

CHAPTER I

INTRODUCTION

1.1 Background of the Project

State Polytechnic of Bengkalis is a state polytechnic located in Riau province. The Bengkalis State Polytechnic campus is located in Bengkalis, Riau, Indonesia and was established in early 2000 by the Bengkalis Regency Government through the Gema Bahari Foundation. Initially this Polytechnic only had 3 (three) study programs, namely: Ship Electrical Engineering, Ship Building Engineering, Ship Mechanical Engineering. However, currently the Bengkalis State Polytechnic already has 8 (eight) departments (Shipbuilding Engineering, Mechanical Engineering, Electrical Engineering, Civil Engineering, Commercial Administration, Informatics Engineering, Language, Maritime) and there are 19 (nineteen) study programs. On its way, this polytechnic changed its name to Politeknik Bengkalis and was under Yayasan Bangun Insani (YBI) with 5 (five) study programs namely: Shipbuilding Engineering, Mechanical Engineering, Electrical Engineering, Civil Engineering, and Business Administration.

In the development until 2012, the Department of Commercial Administration has had 3 (three) Study Programs (Prodi), namely the Bachelor of Applied Digital Business, Bachelor of Applied International Business Administration, and Bachelor of Applied Public Financial Accounting. Each study program has different characteristics and advantages in meeting student competencies. Polbeng emphasizes vocational education which focuses on the educational process which is more on field practice than theory.

State Polytechnic of Bengkalis, through the International Business Administration Study Program, will hold a big event entitled "POLBENG BUSINESS EXPO". This event is part of the final project of the study program students, which is designed to showcase their abilities and creativity in various fields. This Expo includes 5 (five) main events that will be held simultaneously in one location, namely Rank 1 (one), Spelling bee, Fashion show, Singing contest, and Drawing painting contest. The entire series of events is designed to provide a

memorable and meaningful experience, both for participants and visitors, and to strengthen the position of State polytechnic of Bengkalis as an educational institution that excels in innovation and quality education.

Fashion show is one of the main events that become an attraction in a series of Polbeng Business Expo activities. As the main event, organizing a fashion show requires serious attention and careful planning to ensure its successful implementation. Every aspect, from theme selection, participant category management, to technical coordination in the field, must be designed in detail to create a show that is stunning and in accordance with the objectives of the event. In addition, solid team involvement and effective Resources management are also key in realizing a fashion show that is not only entertaining, but also gives a deep impression to all participants and audiences.

Fashion show nowadays becomes a trend that is carried out by presenting trendy fashion models, where the demonstration is assisted by models and mannequins. The role of a model is to show and present fashion products to the public. The products displayed at fashion shows are usually products designed by the best designers. This activity is also loaded with interesting concepts such as dressing up for a fashion show, following a theme, background music saturated with the rhythm of the models walking Rusdiani (2023).

According Khan Ovais (2024), Fashion shows are a platform to introduce the latest trends and products from renowned designers to the public. Through models and mannequins, fashion products are displayed in an attractive and professional manner, showing the details and uniqueness of each design. In addition, fashion shows also pay attention to various artistic aspects such as makeup, the theme of the event, and background music that is adjusted to the rhythm of the models walking. All these elements come together to create a mesmerizing visual experience for the audience, while promoting the designer's works. Fashion show is not just a fashion show, but also an art form that combines creativity, aesthetics, and innovation in the world of fashion. Fashion is a part of our daily lives, and people spend a lot of money on clothes and accessories each day, making the fashion industry a highly important segment of the global

economy. The global fashion industry was estimated to be worth \$2.5 trillion before the coronavirus pandemic McKinsey and Company 2018.

The fashion show at Polbeng Business Expo had three unique categories designed to highlight creativity while reinforcing cultural values and sustainability, the first being The Traditional category, the second Contemporary Traditional, and the third Eco-Friendly category. The Traditional category is aimed specifically at preschoolers, featuring distinctive outfits that depict the beauty of cultural heritage, the Contemporary Traditional category was designed for kindergarten and elementary school children, combining traditional elements with an innovative modern twist. Finally, the Eco-Friendly category was aimed at kindergarten and primary school children, focusing on the use of eco-friendly materials to educate and inspire participants about the importance of sustainability.

Modified traditional costumes, contemporary traditional costumes, and eco-friendly costumes are some of the categories of fashion shows. Modified traditional costumes are outfits that take inspiration from traditional dress but are altered to reflect the styles and needs of modern times, with the aim of maintaining the relevance of traditional culture in today's fashion world. Traditional contemporary costumes are modern interpretations of traditional clothing that retain its classic elements, highlight the harmony between past and present, and offer a new way to enjoy and relish fashion. Many designers have turned to the use of more sustainable materials and production processes due to awareness of environmental issues. Eco-friendly clothing includes garments made from organic or recycled materials, as well as production processes that minimize negative impacts on the environment.

In every event, an individual is needed has full responsibility to ensure that the entire event runs smoothly and according to plan. This role is carried out by a Project Manager, serves only as a supervisor, but also as the main driver in coordinating the various elements involved in the event. The project manager is responsible for ensuring every stage of the activity, from initial planning, technical execution, to final evaluation, runs efficiently and effectively. In addition, the project manager must also possess strong analytical and leadership skills to identify potential obstacles, address problems that may occur during the event, and keep all

team members working in alignment with the set goals. With this strategic role, the project manager becomes the deciding factor in the success of an event, ensuring not only smooth operations but also the satisfaction of all parties involved.

