

HUMAN RESOURCE MANAGEMENT STRATEGIES IN FASHION SHOW EVENT AT POLBENG BUSINESS EXPO CHAPTER II

Student Name : Indriyani Leoren
Student ID Number : 5404221450
Supervisor : Wan Junita Raflah, B.Sc., M.Ec.Dev
Student Institute : State Polytechnic of Bengkalis

ABSTRACT

The Purpose of the study to describe Human Resource Management (HRM) strategies in the implementation of Fashion Show activities at Polbeng Business Expo Chapter II. This study focuses on the application of HRM strategies, including selection processes, training, empowerment, and performance appraisal of the committee in supporting the success of the event. The research method used is a descriptive qualitative approach with a case study method. Data collection techniques were carried out through observation, interviews, and documentation of the committee and parties involved in the fashion show activities. The results showed that the HRM strategies implemented played an important role in improving coordination, clear division of tasks, and the performance of the committee during the preparation and implementation of the event. However, this study also found several obstacles, such as time constraints, communication between committee members, and differences in work experience. Therefore, more structured HRM planning and evaluation are needed so that similar activities in the future can run more effectively and optimally.

Keywords: *Human Resource Management, Fashion Show, Polbeng Business Expo Event Management, Human Resource Management Strategy*