

CHAPTER I

INTRODUCTION

1.1 Background of the Project

In the dynamic world of art, coloring contests have emerged as a captivating and innovative platform that goes beyond merely showcasing children's drawing skills. These events play a crucial role in shaping children's confidence and self-expression. Coloring contests provide a unique opportunity for young participants to showcase their creativity and express their imagination through colors. The preparation process for a coloring contest involves various elements, such as selecting colors, coloring techniques, and even presenting their artwork. These activities contribute to the development of essential life skills, including creative thinking, patience, and time management. Positive feedback and appreciation from judges and the audience further reinforce their confidence, teaching them that their creativity and uniqueness are something to be celebrated.

Art is a powerful form of self-expression, allowing individuals to communicate their identity and personality without saying a word. This event provides a platform for young participants to experiment with various techniques, colors, and styles, enabling them to express themselves creatively and confidently. Through the process of selecting colors and coloring techniques, children learn to make choices that reflect their personalities. This freedom of expression contributes to the development of strong self-confidence, fostering a mindset that values individuality and embraces diversity. In recent years, increasing attention has been given to efforts promoting inclusivity and diversity in the art world. Coloring contests are no exception, as they celebrate children from various backgrounds, abilities, and ethnicities. This inclusivity sends a powerful message to young participants and spectators that everyone deserves to feel confident and proud of their creativity, regardless of their differences. Exposure to various artistic styles and interpretations in these events helps children understand and appreciate the uniqueness of each individual.

Besides being a platform for building confidence and self-expression, coloring contests also serve a broader purpose in the context of the art world and society. Coloring contests can be a space for children to experiment with creative ideas and create unique and innovative artworks, thus encouraging the development of a more imaginative and diverse children's art industry. For manufacturers of drawing tools and art supplies, coloring contests are an excellent opportunity to introduce their latest products to a wider audience, helping to increase brand visibility and potentially boost sales. A successful coloring contest can attract the attention of the media and the general public, which in turn can raise awareness of the importance of art for children and its role in fostering creativity. More than just a drawing activity, coloring contests provide engaging and inspiring entertainment that can motivate both children and adults while offering a fun experience. Additionally, coloring contests can serve as a platform for children with talent and interest in art to develop their skills, paving the way for a future career in the field of art. Thus, coloring contests serve a variety of important purposes, from personal development in children to the advancement of the art world and social interaction.

Located in Southeast Asia, Indonesia is the largest archipelago in the world with more than 17,000 islands between the Indian and Pacific Oceans. As one of the provinces in central Indonesia, Riau Province is known for its rich natural resources, particularly in the oil, gas and plantation sectors. Riau Province is home to Bengkalis Regency, a region that encompasses both land and islands. The regency covers an area of approximately 7,793.93 km² and has a population of more than 500,000. Bengkalis is known as one of Riau's economic and maritime centers due to its strategic location on the Strait of Malacca, one of the busiest shipping lanes in the world National Law Development Agency (2023).

The Malacca Strait, which is a close neighbor of the island of Bengkalis, also has an education system that is not inferior to the education system in Bengkalis, State Polytechnic of Bengkalis was established as a professional college with the aim of supporting economic and industrial development in the area State Polytechnic of Bengkalis provides various study programs that aim to produce skilled and work-ready workers in various fields, including engineering, maritime,

IT, business, and industrial technology. State Polytechnic of Bengkalis is known as an educational institution that is proactive and innovative in responding to the challenges of the times. To expand the positive impact of providing vocational education from an early age, State Polytechnic of Bengkalis organizes project exhibitions that are initially displayed at international entrepreneurship education programs specifically for preschool, kindergarten, and even elementary school age groups. This exhibition not only displays various innovations and projects from State Polytechnic of Bengkalis students, but is also designed to be an interesting and educational event for its participants, providing a place for food and beverage tenants to add to the attractiveness of the event.

From one of the courses in the international business administration department on entrepreneurship, this is a good foundation in promoting events that will be held. Business exhibitions have become one of the main events in the MICE (Meeting, Incentive, Convention, and Exhibition) industry. MICE events consist of Meetings, Incentive Travel, Conventions, and Exhibitions, and MICE stands for Meetings, Incentives, Conventions, and Exhibitions.

State Polytechnic of Bengkalis is one of the polytechnics located in Bengkalis Regency, Riau Province, Indonesia. Polbeng is known as a leading 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 Coloring Contest held at the Polbeng Business Expo is not just an ordinary competition. This event serves as a platform for children to express their creativity and imagination through colors while also developing valuable artistic skills. Additionally, this Coloring Contest functions as an educational tool for the community to understand the importance of art and creativity in everyday life. Through the artworks produced, people can see how colors and patterns can be used to create visually appealing and meaningful images. It is hoped that this will raise public awareness of the importance of art in shaping children's character and encourage them to appreciate creativity and local art products.

