

CHAPTER I

INTRODUCTION

1.1 Background of the Project

The International Business Administration Study Program at Politeknik Negeri Bengkalis (Polbeng) is one of the educational programs offered to prepare professionals who have the ability to manage various aspects of business in an international context. This program is designed to provide knowledge and skills in the field of business administration, with a special focus on managing businesses operating in the global market.

Graduates are able to work as Administration experts, export and import, master the use of foreign languages, master computer applications in business and offices, create and run on-line stores with E-Commerce programs and have experience working in multinational companies. (Politeknik Negeri Bengkalis, 2024)

The International Business Administration Study Program at Politeknik Negeri Bengkalis (Polbeng) also has various activity agendas that support the development of student competencies in the business world, one of which is the Polbeng Business Expo by Diskominfo (2024). Which this year the international business administration will hold a polbeng business expo chapter 2.

Polbeng Business Expo Chapter II is the second installment of the successful business exhibition organized by the International Business Administration students of Politeknik Negeri Bengkalis. This event serves as a dynamic platform designed to bridge the gap between academia and the local economy, allowing students, the community, and MSME practitioners to interact, share insights, and promote innovative products and services. Beyond the bustling creative bazaars, the expo is defined by its commitment to nurturing talent through a series of competitive activities that encourage participation across various age groups.

The event features a diverse lineup of competitions, each tailored to sharpen specific skills and foster creativity. Younger participants can express their artistic imagination in the Coloring Competition Event, while the Singing Competition and Fashion Show provide a stage for vocal talent and self-expression. To further emphasize educational growth, the expo includes a Spelling Bee to challenge English literacy and a Ranking Satu quiz to test general knowledge and quick thinking. By integrating these spirited competitions with a professional business environment, Polbeng Business Expo Chapter II stands as a comprehensive collaborative space that empowers the community and strengthens the bond between the academic world and the industry.

The coloring competition held as part of Polbeng business expo chapter 2 is an initiative that aims to foster creativity and artistic talent among children. Jones and Lee (2023) highlighted the importance of the creative process in children's learning by stating that "Through the coloring contest, children learn to appreciate the creative process and the results of their efforts". So, the competition is not just about winning or losing; it emphasizes the learning experience gained throughout the process. Children are taught to appreciate every step involved in creating their artwork.

In organizing an event of this magnitude, the administrative role becomes very important to ensure that all aspects of the activities run smoothly and are well coordinated. One of the key positions in the administrative aspect is the secretary, who is responsible for everything from participant registration, schedule management, to communication between the parties involved. Without proper administrative management, events such as coloring competitions can face obstacles that disrupt the course of the event.

According to Allen et al (2021) another long-standing component of the events industry is business events, also known as the meetings industry or the MICE industry (Meetings, Incentives, Conventions, and

Exhibitions). This sector is largely characterized by its business and trade, hence the need for good governance in the setting. This is in line with Jung (2005) arguing that event service quality includes six dimensions: event management, content, registration, access, event location, and event attractiveness.

For example, in a coloring competition, the secretary has a very important role in managing participant registration, determining the event schedule, and ensuring that participants and judges get timely and clear information. Good coordination between the committee, participants, and judges is necessary for the competition to run as planned. Therefore, it is important to conduct research on the role of the secretary in Polbeng Business Expo, specifically in the context of the coloring competition, to understand how the secretary can contribute to the smooth running of the event and what are the challenges faced in carrying out this administrative task.

This research aims to identify and analyze the secretary's role in the coloring competition event at Polbeng Business Expo. Thus, this research not only focuses on the technical or operational aspects of the coloring competition itself, but also delves deeper into the administrative aspects that support the success of the event. This is important because the secretary's duties are not only limited to recording or preparing documents, but also to managing communication, coordination, and solutions to problems that arise during the event.

Through this research, it is expected to find various factors that affect the role of secretaries in the coloring competition, as well as provide recommendations to improve the effectiveness of secretary duties in MICE events, especially in activities such as Polbeng Business Expo. With a better understanding of how secretaries can influence the course of the event, it is hoped that similar events in the future can be managed better and more successfully.

Based on the above background, this research will examine more

deeply about “**The Role of Secretary in the Coloring Competition Event at Polbeng Business Expo Chapter II**”.

1.2 Formulation of the Problem

Based on the background that has been described, the following problems can be formulated:

1. What is the role of the secretary in the coloring competition event at the Polbeng Business Expo?
2. How does the secretary contribute to the effectiveness of the coloring contest event?
3. What are the obstacles faced by secretaries in carrying out their duties during the coloring competition?
4. What solutions can be applied to overcome the secretary's obstacles in carrying out his responsibilities?

1.3 Purpose of the Study

Based on the background that has been described, the following purpose to be achieved in this study are:

1. Knowing the role of the secretary in the coloring competition event at the Polbeng Business Expo.
2. Analyzing the secretary's contribution to the effectiveness of the event.
3. Identifying the secretaries' obstacles in carrying out their tasks during the coloring competition.
4. Exploring potential solutions to overcome secretaries' obstacles in carrying out their responsibilities.

1.4 Significance of the Study

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. Theoretical Significance

This thesis can serve as additional experience, insights, and guidelines in completing the final research, which is a part of the International Business Administration program. Furthermore, it aims to identify and solve problems related to valuable research as a way to apply the knowledge that has been acquired.

2. Practical significance

Offers guidelines for secretaries of similar events to enhance their work effectiveness.

1.5 Scope and Limitation of the Problem

1.5.1 Scope

This study focuses This research focuses on the role of the secretary in the Coloring Competition event at the Polbeng Business Expo, highlighting administrative tasks, documentation, communication, and coordination throughout the event. The research context was limited to the organizational activities of the Coloring Competition, which included pre-event planning, on-site execution, and post-event evaluation, and how these activities contributed to the overall effectiveness of the event. This research evaluates event effectiveness based on specific indicators such as task completion, communication efficiency, and participant satisfaction.

1.5.2 Limitations of Problem

This study has several limitations, including the focus on one event only, namely the Coloring Competition in Polbeng Business Expo Chapter 2, which may not fully reflect the role of secretaries in various other types of events. In addition, as the researcher also acted as the event secretary, there is a potential bias in interpreting challenges and contributions, although efforts to minimize this were made by involving data from other committee members. Time constraints also affected the depth of analysis, especially in the post-event evaluation. In addition, data collection that was limited to the organizing committee and Coloring Competition participants also limited the

extent to which the findings could be generalized.

1.6 Writing System

The systematization of the thesis proposal is **“The Role of Secretary in the Coloring Competition Event at Polbeng Business Expo Chapter II”** is as follows:

CHAPTER 1: INTRODUCTION

In this chapter, the author describes the background, identification problem, objectives, and benefits. The place and time of the research and the systematics of writing the research report are described in the thesis.

CHAPTER 2: LITERATURE REVIEW

In this chapter, the author describes the theories that are relevant to the main material in the final research, namely describing the research exposure by exploring the role of secretary in the coloring competition event.

CHAPTER 3: RESEARCH METHODOLOGY

In this study, the author uses a qualitative approach to understand the role of the secretary in a coloring competition. Additionally, the author analyzes event proposals, participant lists, reports, photos, and videos. The collected data will be analyzed using thematic analysis to identify relevant patterns.

CHAPTER 4: RESULTS AND DISCUSSIONS

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

CHAPTER 5: CONCLUSIONS AND SUGGESTIONS

This chapter contains a summary and the results of writing

in the previous chapters as outlined in the conclusion section, as well as suggestions for improving the place of writing.