

IMPROVING THE QUALITY OF HUMAN RESOURCE AT POLBENG BUSINESS EXPO THROUGH THE FASHION SHOW OF TRADITIONAL COSTUME, TRADITIONAL CONTEMPORARY COSTUME AND ECO-FRIENDLY COSTUME

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ABSTRACT

The project at Polbeng Business Expo entitled “Improving the Quality of Human Resource at Polbeng Business Expo Through the Fashion Show of Traditional Costume, Traditional Contemporary Costume and Eco-Friendly Costume” aims to understand the roles, responsibilities, and stages of HR management in organizing a Fashion Show that promotes traditional, contemporary, and environmentally friendly clothing. This project highlights efforts to improve the quality of HR through stages such as evaluation, preparation of criteria and team development as the main strategy to ensure the smooth running of the event and the effectiveness of the committee's work. The project includes preparation of reports, documentation, as well as recommendations for improvement of future events. The results are expected to provide an understanding of the importance of HR management in supporting the success of the event as well as a guide for similar activities in the future.

Keyword: *Human Resource Management, Event, Fashion Show*