

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Bengkalis Regency, known as one of the coastal areas in Riau Province, has a rich culture and growing economic potential. As an area that focuses on education and human resource development, Bengkalis has hosted various events that support the development of community creativity, especially children. In an effort to improve the competitiveness and creativity of the younger generation, State Polytechnic of Bengkalis (Polbeng) takes an important role as a leading vocational education institution in the region.

State Polytechnic of Bengkalis, with various innovative study programs, including International Business Administration (ABI), continues to strengthen the relationship between the world of education and industry. One of Polbeng's programs is the organization of the Polbeng Business Expo, an annual event that provides a platform for students to practice their academic skills in the real world. The Expo is designed as an interactive platform to promote student creativity, build networks with the business world, and strengthen the synergy between education and the industrial sector.

Polbeng Business Expo Chapter II was held again with a more interesting and inclusive concept, including various activities such as product exhibitions, seminars, and creative competitions. The MICE (Meetings, Incentives, Conferences, and Exhibitions) industry is known as segments in the context of the tourism industry. MICE has become a major catalyst for bringing together various sectors, creating synergies between entertainment, education, and the economy. Based on Anas et al. (2019), MICE events defined as events or activities or programs that involve attendees who have a common interest and get together in a place for business purpose. Furthermore, Lee and Hall (2023), the main advantage

of MICE is its ability to support collaborative activities that have a direct impact on skills development and innovation. In addition, the development of community-based events under the MICE umbrella is one of the effective ways to reach various levels of society.

In the context of MICE, exhibitions are the main component. An exhibition is an activity of presenting works of art to be communicated so that they can be appreciated by the wider community. So that the definition of exhibition is a form in the meeting service business (Aquino Calvin, 2022). Furthermore, Exhibitions are essential for preserving cultural heritage and can increase the participation of the public. The exhibition not only offers business promotion but also presents an element of entertainment.

As one of the leading vocational education institutions, the Bengkalis State Polytechnic is committed to supporting the Polbeng Business Expo activities. Through the organization of business exhibitions that will showcase various aspects of business and education. One of the main events that has its advantages is the kindergarten and elementary school level singing competitions.

The singing competition is a talent search event where participants show off their vocal skills in front of the judges and audience. This competition not only helps the participants to increase their confidence but can also improve their ability to appear in public. Participating in singing competitions can improve children's singing skills.

In the Polbeng Business Expo, this singing competition will involve participants from the kindergarten and elementary school levels. As stated by UNICEF (2024), Kindergarten school education is the stage where children acquire basic skills such as literacy, numerization, and social skills that are an important foundation for their lives. On the other hand, early childhood education such as in kindergarten focuses more on learning through play to develop children's social, emotional, and cognitive skills. In addition, in the view of Asima (2024), the use of music among children and adolescents also shows a potential positive impact. Music Helps children express themselves, manage emotions, and strengthen social connections.

The plan to maximize the financial budget for organizing the singing competition at the Polbeng Business Expo is discussed in this proposal. In order to maximize the use of the budget and ensure cost effectiveness without sacrificing the quality of the event, the author will examine several components of the costs involved, including operational costs, sound systems, prizes, and advertising.

Carrying out a project like this requires careful and effective financial management in order to be completed. From Sharma & Mittal (2023), financial management is related to the finance system of those organizations which are established and run with a objective. Furthermore, According to Getz and Page (2023), effective financial management in events involves careful planning of budget allocations, appropriate resources, and careful monitoring of expenditures – saving but also maximizing the value of each expense.

Based on Janjusevic and Mathur (2021), the importance of financial management and resource allocation for events cannot be understated. A primary responsibility of management is to ensure the financial health of the event. . Apart from that, following Mason and ACS Distance Education Staff (2022), every event will have its own specific expenses, and it is important that these are all identified and included in an event's budget to avoid overspending.

By implementing the right financial strategy, the State Polytechnic of Bengkalis can achieve its vision to create an environment that supports the development of children's talents and creativity and advance the institution as a center of superior vocational education by implementing the right financial strategy. By optimizing the budget, it will be possible to organize quality events, and can achieve promotional and educational goals, as well as provide valuable experiences for participants.

