in the event (Anas, 2020).

Through the fashion show exhibition organized by the State Polytechnic of Bengkalis in the business expo event, it is certainly an important platform in promoting products, culture, and innovation in the fashion industry. Moreover, in recent years, many people are interested in modified traditional costumes, contemporary traditional costumes, and eco-friendly costumes. All three reflect not only cultural diversity but also sustainability and innovation in the fashion world. The fashion show itself was held for preschool, kindergarten and elementary school participants in of Bengkalis. Analisadaily article explained that the aim is to give

participants the opportunity to showcase their talents in front of an audience, improve motor skills, increase parental involvement, and foster a sense of achievement and encourage various aspects of the participants' development as it combines fun, creativity, and public performance. Participants' involvement in fashion shows can also improve the quality of human resources as it helps participants become more confident and learn to communicate and interact in public. In this way, participants not only maintain traditions but also learn skills that will be useful for the future.

In addition, fashion show events can improve the quality of human resources (HR) to practice improving insight, time management, task completion, team performance and effective coordination. Events are not only a place to showcase work and creativity, but also play an important role in improving the quality of human resources (HR). Through this activity, participants can practice increasing their knowledge of the fashion industry, as well as honing their effective time management skills. Participants learn to complete tasks in a more organized and timely manner. The event also encourages teamwork and effective coordination, as the success of a fashion show is highly dependent on the cooperation of its human resources. Thus, fashion shows provide a comprehensive platform to develop various skills that are essential for HR improvement.

Based on the theory put forward by Priyono (2008) that the objectives of human resources can include the process of recruitment, selection, training and development, placement which includes promotion, demotion and transfer, performance appraisal, compensation, and termination of employment aimed at increasing the production contribution of human resources to the achievement of organizational goals effectively and efficiently. Meanwhile, according to (Saputri, 2023) explains that human resources are responsible for aspects such as recruitment, training, development, motivation, and industrial relations. A related term is human resources, which refers to the knowledge, skills, and health inherent in individuals in the Company. This explanation can certainly be applied to fashion show events in improving the quality of Human Resources. From the two opinions above, the main aspects that can be applied to fashion show events are recruitment,

selection, training, development, placement and performance assessment of existing resources.

In order to get the maximum quality of human resources, sponsorship is also needed to make the event run smoothly. The role of sponsorship in events is also necessary to help build reputation and brand, facilitate recruitment, and attract qualified talent. Organizing events such as fashion shows is a good idea where good Human Resource Management (HRM) can ensure that an event can run smoothly and successfully. (Bonilla et al, 2023) in (Karyono, 2024).

State Polytechnic of Bengkalis (Polbeng) held the Polbeng Business Expo event, hoping to inspire and motivate the participants to continue to work and innovate. In addition, this event is also expected to increase public awareness, especially for participants, about the importance of improving the quality of human resources in developing sustainable and highly competitive clothing and culture in Indonesia. Based on the above problems, the author proposed this proposal with the title **"Improving the Quality of Human Resource at Polbeng Business Expo Through the Fashion Show of Traditional Costume, Traditional Contemporary Costume and Eco-Friendly Costume".**

1.2 Identification of the Project

The project discusses how to improve the quality of human resources (HR) involved in organizing events and optimize the role of sponsorship and recruitment. The identification of the project problem to be discussed is "Improving the Quality of Human Resource at Polbeng Business Expo Through the Fashion Show of Traditional Costume, Traditional Contemporary Costume and Eco-Friendly Costume"

1.3 Purpose of the Project

The purpose of this project are divided into two categories: general purpose and specific purpose.

1.3.1 General Purpose

The general objective of this final project is to organize a fashion show for early childhood at Polbeng Business Expo.

1.3.2 Specific Purpose

The specific purpose of human resource management of fashion show projects at Polbeng Business Expo are as follows:

1. Determination of job description and specification HR
2. Determine criteria of participants
3. Determine criteria of judges
4. Determine of criteria sponsor
5. Evaluation of expo preparation

1.4 Significance of the Project

The main goal of each project should benefit all parties involved. Any high-quality project should not only focus on achieving the end goal, but it should also consider how it will positively impact the organizers, participants, and even society as a whole. Therefore, every step and activity of the project must be carefully designed to ensure that every step and action taken will provide tangible and sustainable benefits to all involved in the exhibition event:

1. Benefits for Authors

    This project provides very significant benefits for authors, including developing academic competence by deepening their understanding of improving the quality of human resources and improving their skills to gain experience in handling a project.

2. Benefits for Participants

    This project can certainly help participants become more confident, learn to communicate, interact publicly, and train participants to be more creative in developing traditional costumes so that they can increase participants' awareness in appreciating traditional costumes and local culture.

3. Benefits for the University

    This project can improve Polbeng's image and reputation as an institution

that supports innovation and sustainability. In addition, the project strengthens relationships with the fashion industry, local communities, and other parties involved in the event. The project also provides valuable input for the development of project-based curricula that are relevant to the needs of industry and society.

1.5 Time and Place of Project Implementation

The Polbeng Expo Fashion Show will be held for 2 days in the 9th week of lectures, and the project preparation process lasts for 3 months. The place of implementation will be at the State Polytechnic of Bengkalis.

Implementation Time   : 2 Days

Implementation Date   : 30 – 31 October 2024

Place   : State Polytechnic of Bengkalis, Bathin
                                             Alam Street, Bengkalis Riau.

1.6 Writing System

To provide a clear and structured picture of the project, the content of the project has been arranged in a systematic order. By following this logical and organized sequence, it is hoped that readers and participants can easily understand each section and stage of the project. The systematic arrangement of this project is as follows:

CHAPTER 1:   **INTRODUCTION**

In this chapter, the author explains the background, project identification, general and specific objectives, benefits, location and time of implementation, as well as the writing system in compiling a project report for the thesis.

CHAPTER 2:   **LITERATURE REVIEW**

This chapter provides an explanation of theories related to human resources. Clarify how job descriptions and human

resource roles are implemented based on relevant previous research research.

CHAPTER 3:   **METHODS AND ACCOMPLISHMENT PROCESS**

The author will begin to explain the plan in this chapter according to the project being carried out. Furthermore, it was continued with the implementation process and project report.

CHAPTER 4:   **RESULTS AND DISCUSSION**

Project preparation, activity implementation, implementation report, and activity implementation report, are all covered in the project profile and activity implementation report that the author will discuss in this chapter.

CHAPTER 5:   **CONCLUSIONS AND SUGGESTIONS**

This chapter contains suggestions for development and a summary of the conclusions from the previous chapters.

REFERENCES

WRITER BIOGRAPHY