

CHAPTER I

INTRODUCTION

1.1. Background of the Project

The business world is developing rapidly in today's era of globalization. With increasingly fierce competition between business actors, creative and efficient strategies are needed to attract customers and increase market share. Companies are constantly looking for new ways to gain a competitive advantage and improve their growth trajectory in an ever-changing and dynamic business environment. The use of MICE (Meetings, Incentives, Conferences, and Exhibitions) has become a very interesting strategic tool in recent years.

MICE (Meetings, Incentives, Conferences, and Exhibitions) is a growing industry in the tourism sector. According to (Mahmud et al.,2024) in (Salihah,Afifah.,2024) MICE is characterized as a multi-asset business due to its involvement in various sectors such as trade, finance, housing, food and beverage, trade, and information technology. Making good use of MICE will make it easier for businesses to achieve a goal faster. Because MICE has its own place to bring clients together, it is even a place to share information and expand networks. One part of MICE that is often used in the business world is exhibitions.

Business exhibitions are a powerful platform for companies to showcase their products, services, and innovations to a targeted audience (Lee, 2022). Trade fairs and exhibitions are important marketing events that bring together buyers and sellers, offering opportunities for businesses to showcase products, generate leads, and build brand awareness (Weber and Yi, 2022) Companies can communicate their unique values and selling points with visually appealing booth designs, interactive displays, and informative presentations. To bring business exhibition activities to life, other activities such as contests organized in

the middle of business exhibitions are needed. This innovative approach will attract visitors and create a dynamic and engaging environment.

Holding a singing contest can be an alternative to attract visitors' attention. With the existence of the contest, it will be able to help promote business exhibitions by attracting the attention of people from various circles. Business exhibitions can serve as a means to display goods and services as well as a means to enjoy fun entertainment by presenting singing contests. A festive and dynamic atmosphere can be created by the performances of the talented participants, which increases the overall appeal of the event. Singing contests can also invite the media to cover, giving exhibitors greater exposure. As a result, people who come to the singing contest may also be interested in seeing the products and booths on display. Ultimately, it can increase brand awareness and business opportunities for all exhibitors.

However, careful preparation and planning are needed to hold a singing contest in order to support the development of an activity. There are many things that must be prepared before holding a singing contest, the success of the company's operational strategy is directly influenced by its structure. The execution behavior of the company is influenced by a good organizational structure. Performance is influenced by structures other than organizational competence. The organizational structure ensures that all aspects of the event are well organized and coordinated, resulting in a smooth and seamless experience for participants and visitors (Sutawidjaya and Nawangsari, 2020). This structure has a clear command and authority structure, making the decision-making process easier. In addition, a clear organizational structure will increase responsibilities and ensure that tasks are completed on time. This is important because singing contests cover many aspects, including stage setup, sound systems, participant registration, and audience participation. Each team or department can concentrate on specific tasks and responsibilities to ensure that all aspects of the event are handled effectively. This division allows specialization and expertise in various areas, such as event planning, marketing,

technical operations, and financial management. A dedicated team helps with better coordination and efficiency, which results in a successful event.

An event coordinator is responsible for managing the entire event from the beginning to the end, so they are very important in planning a singing competition. The event coordinator must be prepared to run the event in accordance with the company's goals and help clients have a well-organized, smooth event. Pre-event process involves developing ideas, developing ideas, and creating creative content to entice the community to come and participate in the event.

Therefore, according to this background, the author intends to carry out a project with the title **"Elementary School Singing Competition at Polbeng Business Expo (Case Study: Event Coordinator)"**.

1.2. Identification of the Project

Polbeng Business Expo project aims to create a dynamic and exciting platform for businesses to showcase their products and services. The initiative involves careful planning and coordination to ensure the event runs smoothly and achieves its objectives. Key activities included selecting a suitable venue, organizing logistics, coordinating with vendors and participants, promoting the event, and managing on-site operations. By focusing on these areas, the project sought to provide an enriching experience for exhibitors and visitors, foster networking opportunities and encourage business growth.

1.3. Purpose of the Project

1.3.1 General Purpose

The purpose of this project is to organize a singing competition event which will be part of the Polbeng Business Expo series of activities. This event is designed to provide a platform for participants to show their talent and creativity. In addition, this competition also aims to enliven the expo by presenting quality entertainment, as well as attracting the attention of more visitors. With this event, it is hoped that a more lively atmosphere can be created

and support the main goal of the Polbeng Business Expo as a place for collaboration and promotion of various business innovations.

1.3.2 Specific Purpose

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

1. Analyzing the Roles and Responsibilities of the Event Coordinator in Organizing the Elementary School Category Singing Competition at Polbeng Business Expo
2. Identification of Obstacles in the Preparation Process to the Implementation of Elementary School Singing Competition at Polbeng Business Expo
3. Analysis of Solutions to Problems that Emerge in Preparation to Implementation of the Elementary School Singing Competition at Polbeng Business Expo.

1.4. Significance of the Project

In the implementation of a project, of course, it must have a positive impact on the surroundings. The benefits of the implementation of the "Elementary School Singing Competition at Polbeng Business Expo (Case Study: Event Coordinator)" project are as follows:

1. Benefits for authors
This project provided the author with comprehensive knowledge and hands-on experience in organizing a successful event.
2. Benefits for participants and the community
Participants have the opportunity to showcase their singing abilities in front of a larger audience, which can boost their confidence and their ability to speak in public.
3. Benefits for the universities
This project can help universities improve the reputation and quality of education at the university, by providing students with meaningful learning experiences.

1.5. Time and Place of the Project

The Polbeng Business Expo project “Elementary Singing Competition at Polbeng Business Expo (Case Study: Event Coordinator)” was carried out for 2 (two) days, with the following details:

Implementation Time	: 6 Months from July – December The singing competition was held for 2 (two) days in October in the 9th week of semester 7
Implementation Date	: October 2024
Place of Implementation	: State Polytechnic of Bengkalis, Jl. Bathin Alam, Sungai Alam, Bengkalis, Post Code 28783

1.6. Writing System

To provide a clear and organized picture of the project, it is systematically organized as follows:

CHAPTER 1: INTRODUCTION

In this chapter, the author explains the background of the project, the project visit, the purpose and benefits, the place and time, and the method of writing the thesis undergraduate report in this chapter.

CHAPTER 2: LITERATURE REVIEW

In this chapter, the author explains the theories relevant to fund planning in the project, as well as explaining the implementation of the job description and job specifications of the financial division.

CHAPTER 3: METHODS AND ACCOMPLISHMENT PROCESS

This chapter will provide an explanation of the project plan through a project diagram. Then, the author will discuss the implementation of plans, processes, and reports. Next, the author will discuss the schedule and estimated costs incurred during the project, to the estimated cost of the thesis bachelor.

CHAPTER 4: RESULTS AND DISCUSSION

The author will provide a project profile and a report on the implementation of activities in this chapter. It includes project preparation, deployment activities, and report implementation activities.

CHAPTER 5: CONCLUSIONS AND SUGGESTIONS

This chapter contains a summary of the results of the writing and conclusions as well as suggestions for improvement in the replacement of the writing.

REFERENCES

WRITTER BIOGRAPHY