

CHAPTER I

INTRODUCTION

1.1 Background of The Project

Indonesia as the largest archipelago in the world, has extraordinary natural and cultural wealth. With more than 17,000 islands, thousands of tribes and languages, and a rich cultural heritage, Indonesia offers a variety of attractive tourist destinations for domestic and foreign tourists. Indonesia has great potential in the tourism sector. Tourism is an important economic sector for many countries in the world, including Indonesia. As the largest archipelago in the world, Indonesia has cultural diversity, natural beauty and a very rich historical heritage, making it an attractive tourist destination for domestic and foreign tourists. Indonesia has shown a significant trend over the past few decades, high birth rates and declining mortality rates, coupled with improvements in the health, education and economic sectors, have contributed to the increase in population. However, this rapid population growth also poses various challenges that need serious attention one of the main challenges faced is the provision of basic services such as education. Education is very important since childhood. Because education is one of the activities to improve the condition of children, both mentally and physically, and create balance in the environment and society.

Riau Province located on the island of Sumatra Indonesia is an area rich in natural resources culture and history. The abundant natural potential, including forests, petroleum, natural gas, and oil palm plantations, makes Riau a strategic province for the national economy. Bengkalis island, as one of the islands located in Riau province, Indonesia, has cultural and natural wealth that has great potential in supporting early childhood education. The beauty of nature, cultural diversity, and local traditions are a great inspiration for children to develop their creativity and understanding of the surrounding environment. Education plays an important role in the development of a region, including Riau Province. As one of the provinces with abundant natural resources, education in Riau is a determining factor in improving the quality of human resources. However, there are still

various challenges that must be faced to achieve an optimal education system. Early childhood education, especially at the PAUD (Early Childhood Education) level, has an important role in shaping children's character, creativity and abilities. One important aspect of this education is the development of artistic abilities through drawing and coloring activities.

The State Polytechnic of Bengkalis is a higher education institution strategically located in Bengkalis Regency Riau Province. Established with a vision and mission to produce quality and highly competitive graduates, the polytechnic has made a significant contribution to the development of human resources in the region as one of the polytechnics that focuses on vocational education, State Polytechnic of Bengkalis offers various study programs that are relevant to job market needs, ranging from information technology, mechanical engineering, electrical engineering, to business management. A well-developed curriculum supported by experienced teaching staff makes this polytechnic the main choice for prospective students who want to develop practical skills and be ready to work. colouring activities on Bengkalis Island, the Author can provide a fun learning experience while still exploring cultural and environmental values. This will not only improve the children's artistic abilities, but also help them understand and appreciate the cultural heritage and natural diversity around them. State Polytechnic of Bengkalis is also active in various research and community service activities, making it an institution that not only focuses on formal education but also plays a role in the development of science and community empowerment through a strong commitment to quality and relevant education, State Polytechnic of Bengkalis has proven itself to be a competitive higher education institution capable of producing graduates who are ready to compete in the global job market. With its various achievements and contributions, this polytechnic has become a source of pride in the world of education in Indonesia

The nature of early childhood education (PAUD) is education aimed at early childhood which is carried out through providing educational stimuli to help physical and spiritual growth and development so that children have readiness to enter further education. The next stage of life. Early childhood education is useful

education, State Polytechnic of Bengkalis has proven itself to be a competitive higher education institution capable of producing graduates who are ready to compete in the global job market. With its various achievements and contributions, this polytechnic has become a source of pride in the world of education in Indonesia.

MICE (Meeting Incentive, Conference and Exhibition) in this case highlights the case of organizing an Exhibition which was carried out at the Bengkalis State Polytechnic, this is one example of being active in the MICE sector in order to make achievements in participating in developing Indonesian education from the community side by opening up media opportunities children's self-development.

Exhibitions can also be a fun educational alternative for participants. Compared to conventional learning methods in schools, exhibitions can provide a more interesting and interactive experience for participants. However, to achieve the goal of developing participant learning through exhibitions, there needs to be good planning and organization. Exhibitions should be designed taking into account the needs and interests of participants, and ensuring that the information presented is appropriate to their age and level of understanding.

Colouring competition are fun and useful activities for young children, especially children in Early Childhood Education (PAUD). This activity not only provides entertainment. Drawing and coloring, as one of the expressive activities that are popular with children, has an important role in supporting the development of the participants considering the many benefits of drawing and coloring for young children, so This activity needs attention and support from all parties, including parents, educators and the wider community. By giving participants the opportunity to draw and color freely, we can help them to grow and develop into creative, intelligent and accomplished individuals.

