

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Bengkalis is a regency located in Riau Province, Indonesia. The regency consists of several large islands, including Bengkalis Island, which is the administrative center. The region has natural resources in the form of petroleum, gas, and marine products, and is famous for its strong Malay cultural traditions as one of the main producing regions in the oil and gas sector. Bengkalis also has natural beauty such as exotic beaches and mangrove forests. In addition, cultural traditions such as zapin, poetry, and Malay customs make Bengkalis an important cultural center in Riau. Its economy is also supported by the agriculture, fisheries and trade sectors.

In the field of education, Bengkalis Regency has a campus of polytechnic of bengkalis which is a state university in Riau Province, Indonesia. The polytechnic was established with the aim of providing quality vocational education that is relevant to industry needs. polytechnic of bengkalis has various study programs in the fields of civil engineering, electrical engineering, mechanical engineering, shipping engineering, business management, and information technology, which are designed to prepare graduates to be ready to work in the industrial world. One of the majors in the bengkalis state polytechnic is the commercial administration department and there is an international business administration study program.

In the opinion Raflah and Hamidi (2024), Bengkalis State Polytechnic is the only State Polytechnic in Riau that always and continues to strive to provide the best services in the field of educational services to the nations children.

The International Business Administration study program at polytechnic of bengkalis is designed to meet the needs of the growing business world, especially in the field of international business. This program aims to produce experts who are skilled in managing and developing businesses in the global market. With a focus

on mastering business management, international marketing, logistics, and global legal and financial aspects, this study program equips students with the knowledge and skills needed for a career in multinational companies or the international business sector.

One of the programs to develop the creativity of bengkalis state polytechnic students in the field of business with the international business administration study program is the holding of Polbeng Expo Chapter II which is held as part of innovation on campus and is useful in carrying out responsibilities to produce competent, innovative, and highly competitive people to create the best graduates at the national and international levels.

Polbeng Expo chapter II will hold an event, namely the chapter II fashion show event which is a form of creativity of international business administration students which will be held at bengkalis state polytechnic and aims to combine elements of culture, creativity and innovation in the fashion world. This activity is part of Polbeng's efforts to develop the talents and skills of students and the community, especially in the field of fashion design and fashion shows, which at the same time help preserve the richness of Indonesian culture, especially Riau culture.

In organizing Expo chapter II will arrange a more interesting and innovative concept one with the aim of expanding the positive impact not only for students, but also for the general public. one of the main activities that is the focus of this Expo is a fashion show competition that will be contested by small children to adults, namely (kindergarten, elementary school and Senior high school). Fashion comes from English which means manner, habit, or fashion.

The fashion show event at bengkalis state polytechnic will compete in four categories, namely catwalk, contemporary traditional costume, traditional costume, and eco-friendly costume. Fashion Show or commonly called catwalk is a pathway used by models to show off clothes and accessories in their respective fashion shows, usually located in the center of the room and surrounded by spectators, catwalks are designed so that costume can be seen from various points of view of the audience. Contemporary traditional costume is a persons creativity to combine

traditional cultural principles with modern ideas, this traditional costume is a garment that reflects a cultural identity or a community group in order to introduce various traditional costume while eco-friendly costume is an approach that includes all actions, products, or rules that aim to protect the environment and reduce the negative impact of waste management, as well as making waste into a valuable creativity so that it can be an interesting and creative fashion at the Polbeng Expo competition that will be held.

The Polbeng Expo Chapter II event is a form of Polbeng commitment in combining the richness of local culture with the latest Fashion trends that have become a trend in every era, Through the event that will be held this time, Polbeng not only supports cultural preservation, but also introduces the uniqueness of Indonesian culture to the world, while providing global value experiences to students. The Polbeng Expo event is also expected to attract attention through fashion shows that will be held to tourists, this event also aims to promote the beauty and uniqueness of designers and students to inspire innovation in the fashion industry in the area.

Event procurement is an activity in the previous year, events have a variety of purposes and also have a variety of procurement scales Event Management is easier to do by classifying events, the event classification known in the event business is MICE events. MICE is an abbreviation for Meetings, Incentives, Conferences and Exhibitions. MICE covers a wide range of business events and meetings, such as international conferences, stakeholder meetings, corporate incentives and trade shows. In the MICE industry, meetings are not only considered as a business necessity, but also as a tool to motivate and provide a unique experience to participants, ML. Weirich in Yasmin (2023), An exhibition is an event or activity aimed at exhibiting various types of works, products, or innovations to the public. and carried out for various purposes, such as providing more information to the public about various matters such as promoting, or appreciating a work.

This proposal discusses strategies to optimize the financial budget for organizing a fashion show at Polbeng Business Expo. The author will analyze the various cost components involved such as operational costs, prizes, and promotions

to optimize the use of the budget and ensure effective cost efficiency without reducing the quality of the event.

