

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Politeknik Negeri Bengkalis (Polbeng) is a vocational education institution in Bengkalis Regency, Riau, offering D3 and D4 programs in engineering, maritime, information technology, business, and administration. Polbeng focuses on practice-based education to produce competent, innovative, and work-ready graduates, supported by modern facilities and cooperation with industry. In October 2024, Polbeng through the International Business Administration Study Program organized an Expo involving Bengkalis MSMEs. This event aims to support local business development while providing students with hands-on experience in designing and managing activities that benefit the community and regional economy. Polbeng Expo is an annual event organized to showcase various creativity, innovation, and uniqueness of works produced by Bengkalis State Polytechnic students. One important aspect of this event is the fashion show which presents a variety of traditional clothing.

Polbeng Business Expo Chapter II is a continuation of the previous expo organized by students of Politeknik Negeri Bengkalis International Business Administration Study Program. This event aims to create entrepreneurship and develop campus relationships with the community. One of the interesting activities is a fashion show for elementary, junior high, and high school students designed to increase self-confidence and experience. The organization of the expo chapter II is also expected to attract tourists to visit Politeknik Negeri Bengkalis.

Human Resource Management HR is one of the key aspects in the success of modern organizations. In particular, in the era of evolving information technology, it is important for organizations to adopt technology-based HR management strategies. In the opinion of (Alqarniet al, 2023) in (Karyono, 2024) the integration of information technology in HR management can improve process efficiency, accelerate decision making, and optimize overall organizational

performance.

Human resource objectives can include recruitment, selection, training and development, placement which includes promotion, demotion, and transfer, performance appraisal, compensation, and termination of employment which aims to increase the contribution of human resource production to the achievement of organizational goals effectively and efficiently. According to (Saputri, 2023) explains that human resources are responsible for aspects such as recruitment, training, development, motivation, and industrial relations. A related term is human resources, which refers to the knowledge, skills, and health attached to individuals in the company. This explanation can certainly be applied to traditional fashion shows in improving the quality of human resources.

In organizing this fashion show, the management aspect has a very crucial role, starting from planning, organizing, implementing, to evaluating the event. This aims to ensure that the entire process runs smoothly and is able to have a positive impact on participants and visitors. On the other hand, the financial aspect is equally important, as it requires proper budget management to maximize available resources without compromising the quality of the event. Effective fund management will contribute to the success of the event and ensure that it can continue to be implemented in the future.

According to Portelli Lorraine (2024) Traditional costumes are so diverse that they cross even small physical boundaries, and their preservation represents the protection of cultural diversity, an issue that is becoming increasingly important as the process of globalization proceeds. The preservation of handicrafts in their cultural context is an act of respect for the culture and its bearers. In addition, researching the history of different ethnic groups in different countries shows respect for other cultures and will aid communication and understanding during conflict. TRACtion also investigates the key concepts of creativity and related innovations in crafts from various perspectives, including traditional, modern, historical, and contemporary, thus showing how art must constantly reinvent itself and how this benefits its growth as well as the wider field of human interaction and existence.

Contemporary Traditional Clothing is clothing that reflects the latest fashion styles and trends. It often combines traditional elements with a modern twist. People usually wear this fashion for specific occasions, such as theater, film, dance, and cosplay. Contemporary traditional fashion features innovation and creativity in design, and often reflects the latest technology, popular culture and aesthetics. In Indonesia, the Traditional Contemporary fashion industry has developed many fashion collections that use batik as the main material, resulting in changes to modern batik in the way batik is made (Langi et al, 2024).

