

THE ROLE OF SECRETARY IN THE COLORING COMPETITION EVENT AT POLBENG BUSINESS EXPO

CHAPTER II

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ABSTRACT

This study aims to analyze the role, contribution, obstacles, and solutions implemented by the secretary in organizing the Coloring Competition as part of the Polbeng Business Expo Chapter II. The research employed a descriptive qualitative method, utilizing in-depth interviews with the Project Mentor and key division members (HR, Marketing, and Finance) for data collection. The findings indicate that the secretary's role was highly integral, extending beyond mere administrative functions to act as a center for administrative coordination, communication, and documentation. The secretary's contribution was considered highly significant to the event's effectiveness, particularly in ensuring the completeness and timeliness of documents, which directly supported prompt decision-making by the leadership. The main obstacles encountered were time management due to sudden revisions from external parties and a lack of synchronization among divisions. Effective solutions involved the implementation of a cloud-based digital archiving system and strengthening collaboration, along with a clearer division of tasks from the planning stage. Overall, the study concludes that the secretary's role is crucial in supporting the smooth running of the activity, and improvements in administrative efficiency can be achieved through technology adaptation and enhanced teamwork.

Keywords: *Secretary, Secretary's Role, Event Administration, Team Coordination.*