

CHAPTER I

INTRODUCTION

1.1 Background of The Project

Preschool and kindergarten education is an important foundation in Indonesia's education system, which aims to develop the physical, emotional, social, and cognitive aspects of children from an early age. Based on expert Olivia (2013:14) in Sakur (2022), colouring is a form of creative activity, where children are invited to apply one or several colored strokes to a shape or image pattern, thus creating an artistic creation (Sakur, 2022).

In the Colouring Competition at the Polbeng Business Expo in Bengkalis Regency, based on data from the Ministry of Primary and Secondary Education (2025), schools in Bengkalis Regency can be classified based on the sub-districts they come from with varying numbers of schools. Mandau District has the largest number of schools at 83 schools, followed by Bengkalis with 74 schools, and Pinggir with 57 schools. Meanwhile, the sub-districts with the fewest number of schools are Rupert Utara with 10 schools and Bandar Laksamana with 16 schools. This classification provides an overview of the distribution of participants, which can be a reference in organizing the competition. With this activity, it is hoped that not only children's creativity will develop, but also social interaction and healthy competition between them.

Table 1.1 School Data in Bengkalis Regency for 2025

| No | District Name | Kindergartens School | Pre-School | Total |
|-----------|------------------|-------------------------|------------|-------|
| 1 | Mandau | 71 | 12 | 83 |
| 2 | Bengkalis | 29 | 45 | 74 |
| 3 | Bantan | 29 | 27 | 56 |
| 4 | Bukit Batu | 9 | 11 | 20 |
| 5 | Rupat | 15 | 21 | 36 |
| 6 | Rupat Utara | 5 | 5 | 10 |
| 7 | Siak Kecil | 10 | 23 | 33 |
| 8 | Pinggir | 42 | 12 | 57 |
| 9 | Bandar Laksamana | 8 | 8 | 16 |
| 10 | Bathin Solapan | 31 | 8 | 39 |
| 11 | Talang Muandau | 15 | 5 | 20 |
| All Total | | 264 | 177 | 444 |

Source: Processed Data, 2025

Based on the large number of schools, colouring competitions can be an interesting and educational event for children to channel their creativity. Therefore, this event can also be a means of interaction between schools, parents and the community in supporting the development of early childhood education in Bengkalis. It is hoped that this Colouring Competition will be successful and provide benefits for the development of children's creativity.

In the midst of rapid urbanization and technological development, children in the digital era use electronic devices more often, which tends to reduce physical activity. This poses a challenge for parents and educators in creating an environment that supports children's creative development. Therefore, there is a need for initiatives that can attract children's interest in creative activities such as colouring. One such initiative is through public space colouring competitions, such competitions not only provide a platform for attendees to express their creativity but also serve as a fun educational and reactionary tool.

Colouring is a forms of creative expression that are not only beneficial for the development of attendees, but also have great potential in attracting attention. colouring is an engaging activity and an important part of an integrated curriculum in early childhood education. Setiana (2023), Children love mixing paints using brush strokes, and this fun experience will build the foundation of their future aesthetic development. Aesthetic and Creativity Theory says Painting encourages children's creativity and helps them develop aesthetic sensitivity to art and beauty. In order that attendees can explore their imagination, and find creative solutions to problems faced in the painting process (Afrilia and Suryana, 2024).

Based on expert Daraini, et al. (2025) Early childhood education has an important role in building the foundation of children's cognitive, motor and social abilities. One way to support this development is through fun and educational activities, such as colouring and drawing. Colouring activities can provide a medium for attendees to express their feelings visually. Colouring activities can train children to be patient in completing coloring activities (Zamzani, 2024). This is not only important for attendees cognitive and emotional development but can also provide a platform for attendees to develop their talents.

Organizing a colouring competition at the Polbeng Business Expo requires good planning and management, especially in terms of marketing. Marketing management plays an important role in the success of an event, including coloring competitions for early childhood. With the right marketing strategy, this event can reach a wider audience, get adequate sponsors, and have a positive impact on participants. Elements such as promotions, prices, information distribution, and good cooperation to achieve event goals smoothly.

In the growing digital era, the role of marketing management in an event has become crucial to achieve success. Effective marketing management not only helps attract the right audience but also ensures that the event can achieve its set objectives, be it increasing brand awareness, introducing new products, or strengthening customer relationships. Well-planned marketing includes identifying and segmenting the target audience, developing a comprehensive communication strategy, working with sponsors and partners, and creating activities that encourage participation and interaction from the audience. In addition, measuring and evaluating marketing performance through relevant metrics is critical to understanding the effectiveness of the strategies implemented. Thus, good marketing management will be key in creating a successful event that has a positive impact on all parties involved.

In the increasingly developing digital era, the colouring competition at the Polbeng Business Expo requires good planning and management, especially in terms of marketing. Marketing Strategy Management in the Polbeng Business Expo colouring competition for early childhood is the initial stage in the activity process which is very important in the strategy for getting participants. This research will discuss the importance of marketing management strategies for colouring competitions at polbeng business expo polls aimed at early childhood. Therefore, based on this background, the researcher intends to create a project entitled **“Aspect of Marketing Management in Colouring Competition for Early Childhood”**.

1.2 Identification of the Project

Based on the background that has been described, the identification of the Bengkalis State of Polytechnic business expo project in colouring competitions for early childhood discusses how to organize colouring competitions for early childhood.

1.3 Purpose of the Project

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

1.3.1 General Purpose of the Project

The general purpose of the project that is expected to be achieved in writing in this final project is to organize colouring competition activities for early childhood.

1.3.2 Specific Purpose of the Project

The specific purpose of the project by conducting marketing activities for early childhood coloring competitions that are expected to be achieved in writing in this final project are as follows:

1. Conducting digital marketing promotions for early childhood colouring competitions.
2. Conducting direct promotion for early childhood colouring competitions.
3. Making promotional tools for early childhood colouring competitions.
4. Making marketing reports for early childhood colouring competitions.

1.4 Significance of the Project

With this final project, it is hoped that it can be useful for all parties. The benefits of this final project are as follows:

1.4.1 Benefits for the Author

In this project, the benefits for the author are that they will gain hands-on experience in designing, managing, and evaluating colouring competition activities. In addition, this project will encourage the author to think creatively in designing marketing strategies.

1.4.2 Benefits for Institution

This project can be incorporated into the curriculum of marketing or management courses, providing students with practical and relevant learning. In addition, participation in innovative and creative projects such as this can enhance the institution's reputation as an educational institution that supports the development of student creativity and innovation.

1.4.3 Benefits to Participants

In this project, the colouring competition activities will provide participants with a platform to express themselves and develop their creative potential. Through participation in this event, participants will feel valued and recognized, which can boost their confidence and interest in art.

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 (Case Study: Marketing Management)" with the following details:

| | |
|---------------------|---|
| Implementation time | : 2 days |
| Implementation date | : 30-31 October 2024 |
| Place | : State Polytechnic of Bengkalis, Street Bathin Alam, Sungai Alam, Bengkalis, Postal Code 28783 |

1.6 Writing System

The systematic writing carried out to carry out the project "Colouring Competition For Early Childhood (Case Study: Marketing Management)" 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.

REFERENCES

APPENDICES

WRITER BIOGRAPHY