

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background of the Project**

Politeknik Negeri Bengkalis is a vocational college that has many departments. One of the departments in the Bengkalis State Polytechnic is the International Business Administration department. To create graduates in the field of quality business administration, various aspects are needed such as the development of study programs, facilities and infrastructure available by the education provider institution, and human resources as organizers. In addition, this department is also active in various activities, one of which is the Expo that has been held to introduce study programs, student works, and innovations that have been produced to the wider community.

Expo is a unique form of promotion because it promotes products on a large scale (Supadilah, 2022). Expo is often seen as a source of income that can drive a country's economic growth. This Expo is an effort to provide a forum for students to develop their talents and become an effective medium for socializing entrepreneurial results. Creating a platform for business interactions, both short-term and long-term, to encourage profitable collaborations.

Expo is also an important part of the MICE (Meeting, Incentive, Convention, and Exhibition) industry which has a strategic role in supporting the economy, especially in the tourism and business sectors. MICE is defined as an event or activity that involves participants with similar interests gathering in a place for business purposes. Organizers need to ensure that the venue, activity or program is well prepared before the event takes place. The facilities and spaces provided are very important to meet the needs of the participants in the event (Anas, 2020).

The Coloring Competition is one of the most interesting agendas in the Expo because it is not only to showcase the work, but also to appreciate diversity, foster art appreciation, and support the growth of future talents. Coloring competition activities can increase the confidence of the participants and teach them about good cooperation and competition. In addition, this activity also shows how coloring

competitions can be used as a means to explore the talents, abilities, and potential that exist within participants. Some participants had the opportunity to practice coloring. According to Suryadi (2006), there are several reasons why creativity is important to develop in early childhood, namely creativity encourages children's enthusiasm to work hard to realize the ideas they have thought into reality.

Early childhood is a very important developmental stage for building a child's personality and abilities. The colouring competition Expo was designed to be a place that transcends borders, welcomes a variety of visual expressions, and is a place where students showcase their extraordinary work. Participants can express feelings, ideas, and expressions through coloring. Children can express their thoughts and feelings, both seen and felt, thought and imagined through the medium of coloring (Etnawati and Pamungkas, 2022). By taking part in this competition, participants can learn about various coloring techniques and get to know various types of painting from various regions.

According to the Central Statistics Agency of Bengkalis Regency (2020) Based on the Bengkalis Regency Central Statistics Agency from BPJS, it can be seen that the population aged 0-4 years and 5-9 years showed a significant increase from 2018 to 2020. In the 0-4 years age group, the male population increased from 26,944 people in 2018 to 25,996 people in 2020, while the female population increased from 26,468 people in 2018 to 25,762 people in 2020. As for the 5-9 years age group, the male population increased from 29,942 people in 2018 to 30,194 people in 2020, and the female population increased from 28,995 people in 2018 to 28,865 people in 2020. This shows a trend of population growth in these two age groups, which has implications for the increasing need for health services, education, and infrastructure for children in the Bengkalis Regency.

The population composition that is often used for development planning analysis is the composition of the population by age and sex, which are the main population characteristics. The age structure of the population is influenced by three demographic variables, namely births, deaths and migration. The male population of Bengkalis Regency is greater than the female population, where the male population is greater every year.

Many people use events as a place to show their creativity and everyone in the world understands the benefits of holding events. Human Resource Management expo coloring competition for early childhood is the initial stage in the event process which is very important in providing services. Human Resource Management (HRM) plays an important role in the success of the early childhood coloring competition expo by managing the workforce, training the committee, and organizing volunteers. Good management makes this event a means of creativity for children and a valuable experience for all involved.

This research will discuss how important the Human Resources Management Colouring Competition is for early childhood. By providing available facilities and equipment, it is hoped that colouring activities can be carried out more optimally so that they can improve participant creativity and fine motor skills. Therefore, based on this background, the researcher intends to create a project entitled **“Improving the Quality of Human Resources at Polbeng Business Expo through The Colouring Competition for Early Childhood”**

## **1.2 Identification of the Project**

Based on the background of the problems above, this project discusses how to organize a colouring competition for early childhood?

## **1.3 Purpose of the Project**

Project objectives are divided into two categories: 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 this final assignment is to organize colouring competition activities for early childhood.

### **1.3.2 Specific Purpose of the Project**

The specific objectives of the project to support Human Resources for the coloring competition at the Polbeng Business Expo are as follows:

1. To determine the criteria for the committee and volunteer team.
2. To determine the criteria for judges who have professional background.

3. To determine the criteria for participants.
4. To determine the criteria for sponsors in supporting the implementation of event.
5. To determine the criteria for donors, forms of donation and freelance donors.

#### **1.4 Significance of the Project**

It is hoped that this final assignment will be useful for interested parties or related parties. The benefits of this project are:

##### **1.4.1 For Authors**

This thesis can be used as additional experience, insight and guidance in completing the final assignment which is one of the International Business Administration Sciences. Apart from that, knowing and solving project-related problems is useful as a way to implement the knowledge that has been obtained.

##### **1.4.2 For Participant**

This thesis can be used to increase participant creativity in holding events. This event can provide inspiration and motivation for participant to continue learning and develop their creativity.

##### **1.4.3 For University**

The results of this project can be useful for the university both in terms of developing student skills, improving the quality of education, raising the image of the university and advancing the drawing and painting industry and can be used as a reference.

#### **1.5 Time and Place of Project**

By determining clear goals, we can allocate time more effectively and focus on things that are truly important. The following is the time and place to carry out "Improving the Quality of Human Resources at Polbeng Business Expo through The Colouring Competition for Early Childhood " the details are as follows:

Implementation time : 2 Day  
Implementation date : 30-31 October 2024  
Place : State Polytechnic of Bengkalis, Bathin Alam  
Street, Sungai Alam, Bengkalis, Riau.

## **1.6 Writing System**

The systematics carried out to implement the project "Improving The Quality of Human Resources at Polbeng Business Expo through The Colouring Competition for Early Childhood" are as follows:

### **CHAPTER I : INTRODUCTION**

In this chapter, the author explains the project background, project identification, project objectives, and benefits. That place and time of the project and systematics of writing The project report is explained in the thesis.

### **CHAPTER II : LITERATURE REVIEW**

In this chapter the author explains theories that are relevant to the main material in the final assignment, namely presenting a creative exposure project by exploring the potential of early childhood through colouring.

### **CHAPTER III : METHODS AND ACCOMPLISHMENT PROCESS**

In this chapter the author will describe the plan with a project implementation diagram, then continue with the implementation plan, implementation process, and project implementation report. Then proceed with a schedule of estimated costs incurred to make the event a success.

### **CHAPTER IV : RESULTS AND DISCUSSION**

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

## **CHAPTER V : CONCLUSIONS AND SUGGESTION**

This chapter contains a summary and results of the writing in the previous chapters which are outlined in the conclusion section, as well as suggestions for improving the place of.

## **REFERENCES**

## **APPENDICES**

## **WRITER BIOGRAPHY**