

CHAPTER I

INTRODUCTION

1.1 Background

Politeknik Negeri Bengkalis is a vocational college that has many departments. One of the majors contained in the Bengkalis State Polytechnic is international business administration. In order to create quality graduates in the field of business administration, various aspects are needed such as the development of study programs, facilities and infrastructure available by the education provider institution and human resources as education providers.

Based on Turrahmah Diah and Melmira Weni, (2021) Standard Operating Procedures or SOPs are very necessary in taking action both in companies and in government agencies. Procedures are guidelines in order to get the job done properly and correctly, usually in the procedure there are things about how and by whom the task or job must be completed. Likewise with the procedure for implementing a fashion show. A fashion show is an event prepared and held by a fashion designer as a forum for demonstrating and displaying the style of clothing worn by models and models during fashion week activities. The development of the fashion world continues to progress, resulting in various fashion trends and styles. This is due to the advancement of technology and media so that various modes and styles of clothing continue to evolve. To obtain maximum or successful results in a fashion show that is held certainly cannot be separated from the implementation procedure. Procedures that can be interpreted as ways or procedures for doing work that have been formulated and required. Usually procedures include how, when and by whom tasks must be completed, repetitive or complex work, therefore clarity is needed. The purpose of this regulation is of course to explain in detail how all procedures for the implementation of fashion shows act in accordance with existing standards. So that later there will be an organized and effective work flow.

Fashion shows play an important role in promoting creativity and art,

especially in the creative business world. The event is not only a place to show case fashion products, but also a platform for designers, models, and the business community to interact and increase their brand visibility. Amidst the important role of fashion shows, the successful implementation of this event is highly dependent on the management strategies implemented, especially in the management of human resources.

Expo events are often seen as a source of revenue that can drive a country's economic growth. This Expo is an effort to provide a platform for students to develop their talents as well as being an effective educator media socialization of entrepreneurial results. create a place to do business interactions, both immediate and long-term, to encourage profitable collaboration between business people and buyers. The Expo provides an excellent opportunity for networking and collaboration. Attendees can connect with industry professionals, share ideas, and form partnership events that can lead to future projects and innovations. The dynamic exhibition environment fosters a sense of community and encourages the exchange of knowledge and skills.

In the opinion Sara Moggi and Fabietti Giacomo, (2023) Expo 2020 Dubai is the World Exhibition that took place in the city of Dubai In the United Arab Emirates (UAE) from the 1st of October 2021 to the 31st of March 2022. This Expo was the first taking place in the MESA region and the first facing a world pandemic (COVID-19) that delayed its unfolding for a year. According to its sustainability reports, it was visited by 24,1 Million visitors from 178 different countries (Expo sustainability Report 2022).

Based on Eva Knies Since and Paul Boselie, (2024) the 1990s, there have been hundreds of conceptual and empirical articles investigating the relationship between Strategic Human Resource Management (SHRM) and performance. To this end, scholars have studied the role of the HR function, 'fit' between SHRM, and a range of contextual factors which include the external environment (market and institutions), internal structures and processes, and an organization's administrative heritage.

Human resource management (HRM) is a series of organizational activities

aimed at attracting, developing, and retaining an effective workforce. HRM can also be defined as an ongoing procedure to supply an organization with the right people to be placed in the right positions and job titles.

Human Resource Management (HRM) serves to ensure that all elements involved in a fashion show, such as designers, models, technicians, and organizers, can work optimally. HRM strategies include recruiting appropriate talent, training, division of tasks, and managing conflicts that may arise during the preparation and execution of the event. In the context of an event such as Polbeng Business Expo Chapter II, challenges in human resource management can include budget limitations, lack of team experience, and coordination between the parties involved.

In the opinion of Hidayah, (2022) In facing the era of globalization, HR management in the creative industry must also pay attention to aspects of diversity and inclusiveness. Companies that value diversity will be better able to generate innovative ideas and create products that are relevant to the global market. HR managers must ensure that HR policies and practices support inclusiveness and avoid discrimination in any form. In the creative industry, where creativity and innovation are the keys to success, employee welfare can increase productivity and the quality of work produced. A work environment that supports well-being can also encourage employees to contribute maximally, feel valued, and be actively involved in the creative process. Overall, the role of HR management in improving productivity in the creative industry cannot be underestimated. Through the right strategies in recruitment, skills development, employee retention performance management, communication, technology, well-being, corporate culture, and diversity, HR management can create a work environment that supports creativity and innovation. Thus, companies can increase productivity and achieve success in a competitive market.

Implementing the right HR management strategy can help the organization to face these challenges well, while making optimal use of employee potential. An effective HR management strategy should be in line with the organization's vision, mission and values. The development of a positive, inclusive and innovative

work culture is the foundation for this strategy. In addition, the implementation of HR management strategies that focus on developing employee competencies and skills will increase the organization's competitiveness in the global market. Therefore, leadership development programs need to be considered in the HR management strategy. An effective HR management strategy should not only focus on current employees, but should also look ahead by identifying future HR needs. A mature HR planning process, such as workforce needs analysis and succession planning, will help organizations anticipate changes in the business environment (Basuki Nanang, 2023).

Developing human resource management is not a simple task because each individual has diverse abilities. The involvement of various parties is essential to ensure that human resource development can be successfully implemented. In order to contribute to achieving the vision, mission and goals of educational institutions, human resources need to be managed and improved on an on going basis (Kartika, 2024)

In the opinion of Darmandi, (2022), Human resource management strategy is very important for organizations because it focuses on organizational survival with goals and the creation of added value. This strategy covers the breadth and breadth of the organization, drives change, incorporates the organization and its environment, and creates a sustainable competitive advantage. It is essential to develop an excellent HR management strategy to achieve these goals.

