

CHAPTER I

INTRODUCTION

1.1 Background

The role of Project Managers is gaining more attention in Indonesia as the number of projects in various sectors, such as infrastructure, information technology, and event management, increases. According to reports from various industry surveys, the need for professional project managers in Indonesia continues to increase every year. This is due to the high complexity of projects that require good management skills, including in the aspects of planning, organizing, implementing, and evaluating. However, the challenges faced by Project Managers in Indonesia are quite significant, such as limited competent human resources, lack of understanding of Project Management methodologies, and a work culture that is often less structured. These conditions encourage the need to improve the quality and competence of project managers through education, training, and hands-on experience in the field.

Project Managers are also responsible for leading the team, defining goals, communicating with stakeholders, and completing the project from start to finish quote from Prosple Indonesia, (2024). The phenomenon of the project manager's role is also evident in Bengkalis. Especially in organizing various local events or projects, such as business exhibitions, community activities, and regional development programs. Bengkalis as one of the developing regions in Riau Province, has great potential to develop various local and regional scale projects. However, the challenges faced by project managers in Bengkalis are often different from other regions, such as limited access to technology, lack of professional training, and limited experience in managing large-scale events.

One of the efforts made is by organizing various events as a means of introducing the world of business and education to the wider community, especially in the field of International Business Administration. One of the events that has

been carried out in 2024 is the “Polbeng Business Expo” and will be continued by Chapter Two in 2025. This event aims to facilitate students and the community in developing knowledge and business relationships, focusing on various topics relevant to industry and the business world. In this context, events become a strategic tool for destinations to raise their profile in an increasingly competitive global market, as stated by Getz (2008), who states that events can serve as a tool to introduce and increase the attractiveness of a destination in the international market. Such events not only focus on academic promotion, but also on strengthening business relationships, which is important in this era of globalization.

MICE (Meeting, Incentive, Convention, and Exhibition), according to McCartney (2008), is an important sector in the tourism industry that focuses on business activities such as meetings, incentives, conventions, and exhibitions, rather than on vacations. This sector emphasizes on managing activities professionally and efficiently to support economic growth through business interaction and international networking. Events such as the Polbeng Business Expo are a clear example, which not only serves as a learning tool for participants, but also as a medium to introduce innovations and opportunities in the business world globally.

Exhibitions, as a key component of MICE (Meetings, Incentives, Conferences, and Exhibitions), play a significant role in driving business within the event industry. Noor (2017) explains that initially expo and conference activities were organized separately. However, because they have the same goal, which is to reach a wider range of consumers, these two activities are now often combined. Many expos now include conferences as part of their execution, with the aim of increasing the value of the expo to make it more attractive to businesses.

Collaboration between the public and private sectors plays an important role in the effective management and operation of events. Ollivaud and Haxton (2019) emphasize that good cooperation between these two sectors can increase Indonesia's attractiveness as a global MICE destination. This is very relevant in organizing events such as the Polbeng Business Expo, which involves various parties, both from the world of education and the private sector. This collaboration aims to create a beneficial experience for all parties involved and ensure the success

of the event, thus having a positive impact on the development of the business and education world in Indonesia.

Events like this also open up opportunities for educational activities, such as the Ranking 1 Competition held for Elementary School Students. This competition specifically targets Participants who are elementary school students aged between 9 to 12 years old, and are currently in grades 4 to 6 of elementary school. In this event, the target participants are 61 students from various elementary schools in Bengkalis Regency, who are expected to compete well and show their best abilities. This activity not only aims to add insight, but also to stimulate the intellectual and social intelligence of the Participants, as explained by Sulastyaningrum et al. (2019), which states that intelligence can be developed in various ways, one of which is through quizzing activities. This activity is a means to hone critical thinking skills, solve problems, and enrich general knowledge that is useful for the future development of participants.

Rank 1 activities also have a wider impact on Participants. According to Margaretha Saragih et al. (2020), this activity can form an attitude of respect for achievement, which is very important in building Participants' mentality and character. With competition, Participants are invited to learn to appreciate effort and hard work, and understand that their achievements are the result of a process that requires dedication and discipline. Therefore, this Rank 1 competition does not only serve as a competition, but also as a means to build positive attitudes that can be beneficial for the participants' personal development in the future.

In the context of Polbeng Business Expo, especially in the “Ranking 1” competition, the role of a project manager covers various aspects ranging from developing competition concepts, setting schedules, providing facilities, to building good communication with all stakeholders. This role involves not only technical skills but also leadership and conflict management abilities. In line with Kouzes and Posner's (2004) view, “leadership is the creation of a way for people to contribute to the realization of something extraordinary,” this role allows a project manager to direct the team and participants in achieving the goal of an extraordinary event. Through this leadership ability, challenges such as technical issues or

participant constraints can be overcome so that the event continues to run smoothly and provide meaningful experiences for all parties.

