

CHAPTER I INTRODUCTION

1.1 Background of the Project

Bengkalis State Polytechnic (Polbeng) is a leading vocational college located in Bengkalis Regency, Riau Province, Indonesia. As one of the higher education institutions, Bengkalis State Polytechnic has a desire to produce competent, innovative, and work-ready graduates with broad competitiveness. By focusing on quality and relevant education, Bengkalis State Polytechnic prepares the future generation in various fields such as engineering, business, and management.

Bengkalis State Polytechnic has a business administration department with an international business administration study program, Bengkalis State Polytechnic also actively encourages students to get involved in various creative and productive activities, one of its activity initiatives is the Business Expo, a project that was first held in October 2024. This activity aims to expand the business network by promoting or introducing various MSMEs in Bengkalis and providing practical experience for students in the business world. With the end of the 2024 Expo, Polbeng is committed to developing the Business Expo Chapter II in 2025. This event is held to promote various Bengkalis MSMEs and at the same time introduce various events that will take place during the Expo Chapter II in 2025.

Polbeng Business Expo Chapter II is a continuation of the previous Polbeng Business Expo, which was successfully organized by students of the 2021 International Business Administration Study Program. Based on the evaluation results from the previous event, Polbeng Business Expo Chapter II was designed with more thorough preparation to present a more interesting event and a competition with higher quality. In its implementation, this event focused on the Spelling Bee competition, which is a spelling contest in English for elementary school students in grades 1–4 and junior high school students in grades 7–9.

English is one of the languages used as a universal communication tool in the international scope. At the school level, vocabulary learning is often done with learning methods such as memorization or repetitive writing exercises. This approach is often considered monotonous by students, so they lose interest and motivation to learn. This has an impact on students' lack of communication skills in English, which should begin to be developed early on. Therefore, a more interactive, competitive and relevant learning method is needed to build students' vocabulary skills. With this Spelling Bee competition, it will make it easier for children to learn English and train them in good and correct pronunciation. In addition, this activity can also increase self-confidence, as well as develop the skills of each participant.

In this context, the Polbeng Business Expo Chapter II at the Bengkalis State Polytechnic (Polbeng) is a very strategic platform for holding a Spelling Bee event. Spelling Bee is a competition to spell words in English, quickly and precisely. In the competition, participants must quickly spell English words spoken by the pronouncer. The participant who is able to spell the most correct words in the shortest time will be the winner. In line with (Popik, 2013 in Sulviana & Mahendra, 2021), Spelling bee is a competition in which contestants are asked to spell a wide selection of words, usually with varying degrees of difficulty. To compete, contestants must memorize the spellings of words as written in the dictionary, and pronounce them.

The Polbeng Business Expo Chapter II activity, accompanied by the application of MICE, it can facilitate the organization of the event. MICE stands for Meetings, Incentives, Conventions, and Exhibitions. MICE events usually focus on business meetings, corporate incentives, conventions and exhibitions. The main purpose of MICE events is to connect people in a business environment, facilitate information exchange, promote products and services, and create business opportunities (Handayani, et al., 2023). Therefore, with the application of MICE in the activities of Polbeng Business Expo Chapter II, it can facilitate the organization of the event, because there is an exchange of relevant information, promote attractive products and events, and create business opportunities for Polbeng

Business Expo Chapter II. This MICE aims to connect various parties in the business world, so that it can facilitate coordination between committee members and support the smooth running of the overall event in the Polbeng Business Expo Chapter II event.

However, the success of an event like this depends not only on the concept offered, but also on the marketing strategy executed. The implementation of these activities requires structured planning and management, especially in the marketing aspect. Marketing in the context of events is the process of planning and implementing strategies to promote and organize events to achieve specific goals, such as attracting audiences or building relationships with customers. Event marketing combines marketing elements with hands-on experiences that engage participants emotionally and interactively. Marketing management plays an important role in determining the success of an event, especially for Polbeng Business Expo activities, including the spelling bee competition. With the implementation of effective marketing strategies, this event can not only reach a wider audience, but also attract sufficient sponsors, and provide a positive and memorable experience for participants. Key factors such as well-targeted promotions, competitive pricing, efficient information dissemination, as well as harmonious cooperation between relevant parties are essential to optimally achieve the event's objectives and ensure its smooth execution.

