

CHAPTER I

INTRODUCTION

1.1 Background of the Project

In the current era of globalization, English language education has become one of the main focuses in the education system in Indonesia, especially at the primary school level. This is based on the awareness of the importance of mastering English as an international language in the era of globalization. Various ways and approaches have been taken to improve students' English skills, one of which is through extracurricular activities and competitions.

State Polytechnic of Bengkalis, as one of the higher education institutions in Riau Province, took the initiative to organize the Polbeng Business Expo. This event not only focuses on the business aspect, but also includes various educational activities, including a Spelling Bee competition for elementary and Middle School level. This initiative is a form of Polbeng's commitment in supporting the development of education at the primary level, especially in the field of English.

English language proficiency is a very important skill to have. The mastery of vocabulary and the ability to spell English words are important foundations for a person, especially participants, to develop further English language skills. Therefore, activities such as spelling bees are very relevant and beneficial for participants to improve their ability to spell English words. Therefore, the author organized a participant spelling bee event to provide a platform for children to learn English. for all participant in honing their English language skills. In the journal "The Benefits of Spelling Bee Competitions for Young Learners" by Sharma and Gupta (2022), it is explained that spelling bee activities provide significant benefits for children in improving their ability to spell English words, building confidence, and developing speaking and listening skills.

In bengkalis, Riau Province, the number of primary schools recorded in statistics is 60 schools, so the spelling bee competition took 25 public primary

schools in Bantan sub-district and Bengkalis sub-district. This can be seen from the presentation of the Central Bureau of Statistics of Riau Province in the table below:

Tabel 1.1 Central Bureau of Statistics of Riau Province

Districts/cities	Number of elementary schools								
	Country			Society			Total		
	2020	2021	2022	2020	2021	2022	2020	2021	2022
Kuantan Singingi	235	235	235	15	16	19	250	251	254
Indragiri Hulu	285	283	282	23	25	28	308	308	310
Indra Giri Hilir	467	469	469	54	54	58	521	523	527
Palalawam	198	199	201	29	29	30	227	228	231
Siak	205	205	209	28	32	33	233	237	242
Kampar	459	462	462	41	50	57	500	512	519
Rokan Hulu	316	317	318	46	49	52	352	366	362
Bengkalis	311	314	316	39	43	46	350	385	386
Rokan Hilir	300	304	307	77	81	79	377	385	386
Kepulauan Meranti	161	158	13	12	12	174	170	170	170
Pekan Baru	194	177	177	124	132	135	318	309	312
Dumai	87	87	87	20	21	21	107	108	108
RIAU	3218	3210	3221	509	544	570	3727	3754	3791

Source: Processed Data 2022

The data mentioned above include the number of students, the level of education, and the location of the school, which is the basis for determining the target participants, the number of invitations, and logistical needs. With accurate information, the committee can develop an appropriate promotion strategy, choose a strategic location, and organize the event. This project analyzes student data in Bengkalis Regency to compare how many students will be taken for Spelling Bee participants from Bengkalis Regency with other districts, in order to evaluate differences in readiness levels, number of participants, and supporting factors for success in the competition.

Human Resource Management plays an important role in the success of any organization, including in the organization of major events such as the Business Expo. The role of HR in the success of this event includes planning, organizing, directing, and supervising the event. Human resources involved in these activities. Effective HR management can ensure that each individual concerned has the necessary skills, motivation and support to perform their duties and

responsibilities well. In the business expo event at the State Polytechnic of Bengkalis, organizing a participant spelling bee project is an important part that needs to be managed properly. Therefore, effective and quality Human Resources in organizing.

This event can be the key to success and provide a memorable experience for participants and visitors. Therefore, based on this background, the researcher intends to carry out a project with the title **“Elementary and Junior High School Spelling Bee Competition at Polbeng Business Expo (Case Study: Human Resource Aspect)”**.

1.1 Identification of the Project

Based on the background that has been described, the identification of the Polbeng Business Expo project in the spelling bee competition discusses how to organize the Spelling Bee competition in the aspect of Human Resources.

1.2 Purpose of the Project

Taking into account the current situation and the challenges before us, the author formulates some important objectives to be achieved, namely:

1.2.1 General Purpose of the Project

The general objective of this project is to organizing and implementation a spelling bee project at the Polbeng Business Expo.

1.2.2 Specific Purpose of the Project

Identify training and development programs provided to Human Resources, one of which is:

1. Determine participant criteria
2. Determine the criteria for judges
3. Determine staff and volunteers
4. Determine the criteria for the committee
5. Determine the criteria for sponsors

1.3 Significance of the Project

Everything that is done must bring benefits, as well as the benefits of the final project “Elementary and Junior High School Spelling Bee Competition at Polbeng

Business Expo (Case Study: Human Resource Aspect)”. As follows:

1. For the Author
Identifying challenges and obstacles faced in managing human resources during the organization of the Business Expo, as well as solutions that can be applied.
2. For Participants
Getting the opportunity to develop their spelling skills in English.
3. For the State Polytechnic of Bengkalis.
Improve cooperation and good relations with external parties, such as companies, industries, and communities.

1.4 Time and place of the Project

By setting clear goals, time can be allocated more effectively and focus on important things. The following is the time and place to carry out the “Elementary and Middle School Spelling Bee Competition at Polbeng Business Expo (Case Study: Human Resource Aspect)”. With the following details:

Implementation time	: 2 days, Wednesday - Thursday
Date of Implementation	: October 30-31, 2024
Place	: State Polytechnic of Bengkalis, Street Bathin Alam Sungai Alam, Bengkalis, Postcode 28783

1.5 Writing System

The systematic writing of the project “Elementary and Junior High School Spelling Bee Competition at Polbeng Business Expo (Case Study: Human Resource Aspect)” is as follows:

CHAPTER 1: INTRODUCTION

Chapter 1 describes the background, problem formulation, project objectives, project significance, scope and limitations of the problem and writing systematics.

CHAPTER 2: LITERATURE REVIEW

Chapter 2 describes the theoretical basis used to conduct the case study, both general theory and specific theory taken from previous project and theoretical foundations.

CHAPTER 3: METHOD AND ACCOMPLISHMENT PROCESS

Chapter 3 explains the completion process

CHAPTER 4: RESULTS AND DISCUSSION

In Chapter 4, the author presents a discussion of the results of the project that has been carried out by the author, which was held directly by the event committee.

CHAPTER 5: CONCLUSION AND SUGGESTION

In Chapter 5, the author describes the conclusions and results of the discussion as well as suggestions that the author will convey.

REFERENCES

APPENDICES

WRITER BIOGRAPHY