

CHAPTER I

INTRODUCTION

1.1 Background

Currently, the era of globalization is growing rapidly, innovation and creativity are the main keys in advancing various sectors of life, including innovation and creativity of business actors whose competitors are getting higher every day. Expo activities are one of the right solutions to answer this question. Expo or exhibition is a way designed to bring together various parties, be it entrepreneurs, industry players, government, or the general public. Through a platform that allows them to share information and establish partnerships that can be mutually beneficial. With the expo chapter 2 activities held at the Bengkalis State Polytechnic, participants can take advantage of the opportunity to introduce their products and services, while expanding their networks and markets, both locally and internationally. The use of MICE (Meetings, Incentives, Conferences, and Exhibitions) has become a very attractive strategic tool in recent years.

MICE (Meetings, Incentives, Conferences, and Exhibitions) is a rapidly growing industry in the tourism sector. Pendit (2002.) in Kuswardani. (2023) explains MICE as any form of meeting or event involving a large number of people for business or marketing purposes. There is another view regarding MICE conveyed by Kesrul (2004) in Kuswardani. (2023). According to this view, MICE is a form of tourism activity that combines business and leisure activities. This activity is usually carried out by a group of individuals with the same goal, and includes various forms of events such as meetings, conventions, incentive trips, and exhibitions. By utilizing MICE optimally, business actors can achieve their goals more efficiently. MICE provides a special platform to bring together clients, as well as a space for the exchange of information and network expansion. One element of MICE that is often used in the business world is the exhibition.

An exhibition is an event or activity held to show or exhibit various objects, works of art, products, or information to the public. Exhibitions usually have a specific purpose depending on the context in which they are held, one of which is

an exhibition in a business that aims to introduce MSMEs in order to increase sales. Exhibitions in improving the quality of MSMEs according to Maro'ah Siti (2013) Product promotion / exhibition events are a learning process for SMEs that can inspire to improve product quality and expand network marketing. In an exhibition, one strategy that can be done to attract customer interest is to hold an interesting event, one of which is holding a children's singing competition.

Holding a children's singing competition in an expo activity is a very effective means to create a more lively atmosphere, attract visitors and increase interaction with visitors. By holding a children's singing competition, it can increase the number of visitors who come because the families will participate in watching the participants perform. This of course can introduce the exhibitors and help promote to the community and the audience who attend and can increase the sales of the exhibitors. Children's singing competitions are also entertainment for the surrounding community, the community will come and of course it can increase the target consumers in the exhibition activities.

However, in organizing an event, good cooperation between teams is needed. According to Noor (2017) in Ningsih (2024) The definition of an event is an activity held to commemorate important things throughout human life, both individually for a specific purpose or involving the community environment which is held at a certain time. or groups bound by customs, culture, customs and religion that are held. Ningsih (2024) Event is defined as a series of activities within a certain framework held by a certain agency. Forms of events include: Meeting & Convention, Entertainment & Leisure, Exhibition, Marketing, Social & Life Cycle, Cause Related & Fundraising, Sports, Festival, Government & Civic and Business & Corporate. An event is also an event that is held with a specific purpose, usually the event is managed by several teams or groups. of course, this requires good cooperation between teams, starting from a clear division structure, good communication between teams and a regular event schedule greatly affects the success of the event itself.

Event management is a process of planning, organizing and managing an event. This can be done individually or in groups as needed. According to Juliana

(2022) Event management can be defined as organizing an activity that is managed professionally, systematically, efficiently and effectively. Its activities include concepts (planning) to implementation and supervision. In event management, everyone must work hard with the same vision to produce activities that are in accordance with expectations. Solidarity is needed for everyone involved in the team. Event management usually has the greatest function in the smooth running of an event where this section is the place for planning everything that will take place.

In the preparation of the event work structure, of course there is one main person in charge who is usually called the project manager. The Project Manager is the person who is responsible for organizing everything at the event and is responsible for the team that has different tasks. The project manager must be ready in all situations and conditions that may occur in the field. As the person in charge from the beginning of the event to the end of the event, the project manager must be able to organize team members and ensure that everyone does their respective tasks. Therefore, based on this background, the author intends to conduct a study entitled **"Analysis of Event Management for the Singing Competition at Polbeng Business Expo Chapter II (Case Study of Project Manager)"**.

1.2 Formulation of the Problem

Based on the background of the problems that have been previously described, this study aims to analyze the role of the Project Manager in managing the Singing Competition at Polbeng Business Expo Chapter II. In line with this objective, the research problems of this study are formulated as follows:

1. What are the role of the project manager in planning a singing competition event at the Polbeng Business Expo based on the perceptions of singing competition member?
2. What obstacles did the project manager face in managing the singing competition event at Polbeng Business Expo?
3. What is the project manager's strategy in overcoming obstacles during the implementation of the singing competition event?

1.3 Purpose of the Problem

In line with the formulated research questions, this study aims to analyze the role of the Project Manager in managing the Singing Competition event at Polbeng Business Expo Chapter II, identify the obstacles encountered during the event implementation, and explain the strategies applied by the Project Manager to overcome these obstacles.

1. To analyze the role of project managers in planning a singing competition event at Polbeng Business Expo.
2. To identify the obstacles faced by project managers in managing a singing competition event.
3. To find out the strategies provided by the Project Manager to overcome the obstacles faced in organizing a Singing Competition at the Polbeng Business Expo.

1.4 Significance of the Study

All research is conducted for the benefit of all stakeholders. The following are the benefits of this research:

1. This research is expected to provide information on the implementation of the next event in the Polbeng Business Expo regarding event management in singing competitions.
2. For the author, this research is a form of knowledge gained and new understanding that is poured into scientific writing.
3. This research can introduce the Bengkalis Polytechnic campus to the public. And assist in developing better event management standards.

1.5 Scope and Limitation of the Problem

1.5.1 Scope

This study focuses on the management of the implementation of a singing competition event with the main subject as a project manager who is tasked with planning, implementing, and evaluating to find out what the roles and challenges of

a project manager are in organizing a singing competition event at the Polbeng Business Expo which will be held on:

Implementation time : 3 Day

Date of implementation : May 20 - 22, 2025

Place of implementation : Bengkalis State Polytechnic, Jl Bathin Alam, Bengkalis, Riau, Indonesia-28711.

1.5.2 Limitation of the Problem

This study only focuses on one activity at Polbeng Business Expo, namely the singing competition and the analysis also focuses on the role of the project manager without exploring the roles of other individuals in the team in detail. The data used are only sourced from interviews, observations, and documents related to the singing competition activities.

1.6 Writing System

The systematics of writing this report are arranged in 5 chapters, where each chapter will be divided into sub-chapters that will be discussed in detail. The following is the systematics of each chapter and its brief description:

CHAPTER 1: INTRODUCTION

In this chapter the author explains the background of the problem, problem formulation, research objectives, the importance of the research, the scope and limitations of the research and the methodology for compiling the final report.

CHAPTER 2: LITERATURE REVIEW

In this section, previous research and theoretical basis are explained in the second chapter. The theory underlying this research comes from literature and books published nationally and internationally in the last five years

CHAPTER 3: RESEARCH METHODOLOGY

In the section that describes the location, time and subject of the research, types and sources of data, data collection methods, data processing techniques, data analysis methods, types of research, and other operational variables.as suggestions for improvement in the replacement of the writing.

CHAPTER 4: RESULTS AND DISCUSSION

This section explains the test results, discussion and limitations of the research results, the discussion of the results obtained is made in the form of theoretical explanations both qualitatively, quantitatively and statistically.

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 placement of research writing.