As started by (Lubis, 2022) colouring is a popular hobby among children. Fun and easy coloring activities can help early childhood development as it can be a means for children to express themselves, teach them about different colors, improve focus, enhance motor skills, foster patience, and nurture creativity early

on. Engaging in activities such as coloring, which can stimulate early childhood development, will be the competition format in this program.

By creating an effective Painting activities in children can help children in Bengkalis Regency have a happier childhood full of creativity. This program is not only beneficial for children, but also for the community and surrounding environment. This event is designed to involve broad participation from participants and the local community, with the hope of creating historical moments and increasing awareness of the importance of art in everyday life. With support from various parties, it is hoped that this event can become a forum for children to show their talents and creativity, as well as provide inspiration for the community to appreciate and support artistic activities more.

From the background described above, the author is interested in making a final project with the title **"Polbeng Business Expo Aspects of Event Coordinators Colouring Competition For Early Childhood"**.

1.2 Identification of The Projects

Based on the background above, the problem formulation that the author will carry out is How to organize colouring competitions for early childhood ?

1.3 Purpose of The Projects

The aim of the project is to achieve several key objectives, including promoting creativity and innovation among the participants:

1.3.1 General Purpose of the project

The general purpose of the project that is expected to be achieved in writing in this final project is to organize coloring competition activities for early childhood.

1.3.2 Specific of the project

Project specific of the project "Polbeng Business Expo Aspects Of Event Coordinators Colouring Competition For Early Childhood" are as follows :

1. Develop an event schedule for early childhood colouring competition.
2. Determine target participants for early childhood colouring competition.
3. Determine a venue for early childhood colouring competition.
4. Conceptualising for early childhood colouring competition.
5. Make the programme arrangement for early childhood colouring competition.
6. Organising the event for early childhood colouring competition.
7. Make a report for early childhood colouring competition.

1.4 Significance of the Project

Everything that is done must have benefits, the benefits of the final assignment for "Polbeng Business Expo Aspects Of Event Coordinators Colouring Competition For Early Childhood" are as follows:

1.4.1. For exhibitors

Participants will get in-depth information about developing children's creativity through painting and drawing, as well as gain direct experience participating in exhibitions and exhibiting children's work.

1.4.2 For the author

By becoming an event coordinator, the author can develop skills in managing large events, including planning, coordination, logistics management, and post-event evaluation.

1.4.3. State Polytechnic of Bengkalis

State Polytechnic of Bengkalis expands its network of cooperation with relevant stakeholders such as art practitioners, educators, and the community to develop children's creativity and art education.

1.5 Time and Place of project

The time and place for the Polbeng Expo has been scheduled for 2 days on the 9th week of the lecture period, with the work process being estimated to take 3 months, which will be held at the State Polytechnic Of Bengkalis.

Time of Implementation	: 2 (two) days
Date of Implementation	: 30-31 October 2024
Place of Implementation	: State Polytechnic Of Bengkalis, Bathin Alam Street,Sungai Alam, Bengkalis, Riau

1.6 Writing System

Systematic final assignment writing report for Expo Polbeng "Polbeng Business Expo Aspects Of Event Coordinators Colouring Competition For Early Childhood"

CHAPTER I : INTRODUCTION

In Chapter 1 the author explains the project background, project identification, project objectives and benefits. Place and time of project implementation as well as the systematics of writing the thesis project report.

CHAPTER II : LITERATURE REVIEW

In this chapter the author explains studies regarding the importance of creativity in children's development and how the art of coloring can be an effective medium for stimulating this creativity.

CHAPTER III : METHODS AND ACCOMPLISHMENT PROCESS

In this chapter, the author uses a qualitative research design with a case study approach. Data will be collected through observation, interviews and analysis of children's artwork.

CHAPTER IV : RESULTS AND DISCUSSION

In this chapter the author presents a summary of the results of interviews with children, parents and educators regarding their views on the impact of this activity on children's creative development including the positive impacts and challenges faced in

implementing this activity. Also discusses the implications of the research results for future arts education.

CHAPTER V : SUGGESTION

This chapter contains a summary and results of writing the previous chapters which are outlined in the closing section, as well as suggestions for improving the writing space.

REFERENCES

APPENDICES

WRITER BIOGRAPHY