With a fashion show theme that includes traditional costumes, Polbeng Expo provides an opportunity for students and fashion designers to display modern interpretations of cultural heritage, as well as highlighting the importance of protecting the environment. This is in line with global trends that emphasize curiosity and preservation of local culture. Through this event, it is expected to strengthen the relationship between creative innovation, good management, and financial awareness in the success of meaningful and useful activities for all parties, especially participants, about the importance of improving the quality of human resources in developing sustainable and highly competitive Indonesian culture. Based on the above problems, the Author is interested in proposing a final project with the title **“Improving The Quality Of Human Resource Management In Polbeng Business Expo Through Traditional Costume, And Contemporary Costume Fashion Show”**

1.2 Identification of the Project

This project discusses how to improve human resources (HR) involved in organizing the polbeng business expo event. The identification of the project problem that will be discussed is “Improving the Quality of Human Resource Management in Polbeng Business Expo through Traditional Costume, and Contemporary Costume Fashion Show”.

1.3 Purpose of the Project

The objectives of this project are divided into 2 (two), namely general project objectives and specific project objectives. The project objectives are as

follows:

1.3.1 General purpose

The general project objective is to find out how to improve the human resources (HR) involved in organizing the Polbeng Business Expo event through a traditional costume fashion show.

1.3.2 Specific purpose

The specific objectives of this project, through HR management activities at the expo business exhibition through a fashion show of traditional costumes and traditional contemporary costumes are as follows:

1. Planning human resource strategy for polbeng business expo fashion show traditional costume, and contemporary costume fashion show.
2. Providing a plan and budget human resource activities in polbeng business expo fashion show traditional costume, and contemporary costume fashion show.
3. Conducting activities based on human resource system model.

1.4 Significance of the Project

Every thing that is done must have benefits, as for the benefits of the final project “Improving The Quality Of Human Resource Management In Polbeng Business Expo Through Traditional Costume, And Contemporary Costume Fashion Show” are as follows:

1. For the Author

This project provides very significant benefits for the Author, including to apply theory and knowledge, as well as develop academic competencies by deepening understanding of improving the quality of human resources and improving skills to gain experience in handling a project.

2. For participants

This project can be used to increase creativity for the participants who took part in this fashion show. It is expected to inspire and motivate the participants to continue learning and developing their creativity in facing

future challenges.

3. For the University

This final project is expected to provide many benefits for the university, including developing students' abilities, improving the quality of learning, improving the image of the university, and advancing the fashion industry. In addition, this final project can be a useful reference to increase student creativity in the business world.

1.5 Time and Place of Project Implementation

Polbeng business exhibition and fashion show, the time and place of implementation of this project is estimated to be in the even semester of 2025. This activity will take place for three days at the Bengkalis State Polytechnic, precisely in the courtyard of the commercial administration building.

Date : 20 – 22 may 2025

Time : 3 days

Place : Bengkalis State Polytechnic JL.Bathin Alam,Kec.Bengkalis,Kab. Bengkalis,Riau.

1.6 Writing system

To provide a clear and structured picture of this project, the systematic arrangement of this project is as follows:

CHAPTER 1 : INTRODUCTION

In this chapter the Author describes the project background, project identification, project objectives and benefits, project place and time, and systematic writing of the project report in the bachelor thesis.

CHAPTER 2 : LITERATURE REVIEW

In this chapter, the Author presents theories related to fashion design, creativity, traditional fashion, contemporary fashion, eco-friendly fashion, as well as relevant previous studies. Then the theoretical framework that is the basis of this case study will be

explained, such as theories about design, creativity, culture, and sustainability in fashion, as well as the model or framework of analysis.

CHAPTER 3 : METHOD AND PROCESS OF ACCOMPLISHMENT

In this chapter the Author will describe the plan with a project diagram, then proceed with the implementation plan and implementation process, implementation plan and project implementation report. Then continued with the schedule and estimated costs incurred during the project period, until the estimated cost of the thesis.

CHAPTER 4 : RESULTS AND DISCUSSION

In this chapter the Author will describe the project profile and activity implementation report consisting of project preparation, activity implementation, implementation report, and activity implementation report, report implementation, and activity implementation report.

CHAPTER 5 : CONCLUSION

This chapter summarizes the results of the writing in the previous chapters which are written in a conclusion and suggestions as recommendations for improvement in the writing place.