With the synergy between educational goals for elementary school students and practical learning for Polbeng students as organizers, primarily the role of the project manager in this case on Polbeng Business Expo Chapter Two are expected to be a forum that has a long-term positive impact. This event not only forms a creative and competitive young generation, but also produces students who are competent in managing large-scale projects. The leadership applied in this activity is a reflection of the extraordinary achievements that can be achieved through cooperation and commitment.

From the background described above, the Author is interested in making a final project with the title **“Analysis of The Roles of Project Managers in Organizing Ranking 1 Events at Polbeng Business Expo Chapter Two”** was chosen because it clearly describes the research focus which will analyze the role of project managers in organizing Ranking 1 events at Polbeng Business Expo Chapter Two. This research aims to understand how project managers manage various aspects such as time, budget, quality, and stakeholder expectations, as well as the challenges faced in the context of a large and competitive event. This title provides specific scope and practical relevance for the project management of similar events in the future.

1.2 Formulation of the Problem

Based on the background that has been explained, there are a number of problems that need to be investigated further related to the role of the Project Manager in organizing the Polbeng Business Expo Chapter Two. The problems formulated in this study are as follows:

1. How is the manager's role in planning the organization of the Ranking 1 event at Polbeng Business Expo Chapter Two?
2. How is the Organizing Event Management process in the implementation of the Ranking 1 competition at the Polbeng Business Expo Chapter Two activity?
3. What are the challenges faced by the project manager in carrying out his

duties during the event?

4. What are effective solutions to improve the efficiency and success of project management at Polbeng Business Expo Chapter Two?

1.3 Purpose of Study

In accordance with the problem formulation that has been explained, this study aims to examine and analyze the role of the project manager in organizing the Polbeng Business Expo Chapter Two. The objectives of this study are formulated as follows:

1. Analyzing the Role of Managers in planning the implementation of the Ranking 1 event at Polbeng Business Expo Chapter Two.
2. Analyze the process of Organizing Event Management in the implementation of the Ranking 1 competition at the Polbeng Business Expo Chapter Two activity.
3. Identify the challenges faced by the project manager during the process of organizing the event.
4. Identify solutions that occurred from the preparation to the completion of the Ranking 1 event at Polbeng Business Expo Chapter Two.

1.4 Significance of the Study

All research is carried out for the benefit of all interested parties. the following are the benefits of carrying out this research:

1. This research is expected to provide information on the implementation of the next event at the Polbeng Business Expo regarding event management in the Ranking 1 Competition.
2. For the Author, this study is an opportunity to apply the knowledge gained during lectures into scientific work that is relevant to the disciplines studied.
3. In addition, this research is also expected to be a source of information and reference for other people who want to conduct similar research, especially those related to project management in organizing events at the elementary school level.

1.5 Scope and Limitation of the Problem

By determining clear objectives, it can allocate time more effectively and focus on things that are really important. The following is the time and place to carry out the project “Analysis of The Roles of Project Manager in Organizing Ranking 1 Events at Polbeng Business Expo Chapter Two”

Implementation Time : 3 Days
Implementation Date : May 2025
Place : State Polytechnic of Bengkalis, Street Bathin
Alam, Sungai Alam, Bengkalis, Postcode 28783

1.6 Writing System

The writing system used in the project is Analysis of The Roles of Project Manager in Organizing Ranking 1 Events at Polbeng Business Expo Chapter Two” as follows:

CHAPTER I INTRODUCTION

The first chapter explains the background of the problem, the formulation of the problem, the purpose of the study, the importance of the study, the scope and limitation of the study, and the methodology for preparing a final research report.

CHAPTER II LITERATURE REVIEW

Previous research and theoretical foundation are explained in the second chapter. The theory underlying the research comes from literature and books published nationally or internationally within the last five year.

CHAPTER III RESEARCH METHODOLOGY

Chapter 3 describe the identification of the research location, time and subject, as well as the types and sources of the data, the types and types of samples, the methods of sample and data collection, the techniques of data processing, the methods of scale measurement, the method

of data analysis, types of research, definition of concepts, and other operational variables.

CHAPTER IV RESULTS AND DISCUSSION

Describe the results of the implementation of rank 1 events, analyze the effectiveness of activities, the roles and responsibilities of project managers and evaluate the achievement of planned goals.

CHAPTER V CONCLUSIONS AND SUGGESTIONS

Present conclusions from the research results and provide suggestions to improve the implementation of similar activities in the future.

REFERENCES

WRITER BIOGRAPHY