Therefore, based on the rear catalyst above, this Thesis will be focused on the **"Singing Competition for Kids at Polbeng Expo Chapter II (Case Study: Financial Aspect)"** in the hope of making a significant contribution to event financial management and talent development in Bengkalis.

1.2 Identification of the Project

The singing competition in the Polbeng Business Expo aims to create a platform to showcase talent as well as be the main attraction in the exhibition. To optimize the financial budget for the singing competition at the Polbeng Expo, this project involves planning efficient budget funding sources for the competition, identifying potential funding sources available to finance the event, using strategies to optimize financial resources, Consider key factors in determining financial strategies and cost efficiency, as well as allocate budgets effectively for key components such as operational costs including equipment rentals such as sound systems, rewards and promotions, which are budgeted with a need-based approach to avoid waste.

1.3 Purpose of the Project

Project purpose are divided into two categories, namely the general purpose of the project and the specific purpose of the project. The objectives of the project are as follows:

1.3.1 General Purpose

To organize a singing competition event using the Polbeng Business Expo Chapter II framework which is requires efficient planning and monitoring of resources to ensure its success and provide beneficial results for all involved in this event.

1.3.2 Specific Purpose

The specific project objectives that are expected to be achieved in writing this final project are as follows:

1. To create the profile of the Polbeng Business Expo Chapter II project
2. To create a budget plan for the singing competition's events
3. To determine the budget sources for the Singing Competition from both internal and external parties.
4. To analyze budget estimates and realization in the 2025 singing competition

5. To create financial reports for the singing competition project's implementation.
6. To identify the financial obstacles encountered and the solutions implemented during the 2025 singing competition.

1.4 Significance of the Project

This project is designed with the aim of providing significant added value to various parties involved.

1. For State Polytechnic of Bengkalis

This activity provides significant benefits for the Bengkalis State Polytechnic (Polbeng), especially in strengthening its image as an institution that supports the development of young talents through quality music events. In addition, this event is a strategic platform to promote Polbeng study programs and facilities to the wider community, especially through an integrated Business Expo. This activity also expands Polbeng's network with sponsors, governments, and other external parties, who can support institutional development through long-term partnerships. By involving students directly, Polbeng also gains added value in integrating theoretical learning with real practice, especially in the field of financial management and project management

2. For the Singing Competition: This project provides a platform for contestants to display their abilities. They are also rewarded for their vocal prowess and given the chance to network with music industry professionals
3. For the Research: The project implementation provides an opportunity to apply the theory and knowledge of financial management, budget planning, and cost efficiency in a real context. In addition, this project helps develop the author's skills in planning, organizing, and managing various aspects of the project involving sponsors, donors, and participants. With the ability to identify funding sources, formulate financial strategies, optimize the use of resources efficiently and make a financial report, participants can improve their skills in practical financial management. This project also provides the author with valuable experience in collaborating with educational

institutions, communities, and other external parties, which contributes to strengthening networks and understanding cross-sector work.

1.5 Time and Place of the Project

The Singing Competition project is an exciting part of the Polbeng Business Expo Chapter II and was be organized with carefully planned Scheduling and venue. The specific implementation time and location of the project were as follows:

Time and execution	: 3 (Three) Days
Implementation Date	: 20th -22nd May 2025
Place of Implementation	: State Polytechnic of Bengkalis , Bathin Alam Street , Bengkalis District, Bengkalis Regency, Postcode 28783

1.6 Writing System

The systematics of writing carried out for the project “Singing Competition for Kids at Polbeng Business Expo Chapter II (Case Study : Financial Aspect) “ is as follows:

CHAPTER I

INTRODUCTION

In this chapter, the author describes the background the project, the formulation of the problem, the goals and benefits of the project, the place and time of project implementation, and the systematic writing of project reports.

CHAPTER II

LITERATURE REVIEW

In this chapter, the author explains the theories relevant to funds in a project, as well as explaining the definition and concept 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 a report on the implementation of activities in this chapter. It includes project preparation, implementation, implementation reports, and implementation report activities.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

This chapter contains a summary of the results of writing in the previous chapters which were written as conclusions and suggestions for improvement in lieu of writing.

REFERENCES

APPENDICES

WRITTER BIOGRAPHY