

IMPLEMENTATION OF FINANCIAL MANAGEMENT STRATEGIES IN FASHION SHOW EVENT AT POLBENG BUSINESS EXPO CHAPTER II

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ABSTRACT

Polbeng Business Expo Chapter II is an annual event organized by Bengkalis State Polytechnic. It serves as a platform for students to develop and showcase their creativity, innovation, and entrepreneurial skills. One of the event's main activities is the Fashion Show competition, which combines cultural elements, creative expression, and environmental awareness through categories such as traditional costumes, contemporary traditional costumes, eco-friendly costumes, and catwalk performances. This final project discusses the application of financial management in organizing the Fashion Show at Polbeng Business Expo Chapter II. The project focuses on several financial management activities, including revenue planning, budget preparation, implementation based on the planned budget, financial transaction recording, and financial report preparation. The project was carried out through the stages of preparation, implementation, completion, and evaluation. In conclusion, effective financial management is a crucial factor in event organization, particularly for large-scale events such as fashion shows. The results of this project are expected to provide practical experience and useful references for future event organizers in managing finances responsibly and efficiently.

Keywords: *Financial Management, Budgeting, Event Management, Fashion Show, Polbeng Business Expo*