

**POLBENG BUSINESS EXPO
FASHION SHOW OF MODIFIED TRADITIONAL COSTUME,
TRADITIONAL CONTEMPORARY COSTUME, AND ECO-
FRIENDLY COSTUME (ASPECT: SECRETARY)**

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ABSTRACT

The Fashion Show at the Polbeng Expo Event combines traditional elements with modern innovations to captivate public interest, especially among the younger generation, in appreciating Indonesia's rich cultural heritage. Participants from kindergarten and elementary school age groups are introduced to culture and fashion innovation from an early stage. Amid rapid advancements in science and technology, the development of traditional culture often lags behind, making the acculturation of traditional culture through education key to its preservation. Through this event, the State Polytechnic of Bengkalis aims to inspire and motivate participants to continue creating and innovating while raising awareness of the importance of human resource management in developing a sustainable and competitive fashion industry. The role of the secretary is pivotal to the success of this event, encompassing record-keeping, activity organization, logistics coordination, and communication between internal and external parties. With multitasking, organizational, communication, and problem-solving skills, the secretary ensures the smooth execution of the event in its entirety.

Keywords: Fashion Show, Traditional Culture, Modern Innovation, Cultural Preservation, Education, Sustainable Fashion Industry, Secretary Role, Polbeng Expo Event.