

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Bengkalis City is one of the districts in Riau Province that continues to develop as an educational, cultural and economic center. As a strategic location on the Malacca Strait trade route, Bengkalis supports various activities that encourage creativity and innovation. One of the important pillars in this city is Politeknik Negeri Bengkalis (Polbeng), a vocational education institution that plays a major role in producing quality human resources. With various excellent study programs, including the International Business Administration Study Program, Polbeng is committed to supporting local and global economic progress through practice-based education.

The International Business Administration Study Program at Politeknik Negeri Bengkalis is designed to produce graduates who are competent in facing global challenges. As part of Polbeng, this study program combines theory and practice, so that students not only have a deep understanding of international business, but also applicable skills. This is reflected in various activities carried out by students, such as the Polbeng Business Expo, which provides an opportunity to apply management, communication and innovation knowledge in the real world.

In addition, in the ABI Study Program, students also learn the concept of MICE (Meeting, Incentive, Convention, and Exhibition), which is very relevant in organizing events such as the Polbeng Business Expo. MICE (Meeting, Incentive, Convention, and Exhibition) is an important part of the modern tourism and business industry. According to an explanation from the Indonesian Ministry of Tourism, MICE includes meetings, incentives, conferences and exhibitions that aim to encourage business cooperation, share knowledge and build professional networks. These activities have a huge economic impact, as they can increase local revenue through supporting sectors such as transportation, accommodation, and event organizer services. Therefore, organizing events such as the Polbeng Business

Expo is closely related to the concept of MICE, which allows students to apply the theory they learn in the field.

According to GlobalExpo.ca (2024), expos can take the form of trade expos that target business professionals to collaborate and showcase the latest products or services, or consumer expos that focus on presenting products to the general public. In addition, expos can also take the form of cultural expos that highlight the cultures and traditions of different countries. In addition, UKMINDONESIA.ID (2022) defines expo as a trade show that serves as a unique form of promotion by showcasing products on a large scale. Thus, expos play an important role as a means of promotion and interaction between producers and consumers, as well as a platform to introduce innovation and creativity in various industry sectors.

With the success of the previous Polbeng Business Expo, Chapter Two comes with the hope of being able to achieve a larger scale and wider impact, not only for the campus, but also the Bengkalis community in general. Polbeng Business Expo Chapter Two will feature various interesting activities, one of which is the Singing Competition. According to the theory put forward by Prickett (2023), singing competitions provide opportunities for participants to improve their vocal techniques and get constructive feedback from judges. It also hones their ability to cope with pressure and increase self-confidence, which are important skills in personal and professional development.

To support the success of the event, the role of Human Resource Management (HRM) was crucial. According to Hutchings, Michailova, and Wilkinson (2024), HRM is a strategic framework that aims to ensure that workforce management practices are aligned with organizational goals. In the context of organizing Polbeng Business Expo Chapter Two, HRM not only ensures the effectiveness of the committee team's work but also supports competition participants in optimizing their potential. With good management, HRM helps create harmonious collaboration, effective communication, and efficient division of tasks for the overall success of the event.

Furthermore, Wilkinson et al. (2024) highlighted that in the context of MICE (Meeting, Incentive, Convention, and Exhibition) based events, HRM also includes

the ability to manage time pressure, resolve conflicts, as well as develop good collaboration between individuals or teams involved. In activities such as singing competitions, HRM focuses not only on managing the performance of the committee, but also on empowering the talents of the participants. This kind of competition is an opportunity to evaluate and develop human potential, both in vocal aspects and managerial skills such as time management and adaptation to pressure.

In line with that, Polbeng Business Expo Chapter Two is not only a venue to showcase the creativity and innovation of Bengkalis State Polytechnic students, but also provides an opportunity to build connections between the world of education and the professional community. One of the main activities, the Singing Competition, gave participants the opportunity to develop vocal skills, increase self-confidence, as well as receive constructive feedback from the judges. This activity combines talent development with effective human resource management, so it is expected to have a sustainable positive impact on participants, organizers, and the Bengkalis community as a whole. Therefore, based on this background, the researcher intends to carry out a project with the title "Singing Competition for Kids at Polbeng Business Expo Chapter Two (Case Study: Human Resource Management)".

