

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Project

In the dynamic world of fashion, kids fashion shows have emerged as a captivating and innovative platform that goes beyond showcasing adorable outfits. These events are playing a crucial role in shaping the confidence and self expression of young minds. Children's fashion shows provide a unique opportunity for young participants to step into the limelight and showcase their individuality. The process of preparing for a fashion show involves various elements such as selecting outfits, practising runway walks, and even engaging in interviews. These activities contribute to the development of essential life skills, including public speaking, teamwork, and time management. The positive feedback and applause from the audience further reinforce their confidence, teaching them that their unique personalities are something to be celebrated.

Fashion is a powerful form of self expression, allowing individuals to communicate their identity and personality without saying a word. The event provided a platform for the young participants to experiment with different styles, colors and trends, allowing them to express themselves in a creative and empowering way. Through the process of selecting their outfits and accessories, children learn to make choices that reflect their personalities. This freedom of expression contributes to the development of a strong sense of self, fostering a mindset that values individuality and embraces diversity. In recent years, there has been a growing emphasis on promoting inclusivity and diversity in the fashion industry. Kids fashion shows are no exception, as they celebrate children from various backgrounds, abilities, and ethnicities. This inclusivity sends a powerful message to young participants and spectators alike that everyone deserves to feel confident and beautiful, regardless of their differences. The exposure to diverse styles and representations in these shows helps children understand and appreciate the uniqueness of each individual.

Besides being a platform for confidence building and self-expression, children's fashion shows also serve a broader purpose in the context of the fashion industry and society. Children's fashion shows can be a platform for designers to experiment with new ideas and create unique and innovative garments, thus encouraging the development of a more creative and diverse children's fashion industry. For children's clothing brands and manufacturers, fashion shows are an excellent opportunity to introduce their latest products to a wider audience, helping to increase brand visibility and potentially boost sales. A successful children's fashion show can attract the attention of the media and the general public, which in turn can raise awareness about the importance of children's fashion and its role in children's development. More than just clothes, children's fashion shows are about exciting and entertaining entertainment, which can inspire children and adults alike, and provide a fun experience. In addition, children's fashion shows can be a platform for children who have talent and interest in fashion to develop themselves, paving the way for a career in the fashion industry in the future. As such, children's fashion shows serve a variety of significant purposes, from the personal development of children to the advancement of industrial fashion and social interaction.

The development of the fashion industry in Pekanbaru is inseparable from the participation of various parties, including the local government, creative industry players, and the community. The local government has an important role in creating a conducive environment for the growth of the industry, for example through the organization of various fashion events, training, and promotion of local products. Creative industry players, such as designers, tailors, and fashion entrepreneurs, also contribute greatly in developing fashion trends and styles that are in demand by the public. In addition, active participation from the community as consumers is also an important factor in determining the direction of fashion development in Pekanbaru. With the increasing public awareness of the importance of looking good and keeping up with fashion developments, the demand for fashion products and services is also increasing.

The beauty of Riau weaving and songket tradition is not only reflected in its distinctive motifs, but also in how this cultural heritage is integrated into modern fashion design. Designers and fashion designers in Riau play an important role in preserving and developing this cultural heritage. They not only take inspiration from traditional motifs such as tumpal, bungo melur, or hikmat mangala motifs, but also reinterpret and innovate to create fashion that is relevant to the times. This creative process involves a deep understanding of the meaning and symbolism behind each motif, as well as the ability to translate them into modern and aesthetic designs. The result is clothing that is not only beautiful to look at, but also has high cultural value. They serve as a bridge between the past and the present, connecting the younger generation with their heritage.

Bengkalis Regency, with its natural and cultural wealth, holds great potential in the development of local wisdom-based industrial modes. Woven fabrics and songket, as an integral part of the cultural heritage of the Bengkalis community, have an important role in creating regional identity and characteristics. Traditional motifs passed down from generation to generation, such as the cape flower motif, pucuk rebung, or dependent bee, not only have high aesthetic value, but also contain deep meaning and philosophy. The weaving and songket craftsmen in Bengkalis continue to preserve and develop this cultural heritage. They not only produce woven and songket fabrics using traditional techniques, but also innovate in creating new designs that are more modern and in accordance with the times. This effort is made to attract the younger generation to remain interested and proud of their cultural heritage products.

Politeknik Negeri Bengkalis (Polbeng) is one of the polytechnics located in Bengkalis Regency, Riau Province, Indonesia. Polbeng is known as a vocational education institution that excels in producing skilled and qualified workers in various fields. With a focus on industry-based education, Polbeng has a vision to produce graduates who are ready to compete in the global job market. The Fashion Show organized by Polbeng Business Expo is not just an ordinary fashion show. This event is a forum for designers to create and innovate, producing works that are not only beautiful to look at, but also have selling value

and potential for further development. In addition, this Fashion Show is also a means of education for the community about preserving and developing cultural heritage. Through the clothes displayed, the public can see how traditional motifs can be processed into modern designs that are relevant to today's lifestyle. This is expected to increase public awareness of their cultural wealth, and encourage them to appreciate and love local products more.

