

CHAPTER I INTRODUCTION

1.1 Background of the Project

Bengkalis State Polytechnic is one of the leading vocational education institutions in Indonesia that offers various excellent programs, including the Department of International Business Administration. This program is aimed at producing graduates who are skilled, creative, and ready to compete at the global level. To create quality graduates in the field of business administration, various strategic steps are needed such as curriculum development in accordance with industry needs, provision of adequate facilities, and support from professional and experienced teachers. In addition, cooperation with the business and industrial sectors, both at the national and international levels, is essential in creating an educational environment that can produce graduates with high adaptability, global competitiveness, and a deep understanding of international business dynamics. Bengkalis State Polytechnic is committed to continuing to innovate in the way education is provided in order to become a center of excellence in creating a generation of professionals who have integrity and competitiveness in the era of globalization.

The expo is an event organized by International Business Administration students, which aims to promote, introduce, and explore various potential products, or innovations from various sectors to the wider community. This event not only serves as a means of promotion, but also plays a strategic role in supporting regional development, both in terms of economy, social, and culture. In the context of regional development, this exhibition is an important platform to showcase existing job opportunities, introduce the wealth and diversity of local culture, and open investment opportunities that can attract the attention of local and international communities.

More than just an exhibition, this event serves as a dynamic interaction platform between businesses, government, and the community, especially for

MSMEs (Micro, Small, and Medium Enterprises). Through this activity, various parties can exchange ideas, establish strategic partnerships, and encourage innovations that contribute to economic growth around us. This exhibition also provides an opportunity for students to apply the knowledge they have gained, such as event management, business communication, and marketing strategies, so that they can develop professional competencies that are in accordance with the needs of the job market. Therefore, the exhibition is not only a promotional event, but also a medium of education and empowerment that has a broad influence, both for students involved as organizers and the participating community.

Colouring activities are activities that are highly preferred by early childhood. Colouring activities can be a forum for children's expression, by choosing colors that match their desires which may be different from the choices of their other friends (Husnaini N and Jumrah, 2019).

Colouring activities provide various important stimulants for early childhood development. Through this activity, children can improve their motor skills, especially fine motor skills. They learn how to hold a pencil or crayon correctly, create simple shapes, and follow line patterns. In addition, colouring allows children to recognize basic color differences, understand colors, and combine several colors to create interesting combinations. This activity also serves to improve concentration; when colouring, children tend to focus on the area they are working on. These concentration skills are valuable and will help them in completing more complex tasks, such as math lessons (Travelancya et al 2022).

Because colouring itself is one of the activities that support the development of imagination and creativity, especially for children. Colouring is also a fun educational tool for children to recognize colors, train fine motor coordination, and improve children's focus and concentration. In addition, this activity provides a space for children to express themselves through art.

Creative thinking that will be a valuable provision to overcome problems in the future. Colouring also serves as a fun learning tool, where children can get to know different types of colors and understand how to combine them. This activity plays a role in training fine motorik coordination, especially through hand

movements when holding colored pencils or brushes, as well as filling in the image area with accuracy. This ability is crucial to support other activities such as writing, drawing and other manual skills.

The management of human resources (HR) at the colouring competition expo for children at childhood and elementary school levels is a very important basic element in ensuring the success of the activity. This initial process involves a series of strategic steps aimed at creating an event that not only runs smoothly, but also has a positive impact on all participants. In this regard, the role of HR management goes beyond technical arrangements; it focuses on providing the experience. Therefore, based on this background, the researcher intends to create a project entitled **“Colouring Competition For Early Childhood and Elementary School (Case Study : Human Resource Management)”**

1.2 Identification of the Project

Based on the background that has been described, the identification of the Bengkalis State Polytechnic business exhibition project in coloring competitions for early childhood and elementary school discusses:

1. How to conduct The coloring competition event for early childhood and elementary school?
2. How to analyze the determination of the human resources for coloring competition event for early childhood and elementary school?

1.3 Purpose of the Project

1.3.1 General Purpose of the Project

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

1. To carry out the coloring competition activities for early childhood and elementary school
2. To Analyze the effect of the quality of human resource services on the satisfaction of participants in the Early Childhood Coloring Competition

1.3.2 Specific Purpose of the Project

The specific purpose of the supporting service project for colouring competition at the Polbeng Business Expo are as follows:

1. To determine the criteria for the coloring competition committee and establish job specifications based on these criteria.
2. To determine the eligibility and selection criteria for participants in the coloring competition
3. To supervise and monitor the activities of the committee to ensure the smooth implementation of the coloring competition.
4. To determine and manage the budget allocation for human resource needs in the coloring competition.
5. To identify potential obstacles during the competition and provide appropriate solutions to overcome them.
6. To evaluate public perception and feedback regarding the implementation of the coloring competition.

1.4 Significance of the Project

With this final project, it is hoped that it can be useful for interested parties or related parties. The benefits of this project are:

1. For Authors

This thesis is expected to provide additional experience, insight, and guidance for students in completing final assignments, especially in International Business Administration courses. In addition, the ability to understand and solve problems related to this project is one of the effective ways to apply the knowledge that has been obtained during the study period.

2. For Participant

This thesis has the potential to be a forum that can increase the creativity of participants in organizing events. Through this event, it is hoped that participants will be inspired and motivated to continue learning and developing their creative ideas.

3. For Universities

The results of this project can bring significant benefits to the university, especially in terms of developing students' skills, improving the quality of education, and enhancing the university's image. In addition, this project also contributes to the advancement of the drawing and painting industry, and can serve as a valuable reference.

1.5 Time and Place of Project

By determining clear objectives, we 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 "Colouring Competition for Early Childhood and Elementary School (Case Study: Marketing Management)" with the following details:

Implementation time : 3 days

Implementation date : 20-22 May, 2025

Place : State Polytechnic of Bengkalis, Street Bathin Alam,
Sungai Alam, Bengkalis, Postal Code 28783

1.6 Writing System

The systematization of the project "Colouring Competition For Early Childhood and Elementary School (Case Study: Human Resource)" is as follows:

CHAPTER 1: INTRODUCTION

In this chapter, the author explains the project background, project identification, project objectives, and benefits. That place and time of the project and systematics of writing The project report is explained in the thesis.

CHAPTER 2: LITERATURE REVIEW

In this chapter the author explains theories that are relevant to the main material in the final assignment, namely presenting a creative exposure project by exploring the potential of young children through drawing and painting.

CHAPTER 3: METHODS AND ACCOMPLISHMENT PROCESS

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

CHAPTER 4: RESULTS AND DISCUSSION

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

CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS

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