

SINGING COMPETITION FOR KIDS AT POLBENG BUSINESS EXPO CHAPTER TWO (CASE STUDY: HUMAN RESOURCE MANAGEMENT)

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ABSTRACT

This undergraduate thesis is a project entitled “Singing Competition for Kids at Polbeng Business Expo Chapter Two (Case Study: Human Resource Management)”, conducted as part of the Polbeng Business Expo Chapter Two organized by the International Business Administration Study Program at the State Polytechnic of Bengkalis. The project aims to plan, implement, and evaluate a children’s singing competition by applying Human Resource Management (HRM) principles to ensure effective task distribution, coordination, and committee performance. A project-based approach with a descriptive qualitative method was used, supported by observation, documentation, and event evaluation. The project focuses on human resource planning, implementation, and final evaluation, including determining criteria for the committee, participants, and judges, ensuring attendance and technical readiness, and evaluating committee performance. The results indicate that the structured application of HRM contributed significantly to the smooth execution and success of the event. In addition, the project provided practical experience for the committee in teamwork and communication, while offering a positive platform for children to develop their talents and self-confidence.

Keywords: Human Resource Management, Singing Competition, Event Management, Polbeng Business Expo