A Project Manager must also possess a strong leadership attitude to carry out his or her duties effectively. This includes the ability to inspire, motivate, and direct team members to work together to achieve common goals. In addition, a project manager with a good leadership spirit is able to make the right decisions in critical situations, provide effective solutions to problems that arise, and create a harmonious and productive work environment. Solid leadership also allows project managers to build good communication with various parties, including clients, sponsors, and team members, so that the entire project implementation process can run to plan and achieve the desired results. If you look at the Big Indonesian Dictionary, leadership comes from the word leader which means a person who leads. Meanwhile, according to experts, Fiedler explains leadership is a pattern formed between individuals who have the authority to then be used to influence a group of people. With the aim that these people can work together to achieve goals. Leadership plays an important role in the success of any organization. Leaders set the direction of the organization and have the power to influence teams and make decisions that will have a long-term influence on organizational performance.

It also has an important impact on various aspects of employee work Contreras et al., in Yasser Abu Ras (2023), That leaders have an important role in determining the direction of the organization and influencing the team through the strategic decisions they make. These decisions not only affect the long-term performance of the organization but also various aspects of work. Therefore, the ability of leaders to make the right decisions and motivate teams is critical to the overall success of the organization. Leaders have several benefits in the business world including being able to improve teamwork, being able to connect innovation and creativity, being able to manage change and crises, and increasing the potential for making the right decisions.

According to Rubert et al., in solikin et al., (2017), Leadership is also defined as the process of influencing not only from the leader to followers or one-

way but reciprocal or two-way or two-way. A good follower can also can also give rise to leadership by following the existing leadership and to some degree of feedback to the leader. Influence is the process by which leaders communicating ideas, gaining acceptance of ideas, and motivating followers to support and implement these ideas through change.

Based on the problems that occur, it can be concluded that it is necessary to carry out fashion show activities as a means for participants and as a means of introducing some local cultural fashions. Thus, the author will carry out a project that is beneficial to the general public in Indonesia, especially on the island of bengkalis, with the title **“POLBENG BUSINESS EXPO ASPECT OF MANAGER IN FASHION SHOW OF TRADITIONAL COSTUME, TRADITIONAL CONTEMPORARY COSTUME, AND ECO-FRIENDLY COSTUME”**.

1.2 Identification of the Project

The specific objectives of the Polbeng Business Expo Fashion Show Project in the marketing department are:

1. What are the key challenges in providing adequate support services to ensure a successful event and a satisfying experience for all stakeholders?
2. What are the solutions taken in implementing the fashion show project?

1.3 Purpose of the Project

The objectives of this project are divided into two categories: general objectives and specific objectives.

1.3.1 General Purpose

The main goal of this project is to organize an Expo accompanied by a fashion show in order to increase public awareness and understanding of the beauty and diversity of modified traditional clothing, contemporary traditional clothing, and environmentally friendly clothing. Each category has its own uniqueness and value to be conveyed to visitors, both in terms of aesthetics, culture, and the environment. This event is expected to increase appreciation and inspire people to create new things in the field of fashion.

1.3.2 Specific Purpose of the Project

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

1. To Find out the performance of the project manager.
2. To explore manager of leadership and communication styles in engaging diverse stakeholders.
3. To Resolve problems and obstacles before and after the event.

1.4 Significance of the Project

This project is expected to be useful for interested parties or related parties, the benefits of this project are:

1. For Author

This project aims to help improve the author's critical thinking and problem-solving skills. Through the process of in-depth analysis and evaluation of various problems, the author is expected to develop innovative solutions that are effective in overcoming the challenges faced during the project as a manager.

2. For Participants

This project can be used to increase creativity for the participants who take part in this fashion show. It is expected to provide inspiration and motivation for participants to continue learning and developing their creativity in facing future challenges.

3. For Universities

This final project is expected to provide many benefits for the university, including developing students' abilities, improving the quality of learning, improving the image of the university, and advancing the fashion industry. In addition, this final project can be a useful reference to improve students' creativity in the business world. The fashion show that was held is expected to inspire and motivate students to continue learning and improve their creativity in facing future challenges.

1.5 Time and Place of Project Implementation

The implementation time of the Polbeng Expo Fashion Show will be held for 2 days in the 9th week of lectures, and the project preparation process lasts for 3 months. The place of implementation will be at state polytechnic of bengkalis.

Date : Wednesdays and Thursdays, 30-31 October 2024

Time : 08.00 – 17.00

Place : In the parking lot of the language building of Bengkalis State Polytechnic

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

1.6 Writing System

Systematically the contents of this are arranged as follows:

CHAPTER 1: INTRODUCTION

In this chapter, the author describes the project background, project identification, project objectives and benefits, project place and time and the systematic writing of the project report in a bachelor thesis.

CHAPTER 2: LITERATUR REVIEW

In this chapter, the author explains theories related to fashion design, creativity, traditional fashion, contemporary fashion, eco-friendly fashion, as well as relevant previous research. Then the theoretical framework that underpins this case study will be explained, such as theories of design, creativity, culture, and sustainability in fashion, as well as the analysis model or framework.

CHAPTER 3: METHODS AND PROCESSES OF ACHIEVEMENT

In this chapter, the author will explain the plan with a project diagram, then continue with the implementation plan and implementation process, implementation plan and project implementation report. Then continue with the schedule and estimated cost incurred during the project period, to the estimated cost of the undergraduate thesis.

CHAPTER 4: RESULTS AND DISCUSSION

In this chapter, the author will describe the project profile and activity implementation report consisting of project preparation, activity implementation, implementation report, and activity implementation report implementation, implementation report, and activity implementation report

CHAPTER 5: CONCLUSIONS AND SUGGESTIONS

This chapter contains a summary of the results of the writings in the previous chapters written in conclusions as well as suggestions for improvement in lieu of writing.

REFERENCES

APPENDICES

WRITER BIOGRAPHY