In the ever-evolving digital era, the role of marketing management in organizing an event is becoming increasingly important to achieve success. Efficient marketing management not only helps to attract the right audience, but also ensures that the main objectives of the event are achieved, such as improving the positive image of the event, introducing new products, or strengthening relationships with customers. In addition, with various promotional channels such as social media, advertising, and direct promotion are important steps to attract audiences and provide feedback reactions from participants. With careful planning and proper execution, strategic marketing will be the main foundation in creating a successful event and have a positive impact on all parties involved, including sponsors, participants, and partners. Branding can help create a strong attraction for

the event by spreading relevant and interesting information through various communication channels. By utilizing social media, advertising, and direct promotion, events can be promoted to the right audience, arousing curiosity for the audience. In addition, effective marketing strategies can create an attractive impression for the audience. The use of visual content that is attractive to previous participants can also increase credibility and attract more people. All of these elements work together to strengthen the image of the event and attract more participants, thus ensuring greater event success.

From the background described above, the author is interested in making a final assignment with the title **"Spelling Bee Competition on the Level of Elementary and Junior High School at Polbeng Business Expo Chapter II (Case Study: Marketing Aspect)"**.

1.2 Identification of the Project

Based on the background that has been presented, this problem identification focuses on how to promote the implementation of the Spelling Bee competition in the Polbeng Business Expo Chapter II for elementary and junior high school students in 2025 in the application of social media as a promotional tool.

1.3 Purpose of the Project

1.3.1 General Purpose of the Project

General purpose of this project is to organize a spelling bee event at Polbeng Business Expo Chapter II.

1.3.2 Specific Purpose of the Project

The specific purpose of this project, through the spelling bee competition on the level of elementary and junior high school at polbeng business expo chapter II (case study: marketing aspects) which are expected to be achieved in writing this final project are as follows:

1. To determine the designs and promotional tools for a spelling bee competition

2. To create a marketing promotion concept for a spelling bee competition
3. To create 30 digital promotional videos for the spelling bee competition
4. To conduct direct promotions for the spelling bee competition
5. To determine the promotional budget for a spelling bee competition
6. To create an activity video of spelling bee competition
7. To identify the obstacles and solution during the spelling bee competition

1.4 Significance of the Project

1.4.1 For Author

This thesis provides benefits for the author as a means to gain experience, broaden knowledge, and hone skills in completing this final project. In addition, the process of preparing this project helps the author develop skills in designing effective and innovative marketing communication strategies.

1.4.2 For Institution

The results of this project have made a positive contribution to the institution in several aspects. The project has been incorporated into the marketing or management course curriculum, providing practical and relevant learning for students. In addition, the institution has used the results of this project as a reference for curriculum development and improvement of educational quality. The project has also helped enhance the institution's image as an organization that supports student creativity and innovation. Ultimately, this has contributed significantly to the university's reputation, both nationally and internationally.

1.4.3 For Participants

In this project, the Spelling Bee competition has provided participants with the opportunity to express themselves, develop their potential in spelling English words, and build their confidence and interest in Spelling Bee.

1.5 Time and Place of Project

By setting clear goals, the time was allocated more effectively, allowing the focus to remain on what truly mattered. Here are the times and locations for the "Spelling Bee Competition on the Level of Elementary and Junior High School at Polbeng Business Expo Chapter II (Case Study: Marketing Aspect)" project, with the following details:

Implementation Time : 3 Days
Implementation Date : May 20-22, 2025
Place of Implementation : Informatics Engineering Building Hall, State Polytechnic of Bengkalis. Jl. Bathin Alam, Sungai Alam, Bengkalis District, Bengkalis Regency, Riau 28712.

1.6 Writing System

The systematic writing carried out to implement the project “Spelling Bee Competition at the Elementary and Junior High School Level at Polbeng Business Expo Chapter II (Case Study: Marketing Aspect)” is as follows:

CHAPTER I : INTRODUCTION

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

CHAPTER II : LITERATURE REVIEW

In this chapter the author explains the theories that are relevant to the main material in the final project, namely explaining the implementation of job descriptions and job specifications from marketing and operations.

CHAPTER III : METHODS AND ACCOMPLISHMENT PROCESS

In this chapter the author will explain the project plan, then proceed with the implementation plan and implementation

process, implementation plan and project implementation report. Then proceed with the schedule and estimated costs incurred during the project period, to the estimated cost of the thesis.

CHAPTER IV : RESULTS AND DISCUSSION

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

CHAPTER V : CONCLUSION AND SUGGESTION

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