Referring to Helmi Anang and Pratama Angga Yudha, (2023) Management Strategies on Technological Advances in Industrial Development 4.0 Companies must be able to show creativity and failure in managing individuals with these characteristics. Self-capacity development needs to be done through a good development system and be able to embrace various human elements and their competencies. Management strategies in Industry 4.0 emphasize the use of digital technology and digital transformation in all aspects of business. HR competency development is important, with employee training in digital skills and adaptation to change. Collaboration with technology companies for innovation, as well as a focus on cyber security, with the use of high security technologies are key to the

strategy. Product innovation, supported by technologies such as big data and artificial intelligence, enables companies to meet customer demands and remain competitive in the dynamic industry 4.0. This statement is one of the relevant strategies in competency-based management. Based on the background description above, the researcher will examine the **“Human Resource Management Strategies In Fashion Show Event At Polbeng Business Expo Chapter II”**.

1.2 Formulation of the Problem

Based on the background that has been described, the following problems can be formulated: How is the Human Resource Management Strategy in the fashion show event at Polbeng Business Expo Chapter II?

1.3 Purpose of Study

Research with the title “Human Resource Management Strategies In Fashion Show Event At Polbeng Business Expo Chapter II”, the objectives of this thesis are as follows:

1.3.1 General Purpose

The general objective of the thesis is to organize exhibitions and fashion shows chapter II to raise public awareness of the diversity and beauty of Traditional Costumes, Contemporary Costumes, Eco-friendly Costumes, Fashion Carnival. Each category has a different identity and message that the audience should be aware of, which includes aesthetics, culture, and the surrounding environment. This event will increase awareness and encourage individuals to produce original work in the environment, especially in the Bengkalis area.

1.3.2 Specific Purpose

In the research with the title “Human Resource Management Strategies In Fashion Show Event At Polbeng Business Expo Chapter II”, there are three specific objectives, namely:

1. To find out the strategies used in of human resources managing fashion show activities at Polbeng Expo Chapter II.

2. Evaluate the effectiveness of Human Resource Management strategies used in facing challenges and ensuring the success of the Polbeng Business Expo Chapter II Fashion Show event.

1.4 Significance of Study

All research is conducted for the benefit of all interested parties. The following are the benefits of this research:

1. This research is expected to provide information to educational institutions, especially the Bengkalis State Polytechnic regarding effective human resource management strategies and overcoming the challenges faced in the implementation of various activities, especially fashion show activities.
2. For the writers, it can utilize the knowledge gained in lectures and convey it in the form of scientific papers.
3. Helping the Human Resources Team understand the most effective strategies and recognize the challenges that need to be avoided in the implementation of the Polbeng Business Expo Chapter II Fashion Show event.

1.5 Scope and Limitation of the Problem

The discussion of this research remains focused and directed, requiring restrictions on the Scope and Limitations of the Problem. Therefore, the scope and limitations of the research are explained in detail in this subchapter, including:

1.5.1 Scope

The scope of this research covers various aspects related to Human Resource Management. The following is the scope of this research:

1. The focus of this thesis is human resource management strategies which include division of tasks, committee training, coordination between teams, and performance evaluation, as well as challenges in human resource management which include communication constraints, time sharing, internal or external conflicts, and limited resources in the implementation of fashion show event activities.

2. The focus of this thesis is the Fashion Show in this thesis to explain human resource strategies and challenges. This involves collecting data through interviews and documentation related to Polbeng Expo activities, especially the Fashion Show event.
3. The focus of this thesis is how to manage Human Resources within the scope of an educational institution through the Fashion Show Polbeng Expo Chapter II.

1.5.2 Limitation of the Problem

In the research with the title “Human Resource Management Strategies In Fashion Show Event At Polbeng Business Expo Chapter II”, there are three limitation of the problem, namely:

1. This research is specific to Polbeng Expo activities in the Fashion Show event, so the results cannot be generalized to all similar events in other institutions or outside the context of education.
2. This research is limited to the time of implementation of Polbeng Business Expo Chapter II, especially in fashion show human resource management and does not include future planning.
3. This research will only discuss human resource management strategies and challenges that are directly related to organizing fashion shows. Other aspects of Polbeng Expo Chapter II will not be the main focus.

1.6 Writing System

The systematic writing of this report is organized into 5 chapters, where each chapter will be divided into sub-chapters that will be discussed in detail. The following is the Systematics of each chapter and its brief description:

CHAPTER I

: INTRODUCTION

Chapter 1 describes the background of the problem, problem formulation, research objectives, importance of research, scope and limitations of research, and methodology for preparing the final

research report.

CHAPTER II

: LITERATURE REVIEW

Previous research and theoretical foundations are explained in the second chapter. The theory underlying this research is sourced from literature and books published nationally and internationally within the last five years.

CHAPTER III

: RESEARCH METHODOLOGY

Chapter 3 describes the identification of location, time and research subjects, as well as types and sources of data, types and types of samples, sample and data collection methods, data processing techniques, scale measurement methods, data analysis methods, types of research, concept definitions, and other operational variables.

CHAPTER IV

: RESULTS AND DISCUSSION

In chapter 4 describes the test results, discussion and limitations of the research results, the discussion of the results obtained is made in the form of qualitative descriptive explanations.

CHAPTER V

: CONCLUSIONS AND SUGGESTIONS

In chapter 5 describes the conclusions and suggestions from the research that has been done.

REFERENCES

APPENDICES

WRITER BIOGRAPHY