

CHAPTER I

INTRODUCTION

1.1 Background of the Project

In the era of globalization, advances in technology and communication affect almost all aspects of life, including the organization of public events. Exhibition or expo activities are one form of effective interaction to introduce innovations, products and services to the broader community. Polbeng Business Expo Chapter Two, as one of the agendas held by State Polytechnic of Bengkalis, through the Business Administration Department, International Business Administration Study Program, aims to facilitate interaction between business people, academics, and the general public, as well as to display various innovations, competitions and MSME tenants, expand business networks, and provide real experience to students in managing large-scale events. In organizing Expo Chapter Two, expectations for the quality of the event increased, given its success in the previous year's edition.

Expo activities serve to introduce existing products or services, such as those offered by MSMEs. According to Iznillah and Anita (2022), “Micro, Small and Medium Enterprises (MSMEs) have an important position in the sustainability of the Indonesian economy. MSMEs are an alternative to solving the problem of unemployment, and even play a role in driving the rate of national economic growth”. Apart from introducing products, this expo activity also held various competition events involving many participants. The events will provide a forum for participants to develop skills and competencies and expand their network through interaction with other participants and parties involved. According to Getz and Page (2020), in a book entitled “Event studies: Theory, research and policy for planned events”, Expo is a type of event that is often planned for specific purposes such as product or cultural promotion, education, or network development. Expos usually involve many participants and organizers, and are held in large prominent with structured arrangements.

In the realm of education, event activities, especially competition events, have a vital role in shaping the character and basic abilities of children as the future of the nation. Competition activities such as quizzing, especially for elementary school students, can not only improve academic knowledge but also develop social skills, emotional intelligence, and critical and creative thinking skills. Based on data from the Ministry of Education and Culture (2025), there are 3,857 elementary schools in Riau Province, while in Bengkalis Regency, there are 367 elementary schools. However, there are not many activities specifically designed to integrate academic aspects and student character development in Bengkalis. This is also due to a lack of collaboration between schools and local government agencies. Limited access to supporting facilities such as adequate competition spaces, technology, and effective learning resources are also key challenges that need to be addressed and improved to improve the quality of educational activities like these.

Thus, one of the events needs to be held achieve goals and find solutions to these problems, i.e., “Ranking 1” event, which is part of the Polbeng Business Expo Chapter Two. This event aims to provide a forum for elementary school students in grades 4 to 6 to compete healthily and hone their abilities in various fields of knowledge. This event not only invites participants from elementary school students, but also becomes a promotional event for the world of education, while providing valuable experience for children in facing competitive challenges outside the school environment. This is in line with the opinion of Budiana (in Octariani et al., 2021), who argues that the quiz technique can contribute to improving students' ability to say because this technique can explore students' thinking skills through questions asked by the teacher, by providing answers quickly and precisely.

The organization of the Ranking 1 event certainly requires the participation of various parties, one of which is the committee secretary, who is responsible for the administrative aspects, coordination, and preparation of event documentation. This is in line with the statement of Zahra (2023), that ‘The role of the secretary includes as an intermediary or liaison, as an event organizer, as an informant, as a coordinator, as an assistant who helps the leader do his job, and as someone who handles various administrative activities’. In the context of the “Ranking 1” event,

the secretary is in charge of organizing schedules or managing time, correspondence, administrative tasks, and ensuring smooth communication between committees, participants, sponsors, and media as well as compiling activity reports for evaluation. However, the effectiveness of the secretary's roles and responsibilities often receive less attention, even though their contribution has a major effect on the success of the event, as happened in the “Ranking 1” segment of the Polbeng Business Expo Chapter Two.

Based on the problems that occurred, this project was carried out with the aim of providing an organized educational competition platform for elementary school students, while also examining the functions and duties of the secretary in managing the "Ranking 1" competition activities. Through this project, it is hoped that an overview of the functions and duties of the secretary in managing the agenda, administration, and documentation of activities can be obtained, as well as providing practical contributions to improving the quality of educational event management. Therefore, the author will carry out a project that will have a positive impact on all parties involved, especially on Bengkalis Island, with the title "**The Functions and Duties of the Secretary in the “Ranking 1” Competition at Polbeng Business Expo Chapter Two**".

