

ABSTRACT

“IMPROVING THE QUALITY OF HUMAN RESOURCE MANAGEMENT IN POLBENG BUSINESS EXPO THROUGH TRADITIONAL COSTUME, AND CONTEMPORARY COSTUME FASHION SHOW”

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ABSTRACT

The project at Polbeng Business Expo entitled “Improving the Quality of Human Resource Management in Polbeng Business Expo Through Traditional Costume and Contemporary Costume Fashion Show” aims to analyze the application of human resource management in organizing a fashion show as part of the Polbeng Business Expo. This project focuses on understanding the roles, responsibilities, and stages of human resource planning involved in managing traditional and contemporary fashion show activities. The implementation of this project applies the Human Resource Planning System Model, which includes human resource objectives, planning, budgeting, estimation, activity programs, as well as evaluation and feedback flow to ensure effective coordination and optimal performance of the organizing committee. This project involves data collection through observation, interviews, documentation, and reporting to evaluate the effectiveness of human resource management during the event. The results are expected to demonstrate the importance of structured human resource management in supporting the success of the fashion show and to serve as a reference for improving the implementation of similar events in the future.

Keyword: *Human Resource Management, Human Resource Planning System Model, Fashion Show, Polbeng Business Expo, Traditional and Contemporary Costume.*