

CHAPTER I

INTRODUCTION

1.1 Background

Bengkalis is located in Riau Province, Indonesia. The region is not only rich in natural beauty, but also has a deep Malay cultural heritage. In the heart of the regency stands State Polytechnic of Bengkalis (Polbeng), a higher education institution committed to preparing future generations through educational programs in engineering, business, and management. With a focus on quality and relevant education, Polbeng plays an important role in the development of human resources in the region and Indonesia as a whole.

As one of the vocational universities, Polbeng strives to produce graduates who are ready to work and have high competitiveness. Strategically located on Bengkalis Island, the Polytechnic is in a rapidly growing industrial and trade area. One of Polbeng's flagship initiatives is the Polbeng Business Expo, an event that aims to showcase the potential of business and entrepreneurship, including special programs for primary and secondary school students.

This event is in line with the concept of MICE (Meeting, Incentive, Convention, and Exhibition), which includes various types of service activities, such as meetings, incentives, conventions, and exhibitions. According to Febrina and Asyari (2024), MICE activities held annually around the world involve various sectors, including Event Organizers (EO), printing, souvenir companies, hotels, and others. By integrating MICE elements in the Polbeng Business Expo, this event is not only a platform to showcase business potential, but also encourages collaboration between various parties in the entrepreneurial ecosystem.

One of the competitions that attracted attention in this event was the Spelling Bee competition. This competition is one of the interesting forms of exhibition events. Siswodwiatmoko and Widagdyo (2023) stated that exhibition organizers strive to maintain the harmony and sustainability of MICE events, especially in the field of exhibition. They play a role in creating a positive

experience for visitors, promoting local wisdom values, and providing sustainable economic benefits, especially for local communities through involvement in the exhibition, both as freelance labor and in the sale of souvenirs and merchandise typical of the exhibition.

The Spelling Bee competition aims to practice spelling skills while enriching participants' vocabulary, as well as improving the English language and literacy skills of primary and secondary school students. In the world of education, mastering English involves more than just speaking and listening skills. Other important aspects are spelling and vocabulary skills, which have a major impact on communication skills as well as the development of reading, writing and critical thinking skills. Improving spelling skills and enriching vocabulary will make it easier for students to understand academic texts that are often written in English. Therefore, Nation (2001) emphasizes that students need to learn a large number of words, as they are very beneficial in mastering the English language. Thus, it is important for the educational curriculum to integrate English learning that focuses on spelling and vocabulary skills.

Sebba (2011), in a study cited by Rohmawati (2015), stated that Spelling Bee is a competition that requires participants to spell words correctly, which can be used as an alternative activity in teaching vocabulary and practicing students' spelling skills. In addition, this competition provides an opportunity for primary and secondary school students to expand their vocabulary while building confidence in English.

The success of organizing a competition like Spelling Bee does not only depend on the quality of the materials or participants, but is also greatly influenced by the role of a Project Manager. The event manager is responsible for planning, organizing, and evaluating the entire event process, from logistics planning, budget management, to schedule development. In addition, the event manager's ability to overcome challenges that arise during the organization of the event will determine the smoothness and success of the event.

In the context of Polbeng Business Expo, analyzing the role of the project manager in organizing the Spelling Bee competition is very important. With good

management, it is hoped that this competition can not only improve the participants' English skills, but also have a positive impact on developing their literacy, creativity and critical thinking skills. Therefore, this research will analyze the role of the Project Manager in ensuring the smoothness and success of the Spelling Bee competition in Polbeng Business Expo, as well as its impact on participants and the overall purpose of the event.

Based on the explanation above, this research aims to find out how. **“Analysis of Project Manager’s Role in Organizing Elementary and Junior High School Spelling Bee Competitions at Polbeng Business Expo Chapter II”.**

1.2 Formulation of the Problem

Based on the background of the problems described above, this study aims to describe the Analysis of Project Manager's Role in Organizing Elementary and Junior High School Spelling Bee Competitions at Polbeng Business Expo Chapter II. Therefore, the formulation of this research problem is:

1. What are the roles of the Project Manager in organizing the Spelling Bee Competition at Polbeng Business Expo Chapter II?
2. What obstacles did the Project Manager face in organizing the Spelling Bee Competition at Polbeng Business Expo Chapter II?
3. What are the solutions provided by the Project Manager to overcome the obstacles faced in organizing the Spelling Bee Competition at Polbeng Business Expo Chapter II?

1.3 Purpose of Research

Referring to the background of the study and the formulation of the research problems, this research aims to achieve the following objectives:

1. To find out the role of the Project Manager in organizing the Spelling Bee Competition at the Polbeng Business Expo Chapter II.
2. To find out the obstacles faced by Project Managers in organizing the Spelling Bee Competition at Polbeng Business Expo Chapter II.

3. To find out the solutions provided by the Project Manager to overcome the obstacles faced in organizing the Spelling Bee Competition at the Polbeng Business Expo Chapter II.

1.4 Significance of Research

Based on this identification, this research is expected to provide significant information for several parties:

1. For State Polytechnic of Bengkalis

This study is expected to provide input for improving the effectiveness of event management on campus. The results of this study can also help strengthen the role of Project Managers so that they can perform their duties more professionally. With these improvements, campus activities are expected to run more optimally and have a broader positive impact.

2. For Other party

This study can serve as a practical guide for organizers of similar events in planning activities more systematically. The findings of this study can also help improve coordination and teamwork effectiveness in event implementation. Thus, activities involving many parties can run more smoothly and achieve their objectives.

3. For Researcher

This study provides a deeper understanding of the role of Project Managers in organizing competitions. In addition, this study also provides valuable insight into the challenges that arise during the implementation of activities. The results of this study are expected to serve as a reference for further research, particularly in relation to the management of large-scale events.

1.5 Scope and Limitation of the Problem

1.5.1 Scope

This study focuses on analyzing the roles, challenges, and solutions implemented by Project Managers in managing the Spelling Bee Competition at

the Polbeng Business Expo, which was held on:

Implementation Time : Three days

Date of implementation : May 20-21, 2025

Place of Implementation : State Polytechnic of Bengkalis, Bathin Alam
Street, Bengkalis Distrct, Bengkalis Regency,
Postcode 28783

1.5.2 Limitation of the Problem

This study is limited to analyzing the role of project managers in planning, implementing, and evaluating Spelling Bee competitions for elementary and middle school levels held as part of the Polbeng Business Expo. This study focuses on event management aspects, particularly coordination, communication, and resource management, as well as the challenges faced during the competition. The focus of this research does not include budget management, marketing, or other aspects outside the role of the Project Manager in the context of the event.

1.6 Writing System

The systematization of this writing report is as follows:

CHAPTER I : INTRODUCTION

This chapter presents things about the background of the problem, problem formulation, research objectives, research benefits, scope and limitations of the problem and writing systematics.

CHAPTER II : LITERATURE RIVIEW

This chapter contains theoretical descriptions, theoretical frameworks, and research hypotheses.

CHAPTER III : RESEARCH METHODOLOGY

This chapter suggests types and sources of research data, population and samples, data collection methods, research variables and measurements, and data analysis techniques.

CHAPTER IV : RESULTS AND DISCUSSION

This chapter describes the test results, discussion and

limitations of the research results, the discussion of the results obtained is made in the form of theoretical explanations, both qualitatively, quantitatively and statistically.

CHAPTER V : CONCLUSION AND SUGGESTIONS

This chapter contains conclusions and suggestions for the results of the study.