1.2 Identification of the Project

Based on the background that has been described, the identification of the “Polbeng Business Expo Chapter Two” project at the 'Ranking 1' event for elementary school students is to provide a detailed description of the organization of the Ranking 1 competition event which focuses on organizing a quiz competition and evaluating the functions and duties of the secretary through the application of effective and coordinated administrative management, to improve the overall quality of event organization.

1.3 Purpose of the Project

The purpose to be achieved from this project is:

1.3.1 General Purpose

The general purpose of organizing the Polbeng Business Expo Chapter Two project, specifically the Ranking 1 activity, is to provide a well-organized educational competition forum to support the development of elementary school students' academic abilities, as well as to examine the functions and duties of the secretary in managing the Ranking 1 Competition.

1.3.2 Specific Purposes

The specific purpose of this Ranking 1 event project in the Secretary is:

1. To manage the agenda and event scheduling efficiently.
2. To manage administration efficiently.
3. To manage comprehensive documentation.
4. To identify the obstacles and solutions faced by the secretary during the events.

1.4 Significance of the Project

This project is expected to provide benefits for interested parties as follows:

1. For The Author

This project is expected to help increase creativity and critical thinking skills in solving problems, and The Author is expected to be able to develop effective innovative solutions to obstacles that exist in this event, especially as a secretary, as well as in managing and coordinating activities involving participants and other external parties.

2. For the Institution

This final project is expected to benefit the institution, especially the State Polytechnic of Bengkalis, in developing students' abilities in improving the quality of learning, providing a better understanding of how to organize effective, structured, and sustainable competitions, as well as introducing and enhancing the institution's image in external circles.

3. For the Participants

Providing learning experiences through healthy competition that not only challenges intellectual abilities, but also shapes participants' productivity outside the school environment and acquires new knowledge. This is expected to be a

source of motivation for the participants to continue learning and developing their potential and raise their confidence to perform.

1.5 Time and Place of Project Implementation

The Polbeng Business Expo Chapter Two "Ranking 1" was held over three days. The following is the time and location for the Ranking 1 Competition project:

Date : May 20-22, 2025

Time : 08.00 – 16.00

Place : Administration Building, 3rd Floor Mini Conference

Address : State Polytechnic of Bengkalis, Bathin Alam Street, Sungai Alam, Bengkalis, Riau.

1.6 Writing System

In order for the writing of this final project report to be organized neatly, a systematic approach to report writing is needed. The writing systematics are as follows:

CHAPTER I: INTRODUCTION

In this chapter, The Author describes the project background, project identification, project objectives and benefits, place and time of project implementation, and the systematic writing of the project report in accordance with the rules of writing an undergraduate thesis.

CHAPTER II: LITERATURE REVIEW

In this chapter, The Author describes the theories relevant to the subject matter related to Expo, event management, the role and responsibilities of the secretary, and the concept of the Ranking 1 Event based on quizzing as an educational method especially for elementary school children. Presenting relevant previous studies, especially those that focus on the role of secretaries in these activities. Then, a framework that explains the flow of thought or logical relationship between the concepts used in this final project.

CHAPTER III: METHOD AND PROCESS OF PROJECT COMPLETION

In this chapter, The Author will describe the project preparation plan, project implementation plan, project accomplishment plan, project reporting plan, project implementation/schedule report, and financial statements issued during the project period until completion.

CHAPTER IV: RESULTS AND DISCUSSION

In this chapter, The Author will describe the project profile and project activity implementation reports, which consist of project preparation, project implementation, project completion, project activity implementation reports, and financial reports.

CHAPTER V: CONCLUSIONS AND SUGGESTIONS

This chapter will describe the conclusions as the main summary of the discussion of the previous chapters, and present suggestions that can be taken based on this final project.

REFERENCES

APPENDICES

WRITER BIOGRAPHY