Financial management is an overall activity related to efforts to obtain, use, and manage the funds used so as to maximize the efficiency value of the operational activities carried out by the company. Financial management can accommodate all organizational activities to obtain, allocate, and utilize funds effectively and efficiently. Financial management does not only focus on how to obtain funds, but also how to use, utilize, and manage what the company has in order to obtain maximum profit.

Riyanto in Jaya (2022), defines financial management as “all business activities in obtaining funding at the minimum possible cost on the most favorable terms and using these funds as efficiently as possible”. Broadly speaking, financial management is understood as all forms of administrative activities carried out in several stages which include planning, storage, use of records and also supervision which ends with accountability (reporting) for the circulation of funds / money in and out of an institution (organization / individual) within a certain period of time.

In order for everything to run smoothly and be profitable for both event organizers and participants, effective planning is very important in an event. as well as good money management to achieve an effective and efficient financial goal. the purpose of management itself is to maximize value and ensure business sustainability through good and efficient management of financial resources.

From the background that has been described above, the author is interested in making a final assignment with the title " **IMPLEMENTATION OF FINANCIAL MANAGEMENT STRATEGIES IN FASHION SHOW EVENT AT POLBENG BUSINESS EXPO CHAPTER II**"

1.2 Identification of the Project

Based on the background above, the project identification is focused on organizing a fashion show at Polbeng Business Expo Chapter II and this project also emphasizes how to implement effective and efficient financial management, prepare a good budget in an event and how to make accurate

financial reports. in this case it will be useful for financial management and cost efficiency that can support fashion shows effectively.

1.3 Purpose of the Project

Project objectives are divided into two categories general project objectives and specific project objectives. The project objectives are as follows:

1.3.1 General Purpose of the Project

The general purpose of organizing the Polbeng Business Expo fashion show event is to organize a fashion event, with the main mission of increasing public appreciation of the aesthetics, cultural values, and environmental sustainability contained in traditional fashion, contemporary fashion, and environmentally friendly fashion. It is hoped that this event can inspire designers and the public to continue to innovate in the fashion world.

1.3.2 Specific Purpose of the Project

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

1. Planning the funding sources for the event fashion show.
2. Creating financial report for the event fashion show.

1.4 Significance of the Project

This project is planned with the aim of providing significant added value to the various parties involved. Specifically, this project will provide the following benefits:

1.4.1 For State Polytechnic of Bengkalis

The usage of this extend is anticipated to supply benefits for the Bengkalis State Polytechnic Institution as takes after :

1. Progress the picture and notoriety of Bengkalis State Polytechnic as an instructive institution that cares almost creating childrens abilities and information through instructive exercises such as event fashion show.
2. Advancing consider programs and offices possessed by Bengkalis State Polytechnic to the more extensive community through the Commerce Expo occasion.
3. Give openings for understudies to be included in venture administration and create budgetary administration aptitudes.

1.4.2 For the Author

The usage of this project is anticipated to supply benefits for the creator as takes after Communication skills focus on improving speaking skills, organizing teams, working with sponsors, and informing audiences, and financial management gives hands-on experience in budgeting, managing expenses, and monitoring cash flow of large-scale projects required and financial risk management knows about financial risks and how to mitigate their negative impact during the project.

1.4.3 For Participants

The usage of this extend is anticipated to supply benefits for participants as takes after building self confidence when performing on stage, as well as posing, and training mentally to interact with the audience, Providing valuable experiences that broaden children's views of art, culture and creativity, while providing valuable experiences that enrich childrens lives.

1.5 Time and Place of Project Implementation

The fahion show project is an exciting part of the Polbeng Business Expo Chapter II and will be organized with carefully planned momentum and venue. The specific implementation time and location of the project are as follows:

Implementation Time	: 3 (three) days
Date of Implementation	: 20-22 May 2025
Place of Implementation	: State Polytechnic of Bengkalis, Bathin Alam Street.

1.6 Writing system

The purpose of compiling this thesis proposal is to provide an initial overview of the project to be implemented. The systematics of writing this paper proposal are as follows:

CHAPTER 1: INTRODUCTION

In this chapter, the author explains the project background, problem formulation, project objectives and benefits, as well as the location and time of implementation, and presents the project report in a structured manner.

CHAPTER 2: LITERATURE REVIEW

In this chapter, the author explains theories related to project funding planning, while also discussing the definition and concept of finance, cost management, funding strategies, and the financial performance of a project from the finance department.

CHAPTER 3: METHODS AND PROCESSES OF ACHIEVEMENT

In this chapter the author will provide an explanation of the plan with a project diagram. Then, the author will continue by discussing the implementation of the plan, process, and report. Furthermore, the author will discuss the schedule and estimated costs incurred during the project. Until the estimated cost of the 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.

CHAPTER 5: CONCLUSION AND SUGGESTIONS

In this chapter the author presents a summary of the results of the writing that has been discussed in the previous chapters, which are summarized in the form of conclusions.