

CHAPTER I

INTRODUCTION

1.1 Background of the Project

State Polytechnic of Bengkalis, located in Riau Province, is one of the state polytechnics that has long contributed to the development of vocational education in Indonesia. Established in the early 2000s by the Bengkalis Regency Government through the Gema Bahari Foundation, Polbeng began its journey as the Bengkalis Shipbuilding Polytechnic, offering three study programs: Ship Electrical Engineering, Ship Building Engineering, and Ship Mechanical Engineering. Since then, Polbeng has continued to expand its academic scope by adding new and innovative programs to meet the demands of a dynamic industrial era.

After officially becoming a State Polytechnic in 2011, Polbeng has shown rapid growth both in academic development and student achievements. By 2024, the institution has developed into an educational center with nine departments and twenty-one study programs, each designed to emphasize practical and applicable skills in the field of vocational education.

Beyond academic programs, Polbeng also encourages creativity and innovation among students through various large-scale activities. One of these is the Polbeng Expo Event, a major student project organized by the International Business Administration Study Program. This event serves as a platform for students to demonstrate their creativity, teamwork, and leadership in managing professional events. The expo consists of several activities, including Ranking 1, Spelling Bee, Fashion Show, Singing Competition, and Drawing & Painting Competition. Among these, the Fashion Show stands out as a major attraction that combines cultural appreciation, environmental awareness, and modern creativity.

The fashion show features various categories such as modified traditional costumes, contemporary traditional costumes, eco-friendly

costumes, and carnival fashion. These categories symbolize the fusion of tradition and innovation, encouraging participants to creatively reinterpret local culture while promoting environmental sustainability through the use of organic and recycled materials.

According to Suprayitno (2024), leadership and performance are strongly related; a leader's ability to motivate and guide the team can directly impact the success of an organization. In the context of the Polbeng Expo, the project manager must not only manage the event's technical aspects but also inspire the team, make quick and strategic decisions, and maintain harmony among all divisions involved.

Through this activity, students are expected to develop their leadership, problem-solving, and decision-making skills in a real-world context. The event also serves as an opportunity to strengthen collaboration between Politeknik Negeri Bengkalis and the local community. By combining traditional, contemporary, eco-friendly, and carnival fashion, this event reflects the integration of culture, creativity, and sustainability aligning with global values while maintaining local identity.

Based on the issues identified, this project emphasizes the role of the project manager in supporting the team during the implementation of the Polbeng Expo event. Therefore, the author proposes this project entitled: **“Leadership Competencies of the Project Manager in Managing Fashion Show Event at Polbeng Business Expo Chapter II”**

1.2 Identification of the Project

The Special Objectives of the Polbeng Business Exhibition Fashion Show Project at the Manager project:

1. The project involves designing a Fashion Show program featuring traditional, contemporary, eco-friendly, and carnival-themed costumes as the main concept of the Polbeng Expo Fashion Show.
2. The project focuses on organizing the Fashion Show as a creative platform for showcasing and appreciating diverse fashion designs

representing traditional, contemporary, eco-friendly, and carnival concepts.

3. The project applies the leadership competencies of the project manager in planning, organizing, and executing the Polbeng Expo Fashion Show to ensure effective coordination, smooth implementation, and successful event outcomes.

1.3 Purpose of the Project

This project is carried out to apply the leadership competencies of the project manager in managing the Fashion Show event at the Polbeng Business Expo, from the planning stage to the implementation of the event. The objectives of this project are outlined as follows:

1.3.1 General Purpose

The general purpose of this project is to manage and implement the Polbeng Expo Fashion Show as a creative and professional event by applying effective project management and leadership competencies. This project aims to create a well organized fashion show that serves as a platform for creativity, cultural appreciation, and innovation in fashion, while ensuring smooth coordination, efficient resource management, and successful event execution.

1.3.2 Specification Purpose

Specific Objectives of the Polbeng Business Expo Fashion Show Project for Managers are:

1. To design a Fashion Show program featuring traditional, contemporary, eco-friendly, and carnival themed costumes.
2. To organize a Fashion Show event as a platform for creativity and appreciation of various fashion designs representing traditional, contemporary, eco-friendly, and carnival concepts.
3. To apply project manager leadership competencies in planning, organizing, and executing the Polbeng Expo Fashion Show.

1.4 Significance of the Project

This project is expected to provide benefits to relevant or interested parties, with various advantages that can be gained from its implementation.

1. For Author

This project enhances the author's creative thinking, leadership competencies, and problem-solving skills in planning and managing a Fashion Show featuring traditional, contemporary, eco-friendly, and carnival-themed costumes.

2. For Participants

This project provides a platform for participants to develop creativity and gain practical experience in presenting fashion designs based on traditional, contemporary, eco-friendly, and carnival concepts.

3. For Educational Institutions

This project contributes to the development of students' creativity and leadership skills, strengthens the university's image, and serves as a reference for future fashion show and event management projects.

1.5 Time and Place of Project Implementation

The Polbeng Expo Fashion Show was held for three days in the 9th week of lectures, while the project preparation process lasted for four months. The event took place at the Polytechnic of Bengkalis.

Date : 20 - 22, May 2025

Time : 08.00 - 12.00

Place : In front of the main building of the at State Polytechnic of Bengkalis

Address : Bathin Alam Street, Sungai Alam, Bengkalis, Riau.

1.6 Writing system

The systematic writing that will be done for this project is as follows:

CHAPTER 1: INTRODUCTION

This chapter explains the background of the study, focusing on the importance of leadership competence in managing Fashion Show and Business Expo activities. It also discusses the research problems, objectives, benefits of the study, scope and limitations, research location and time, and the systematic structure of the thesis.

CHAPTER 2: LITERATURE REVIEW

This chapter presents theories and concepts related to leadership competence in event management, particularly the role of the Project Manager in organizing Fashion Show and Business Expo events. It also reviews relevant theories on project management and event management, as well as previous studies that support the research framework and demonstrate the relevance of this study.

CHAPTER 3: METHODS AND PROCESSES OF ACHIEVEMENT

This chapter discusses the methods of project implementation and the process of achieving the objectives of the Fashion Show project at the Polbeng Business Expo, including the stages of project preparation, implementation, and completion. It also explains the leadership role of the project manager, coordination among related parties, as well as the project schedule and budget as guidelines for carrying out the activities.

CHAPTER 4: RESULTS AND DISCUSSION

This chapter discusses the results and discussion of the Fashion Show project implementation at the Polbeng Business Expo, including the event profile, preparation

process, activity implementation, application of the project manager's leadership competencies, and coordination among the committee, participants, judges, and supporting teams. In addition, this chapter describes the project achievements through activity documentation and the provision of appreciation to all parties involved.

CHAPTER 5: CONCLUSIONS AND SUGGESTIONS

This chapter summarizes the main conclusions regarding the leadership competence of the Project Manager in managing the Fashion Show and Business Expo. It also provides recommendations for improving future event implementation and suggestions for further research.