The fashion show held at the Polbeng Business Expo presents three categories that can be followed by children of various ages, ranging from Early Childhood Education, Kindergarten, to Elementary School. These categories are not only a place to showcase children's talents and creativity in the fashion world, but also a means to introduce and instill cultural values from an early age. For Early Childhood, the category presented is traditional clothing. This category provides an opportunity for children to recognize and love the richness of Indonesian culture through traditional clothing from various regions. Furthermore, for Kindergarten age children, the category is contemporary clothing. This category gives children the freedom to explore their creativity in creating clothes that are modern and in accordance with the times. Finally, for elementary school-aged children, the category is Eco Friendly. This category invites children to care more about the environment through the use of recycled or natural materials that are environmentally friendly.

This proposal explores strategies for optimizing the financial budget for organizing fashion show at the Polbeng Business Expo. The author will analyze the various cost components involved such as operational costs, prizes and promotions to optimize budget use and ensure cost efficiency without reducing the quality of the event. Financial management is an overall activity related to efforts to obtain, use and manage funds to maximize the efficiency value of operations carried out by the company. Financial management can accommodate all organizational activities to obtain, allocate and utilize funds effectively and efficiently. Financial management does not only focus on how to get funds but also how to use, exploit and manage what the company has to get maximum profits. According to Bandy (2023), Good financial management is essential to

achieving long-term financial objectives. The objective of financial management is to maximise value and ensure business continuity through the effective and efficient management of financial resources.

From the background described above, the author is interested in making a final project with the title **“Polbeng Business Expo Aspect of Finance Event Fashion Show”**

## **1.2 Identification of the Project**

The identification of the project from the Polbeng Business Expo Fashion Show project in the finance section is:

1. How to prepare an efficient budget plan when organizing a fashion show project at the Bengkalis State Polytechnic Business Expo?
2. What are the potential sources of funds that can be used to finance a fashion show project?
3. What are the factors that need to be considered in determining the financial strategy and cost efficiency for the Bengkalis State Polytechnic Business Expo fashion show project?

## **1.3 Purpose of the Project**

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

### **1.3.1 General Purpose**

The general purpose of this final assignment is to organize event Fashion Show at Polbeng Business Expo

### **1.3.2 Specification Purpose**

The specific objectives of implementing financial activities in a fashion show event are as follows:

1. Make a cost estimate for the event fashion show.
2. Create a budget for the income and expenses of the event fashion show.
3. Create a financial report in organizing the event fashion show.

## **1.4 Significance of the Project**

### **1.4.1 Benefits for Bengkalis State Polytechnic Institution**

The implementation of this project is expected to provide benefits for the Bengkalis State Polytechnic as follows :

1. Enhance campus image, hosting a fashion show expo can enhance the campus image as an innovative and creative industry-oriented educational center, thus attracting prospective students and industry partners.
2. Industry Collaboration, create an opportunity to build partnerships with the local fashion industry, leading brands, and related companies for sponsorship and support.

### **1.4.2 Benefits to the Author**

For the Author, it is hoped that this project will provide the following benefits:

1. Communication skills training, can improve communication skills, whether interacting with the team, working with sponsors, or communicating with the event public.
2. Financial management experience, authors will gain practical experience in managing the finances of large projects, including budget planning, spending, and cash flow monitoring.
3. Financial Risk Management Learning, authors will learn to identify potential financial risks and how to manage them to minimize their impact on project finances.

### **1.4.3 Benefits for Participants**

Participants in this project will gain valuable benefits, including:

1. Helps build self-confidence on stage, in posing, and in interacting with the audience.
2. Provides valuable experiences that enrich children's lives, broadening their horizons about the world of art, culture and creativity.
3. Helps improve children's communication skills, both in public speaking, interacting with others, and presenting their ideas and work.

## **1.5 Time and Place of Project Implementation**

The specific implementation time and location of the Polbeng Expo project are as follows:

Time of Implementation	: 2 (two) days
Date of Implementation	: 30-31 October 2024
Place of Implementation	: Bengkalis State Polytechnic Main Building Page Jl. Bathin Alam, Kec. Bengkalis, Kab. Bengkalis, Riau.

## **1.6 Writing System**

Systematically the contents of this are arranged as follows:

### **CHAPTER I: 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 II: 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 III: METHODS AND ACCOMPLISHMENT PROCESS**

In this chapter the author will provide an explanation of 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 IV: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 V: 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 instead of writing.

#### **REFERENCES**

#### **WRITER BIOGRAPHY**