1.2 Identification of the Project

The selection of the Polbeng Business Expo project in the Singing Competition addresses how to set up Human Resources Management in order to succeed the Singing Competition, based on the previously given backdrop.

1.3 Purpose of the Project

1.3.1 General Purpose of the Project

To successfully conduct the Singing Competition within the Polbeng Business Expo Chapter Two framework requires planning and effective management of resources to ensure its success and deliver beneficial outcomes, for all stakeholders involved in the event.

1.3.2 Specific Purpose of the Project

1. To describe the profile of the Polbeng Business Expo Chapter Two project.
2. To determine the criteria for the Singing Competition committee, participants, and judges, and to assign or select them based on those criteria.
3. To oversee the implementation of the Singing Competition by ensuring the attendance of the committee, participants, and judges, conducting the event according to the rundown, and providing necessary technical support.
4. To evaluate the implementation of the Singing Competition project, including expressing appreciation to all involved parties and assessing the performance of the committee.
5. To determine the budget for the Human Resources section of the Singing Competition.

1.4 Significance of the Project

Singing Competition on the Polbeng Business Expo Chapter Two event is one of the most important part for stakeholders.

1.4.1 For Author

The project gives the author an opportunity to apply HRM knowledge and gain practical experience in event management and develop skills such as leadership and teamwork that will be helpful in his future career.

1.4.2 For Participants

A venue for showcasing their skills, confidence-building opportunity from Kindergarten and Elementary schools marks its life in this event. It also fosters a healthy competition among the peers in a very caring space.

1.4.3 For Parents and Community

The event is involving parents and draws the local community, bringing Polbeng and its environment together. They help draw the audience that also makes the business expo a success, to the benefit of tenants.

1.4.4 For State Polytechnic of Bengkalis and the Program

The event highlights the capability of the International Business Administration program to organize large-scale events. This is promotional tool that highlights the approach of the program as a business and organization-oriented effort that will help to garner interest from potential participants.

1.4.5 For Future Developments

The project provides a platform for similar initiatives in the future, so that Polbeng Business Expo can continue to be held every year or periodically and provide benefits to students, universities, and the surrounding community.

1. 5 Time and Place of the Project

By setting clear goals, time can be allocated more effectively, allowing a focus on tasks that are truly important. The details regarding the time and place for the “Singing Competition for Kids at The Business Expo Chapter Two (Case Study: Human Resource Management)” are as follows.

Implementation time	: 3 days
Date of Implementation	: May 20 to 22, 2025
Place	: State Polytechnic Of Bengkalis, Street Bathin Alam Sungai Alam, Bengkalis, Postcode 28783

1.6 Writing System

The systematic writing of the project is as follow and especially for "Singing Competition for Kids at Polbeng Business Expo Chapter Two (Case Study: Human Resource Management).

CHAPTER I : INTRODUCTION

In this chapter, it is described the foundation of the project covers background about Singing Competition in Polbeng Business Expo Chapter Two identification, objectives significance: systematic writing structure of report.

CHAPTER II : LITERATURE REVIEW

This chapter outlines theories of relevance to the topic chosen for the last project with particular focus on Human Resource Management. These are elements in task allocation, communication, and evaluation that should be used to manage the competition.

CHAPTER III : METHODS AND ACCOMPLISHMENT PROCESS

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 present the results of the project, that is, reports on preparation, carrying out of Singing Competition and allegation of the event's success from Human Resource Management perspective. It also discuss the efficiency of task allocation and coordination between committee, judges and participants.

CHAPTER V : CONCLUSION AND SUGGESTION

This chapter is a summary of the project indicating conclusions derived from implementing the process. It furthermore provides recommendations on future developments especially with regards to event management and Human Resource.

REFERENCES

APPENDICES

WRITERS BIOGRAPHY