

CHAPTER I

INTRODUCTION

1.1 Background of the Project

In the current era of globalization, the development of information, technology, and the creative industry has driven an increasing demand for structured promotional activities and event management. Expos have become one of the strategic forms of activities that function as media for promotion, education, and the dissemination of information to the wider community. The implementation of an expo does not merely showcase products or creative works, but also involves systematic planning, coordination, and administrative processes to ensure that all stages of the event run in accordance with predetermined objectives.

Polbeng Business Expo Chapter II is one form of the implementation of an expo activity that is packaged with a series of events, one of which is a Fashion Show. The Fashion Show presents traditional, contemporary, eco-friendly, and fashion carnival costumes as a medium for introducing cultural values, creativity, and innovation to the public. The execution of this activity requires well-organized administrative management, scheduling, documentation, and communication; therefore, the role of the secretary becomes a crucial element in supporting the smooth implementation and achievement of the event's objectives.

The Fashion Show event at Polbeng Business Expo Chapter II features categories of traditional, contemporary, eco-friendly, and fashion carnival costumes. This activity aims to introduce cultural values, creativity, and environmental awareness through the medium of fashion. The implementation of the fashion show requires agenda planning, document management, coordination among committee members, and systematic recording of activities to ensure that the entire series of events runs according to plan.

In the implementation of expo-scale events, the role of the secretary holds a strategic position as the center of administration and coordination. The secretary is responsible for managing correspondence, preparing event agendas, recording

meeting minutes, archiving documents, and managing communication among the committee, leaders, participants, and external parties. The success of event implementation is strongly influenced by orderly administration and the clarity of information flow managed by the secretary.

According to the International Association of Administrative Professionals (IAAP), a secretary is a professional staff member who supports organizational operations through administrative management, coordination, and workplace communication. In line with Handayani (2015), a secretary is responsible for carrying out routine and incidental tasks, including agenda management, document preparation, meeting arrangements, and archive management.

Based on these theories, the secretary in the Fashion Show event of Polbeng Business Expo Chapter II does not merely function as an administrative recorder, but also as a controller of the administrative workflow to ensure that each stage of the event is conducted in a planned, well-documented, and coordinated manner. Therefore, a study on the implementation of the secretary's duties in managing the Fashion Show is important to clearly illustrate the actual role of the secretary in supporting the success of the event.

Based on the above background, the author is interested in conducting a study and preparing a project report entitled **“Secretary Management Division on Fashion Show of Traditional, Contemporary, Eco-Friendly Costume and Fashion Carnivals at Polbeng Business Expo Chapter II.”**

1.2 Identification of the Project

The specific objectives of the polbeng business expo fashion show project in the secretary department are:

1. What are the secretary's duties in the event?
2. How does the secretary manage the agenda to ensure smooth communication and coordination during the event?
3. What difficulties for the secretary in handling documents for an event.

1.3 Purpose of the Project

The purpose is categorized into two categories, namely general purpose and specific purpose. The project purpose is as follows:

1.3.1 General Purpose

The main objective of this project is to organize an event that focuses on fashion expo, with the main mission of increasing public appreciation of the aesthetics, cultural values, and environmental sustainability contained in modified traditional clothing, contemporary clothing, and environmentally friendly clothing. It is hoped that this event can inspire people to continue to innovate in the fashion world.

1.3.2 Specification Purpose

The Specific Objectives of the Polbeng Business Expo Fashion Show Project in the secretary are:

1. Manage and coordinate all secretary duties aspects related to the organization of the fashion show at polbeng.

1.4 Significance of the Project

This project is expected to be useful for interested parties or related parties, the benefits of this project are:

1. For Author

This project aims to provide an opportunity to share managerial and organizational skills. Through experience in planning and executing fashion show programs, the author will gain valuable insights into the fashion industry and event management. In addition, this project also provides a platform to express creativity and think critically about this project, which can enrich the author's portfolio and enhance competitiveness in the world of work.

2. For Participants

This event project can provide an opportunity for participants and students to showcase their creativity and design work to the public. By engaging in the fashion show, students can not only showcase their skills, but also get valuable feedback from the audience. This activity is expected to motivate participants to continue to be creative and get an idea for the future, especially in terms of fashion shows how to present clothes with confidence.

3. For Universities

The project is expected to build the university's image as an innovative and creative educational institution. By having students who excel and excel in their respective fields, by displaying student works, the university shows its commitment to the development of art and design, which can attract the attention of residents and potential new students. This can also strengthen the university's position in the higher education community.

1.5 Time and Place of Project Implementation

For the implementation time, this event will be held at Polbeng Expo Fashion Show will be held for 3 days in the 9th week of lectures, and the project preparation process lasts for 4 months. The place of implementation will be held at Polytechnic of Bengkalis.

Date : 20 - 22, May 2025

Time : 08.00 - 12.00

Place : In front of the main building of the at State Polytechnic of Bengkalis

Address: Bathin Alam Street, Sungai Alam, Bengkalis, Riau.

1.6 Writing System

The systematic writing that will be done for this project is as follows:

CHAPTER I: INTRIDUCTION

In this chapter, the author describes how the project background, project identification, project objectives and benefits, project place and time and writing systematics in the bachelor thesis report.

CHAPTER II: LITERATUR REVIEW

In this chapter, the author presents theories related to fashion design, administration, and creativity. Then the theoretical framework that is the basis of this case study will be explained, such as theories of design, creativity, culture, and sustainability in fashion, as well as the model or framework of analysis.

CHAPTER III: METHODS AND PROCESSES OF ACHIEVEMENT

In this chapter the author will describe the plan with a project diagram, then proceed with the implementation plan and implementation process, implementation plan and project implementation report. Then proceed with the schedule and estimated costs incurred during the project period, to the estimated cost of project reporting.

CHAPTER IV: RESULTS AND DISCUSSION

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

CHAPTER V: CONCLUSIONS AND SUGGESTIONS

This chapter contains a summary of the results of writing in the previous chapters as outlined in the conclusion section as well as suggestions for improvement in the place of writing.

REFERENCES

APPEDICES

WRITER BIOGRAPHY