

CHAPTER I

INTRODUCTION

1.1 Background of The Project

Polbeng Business Expo Chapter II is a continuation of the Polbeng Business Expo previously organized by students of the International Business Administration (ABI) study program, class of 2021, in October. In this chapter, the activity focuses on a coloring competition for early childhood and elementary school students aged 3–7 years as an educational and creative initiative. Preschool, kindergarten, and elementary education serve as essential foundations within Indonesia's education system, aiming to support the development of children's physical, emotional, social, and cognitive abilities from an early age. Creative activities such as coloring competitions provide children with opportunities to express imagination, develop fine motor skills, and enhance self-confidence. Therefore, PAUD, kindergarten, and elementary schools in Bengkalis Regency play a strategic role in supporting children's potential development and improving the quality of future generations through educational and participatory activities.

Early childhood education plays an important role in children's developmental stages, where the development of creativity and skills must receive proper attention. One effective way to stimulate both aspects is through colouring activities. In addition to sharpening children's imagination, colouring activities also help improve their concentration as well as their ability to express ideas and emotions visually.

Creativity is a highly valuable 21st-century skill that helps children adapt to change and innovation. It encourages children to collaborate, share ideas, and work together in groups. Through creativity, children can express their feelings and emotions positively, think critically, solve problems, and develop problem-solving skills. Therefore, it is essential to provide the right support and opportunities so that children's creativity can develop properly, helping them

become more creative, innovative individuals who are ready to face future challenges (Linda, 2025).

Amid rapid technological advancement, children are now spending more time in front of screens using electronic devices, which reduces their physical activity. This condition poses a challenge for parents and educators to create an environment that supports children's creativity. One effective way to increase children's interest in physical activities while building their creativity is by organizing colouring competitions in public spaces. These colouring competitions not only serve as a platform for children to express their creativity but also act as a fun educational tool that helps reduce screen time.

Learning for early childhood is closely related to children's play activities. Because, the world of children is a world of play, all activities must always be integrated through play (Ramdani et al, 2024). The reason children like to play so much is because play activities are fun activities for children. One of the activities that are integrated with play is colouring which is fun with children (Ramdani & Zaman, 2022). Thus children can be comfortable and enthusiastic in doing these activities.

Colouring activities are a form of creative expression that is beneficial for early childhood development. This activity can provide a fun experience and also as a medium for early childhood to express their imagination and feelings visually. This activity can also be a forum for participants to develop their interests and talents.

The success of this activity depends on good planning and effective marketing management. With the right strategy, the colouring competition can reach a wider audience, gain sponsorship, and provide positive benefits. Promotion, pricing, information distribution, and cooperation are key to achieving event goals.

From the background described above, the author is interested in making a final project with the title **“Colouring Competition For Early Childhood and Elementary School (Case Study: Marketing Management)”**.

1.2 Identification of the Project

The project identification of Polbeng Business Expo Chapter II on Colouring Competitions For Early Childhood And Elementary School is as follows:

1. How To organize successful colouring competition activities for early childhood and elementary school through effective marketing management?
2. How To analyze the effectiveness of marketing promotion in shaping public perceptions of the colouring competition for early childhood and elementary school?

1.3 Purpose of the Project

1.3.1 General Purpose of the Project

The General Purpose of the Project are as follows:

1. To organize successful colouring competition activities for early childhood and elementary school through effective marketing management.
2. To Analyze the effectiveness of marketing promotion in shaping public perceptions of the colouring competition for early childhood and elementary school.

1.3.2 Specific Purpose of the Project

The Specific Purpose of the Project are as follows:

1. To Create promotional designs and tools for the colouring competitions for early childhood and elementary school.
2. To Conduct digital marketing promotion for 30 days for the colouring competitions for early childhood and elementary school.
3. To Conduct direct promotion for the colouring competitions for early childhood and elementary school.
4. To Calculate the budget for promotional costs for the colouring competitions for early childhood and elementary school.
5. To Create marketing management report for the colouring competitions for early childhood and elementary school.

6. To Create videos of event for colouring competitions for early childhood and elementary school.

1.4 Significance of the Project

1.4.1 Benefits for the Author

The benefits of this project for the author are gaining practical experience in organizing and evaluating colouring competitions, as well as enhancing creativity in marketing strategies, event promotion, audience engagement, and project management.

1.4.2 Benefits for Institution

The project can be integrated into the curriculum of marketing and management courses, thus providing practical and real-world experience for students. Participation in this innovative and creative project will also contribute to enhancing the institution's reputation as an educational institution that encourages creativity, problem-solving, and student initiative.

1.4.3 Benefits to Participants

This event provides a valuable opportunity for participants to express their creativity and showcase their talents. Participation in this event will not only help hone their creative potential, but also provide a sense of accomplishment and recognition that can boost self-confidence and foster a deeper interest in the arts.

1.5 Time and Place of Project

The following is the time and place to carry out the project "Colouring Competition for Early Childhood and Elementary School (Case Study: Marketing Management)" with the following details:

Implementation time : 3 days

Implementation date : 20-22 May 2025

Place : State Polytechnic of Bengkalis, Street Bathin Alam,
Sungai Alam, Bengkalis, Postal Code 28783

1.6 Writing System

The systematic writing carried out to carry out the project "Colouring Competition For Early Childhood and Elementary School (Case Study: Marketing Management)" is as follows:

CHAPTER I : INTRODUCTION

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

CHAPTER II : LITERATURE REVIEW

In this chapter the author explains the theories that are relevant to the main material in the final project, namely explaining the implementation of job descriptions and job specifications from marketing and operations.

CHAPTER III : METHODS AND ACCOMPLISHMENT PROCESS

In this chapter provides an overview of the project plan with a more in-depth elaboration on preparations, role distributions, briefing sessions and how coordination will happen. This also describes how to implement, scheduling, cost estimation and reporting of the project.

CHAPTER IV : RESULTS AND DISCUSSION

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

CHAPTER V : CONCLUSION AND SUGGESTION

In this chapter contains a summary of the results of writing in the previous chapters which are written as conclusions and suggestions for improvement as a substitute for writing.