The coloring contest held at the Polbeng Business Expo features two categories that can be participated in by children aged approximately 5 to 7 years old, ranging from Early Childhood Education (PAUD) to Kindergarten (TK). These categories not only serve as a platform for showcasing children's artistic talents and creativity but also as a means to introduce and instill educational values from an early age. For the Early Childhood Education (PAUD) category, the presented theme is dinosaurs. This category provides children with the opportunity to explore and enhance their confidence in expressing creativity through colors. Meanwhile, for Kindergarten (TK) children, the featured theme is landscapes. This category allows children the freedom to explore their creativity in creating engaging and imaginative artworks.

This proposal explores strategies for optimizing the financial budget for organizing the coloring contest at the Polbeng Business Expo. The author will analyze various cost components involved, such as operational costs, prizes, and promotions, to optimize budget utilization and ensure cost efficiency without compromising the quality of the event. Financial management encompasses all activities related to acquiring, utilizing, and managing funds to maximize operational efficiency within the organization. Good financial management of the street competition for early participants is crucial to ensure the sustainability and smooth running of the event. It covers various aspects from fundraising, budget allocation to resource management. Funds received should be used reasonably to cover various expenses such as the purchase of art materials, prizes, marketing and event logistics.

Effective financial management plays a role in ensuring the inclusivity and accessibility of an event. By managing funds optimally, organizers are able to create a welcoming environment for everyone, without exception. One of the key benefits of good financial management is that it provides equal opportunities to every participant, including those who may face financial constraints. This is especially important in activities that aim to educate and empower, such as coloring competitions, as it ensures that no child is left behind or hampered in their development just because of economic limitations. Thus, this event can be an

inclusive platform that truly supports the development of all children equally.

In addition, this coloring competition is in line with the vision from State Polytechnic of Bengkalis, which is to form a young generation that is not only technically proficient, but also has a creative spirit and high moral responsibility. Creativity honed through the art of coloring can prepare children to face future challenges in an innovative way. In the whole process, good financial management is not only about budget efficiency, but also about ensuring that the values of inclusion, equality and sustainability can be implemented in real terms.

From the background described above, the author is interested in making a final project with the title **“Colouring Competition for Early Childhood (Case Study of The Finance Management)”**.

1.2 Identification of the Project

Based on the background of the problems above, this project discusses how to organize a colouring competition for early childhood?

1.3 Purpose of the Project

Competition offers many benefits for young children. In addition to developing creativity and social skills, it encourages community participation and raises awareness of the importance of the arts in children's education. However, the success of organizing this activity is very dependent on effective financial management. The following general and specific purpose of this project are:

1.3.1 General Purpose of the Project

The general purpose of this final assignment is to organize colouring competition activities for early childhood.

1.3.2 Specific Purpose of the Project

The specific purpose of carrying out financial activities in the colouring competition project for early childhood are as follows:

1. Obtain funding for the early childhood colouring contest.
2. Processing the funds that have been secured in the early childhood colouring contest.

3. Making financial reports on early childhood colouring contest.
4. Compiling a financial evaluation report of early childhood colouring contest.

1.4 Significant of the Project

Everything that is done has its benefits, as for the benefits of the final project “Colouring Competition for Early Childhood (Case Study of The Finance Management)” are as follows:

1. For University

The organization of this project can provide various benefits for the university in terms of reputation, academic development and community contribution, as well as being a developmental education for children in their growth process and creativity in expressing in the field of drawing and painting.

2. For Authors

The result of this project is to provide significant benefits for the author in terms of developing knowledge and creativity in the finance department.

3. For Competition Participants

Optimization of supporting services for the State Polytechnics of Bengkalis colouring expo provides convenience for exhibitors, increases opportunities for children to express their ideas and creativity in colouring event and makes the best use of the event platform.

1.5 Time and Place of the Project

This proposal is prepared as part of efforts to understand and develop best practices in financial management for arts activities involving participants at an early age when the planned Polbeng Expo is held:

Implementation time : 2 days

Implementation date : October

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

1.6 Writing System

Systematics of final project writing for Polbeng Business Expo: Production Optimization “Colouring Competition for Early Childhood (Case Study of The Finance Management)” is as follows:

CHAPTER I: INTRODUCTION

In chapter 1, the author explains the background of the project, project identification, project objectives and benefits. Place and time of project implementation and systematics of writing project reports in the thesis.

CHAPTER II: LITERATURE REVIEW

In this chapter the author explains the theories that are relevant to the main material in the final project, namely explaining the creative presentation of the project by exploring the potential of early childhood through drawing and painting.

CHAPTER III: METHODS AND ACCOMPLISHMENT PROCESS

In this chapter the author will describe the plan with a project implementation diagram, then proceed with the implementation plan, implementation process, and project implementation report. Then followed by a schedule of estimated costs incurred to make the seminar a success.

CHAPTER IV: RESULTS AND DISCUSSION

In this chapter the author will present a profile of project activities and a report on the implementation of project activities, which includes project preparation, project reporting, financial reports on the implementation of project activities.

CHAPTER V: CONCLUSION AND SUGGESTION

This chapter contains a summary and the results of writing in the previous chapters as outlined in the conclusion section, as well as suggestions for improving the place of writing.

REFERENCES

WRITER BIOGRAPHY