

CHAPTER 1 INTRODUCTION

1.1 Background of the Project

Bengkalis is one of the cities in Bengkalis Regency, Riau Province, which has a strategic geographical location on the Strait of Malacca. This location makes it one of the important points in the international trade route. In addition, Bengkalis is also known as the center of Malay culture that is rich in historical values and traditions. Its abundant natural potential, such as fishery products, plantations, and other resources, opens up great opportunities for the development of the economic, cultural, and tourism sectors. As the center of district government, Bengkalis continues to develop various sectors to support sustainable growth, including the education sector as the main pillar of human resource development.

In the field of education, Bengkalis has Politeknik Negeri Bengkalis (Polbeng), a higher education institution that focuses on developing vocational education. Polbeng is here to answer the need for skilled labor in various fields, especially engineering, business, and technology. Polbeng offers diploma study programs (D3 and D4) designed to produce work-ready graduates with competencies that meet the needs of the industrial world. One of Polbeng's flagship programs is the International Business Administration Study Program, which focuses on developing globally oriented management and business skills.

The International Business Administration Study Program is designed to equip students with various skills relevant to the needs of international business. In this program, students not only learn theory, but are also guided to develop practical skills such as export-import management, global marketing, logistics management, cross-cultural communication, and international market analysis. Students are also trained in foreign language skills and the use of modern technology in business management. With this approach, this study program is expected to produce graduates who are competent and ready to compete in the global job market.

As part of the effort to support student skill development, the International Business Administration Study Program regularly organizes creative and educational activities. One of its flagship activities is the Polbeng Business Expo, an annual event that aims to strengthen the relationship between the campus and the community. This Expo is not only a practical learning event for students, but also makes a real contribution to the development of local business networks. In October 2024, the first Polbeng Business Expo was successfully held by involving students as the main committee. This event received appreciation from various parties, including MSME players, the community, and related agencies, because it was able to become a forum for innovation and collaboration.

Through evaluation of the implementation of the first Polbeng Business Expo, Politeknik Negeri Bengkalis is committed to continuing this activity with a more interesting and useful concept. In 2025, Polbeng Business Expo Chapter II is planned to carry a more varied theme, with one of the main focuses being the Spelling Bee competition. This competition is designed for elementary and junior high school students with the aim of honing literacy skills, expanding vocabulary, increasing self-confidence, and creating an educational and inclusive competition atmosphere. By involving participants from various backgrounds, this activity is expected to have a positive impact not only on students, but also on society in general, especially the younger generation.

In its implementation, Polbeng Business Expo applies the MICE (Meeting, Incentive, Convention, Exhibition) approach, which is a concept in the tourism industry that combines educational and business elements. According to Kesrul (2004: 3) in Susilo (2024), MICE is carefully designed to achieve certain strategic goals, including expanding business networks and increasing community participation. This Expo is not only an educational event and student skill development, but is also expected to attract tourists to visit Politeknik Negeri Bengkalis, thus supporting the local tourism sector while strengthening the image of Bengkalis as an innovative education city.

The success of an event is highly dependent on the management of human resources (Human Resources). In the context of Polbeng Business Expo Chapter II,

HR management is a very important aspect, starting from the planning stage to the implementation of activities. Often times, mistakes in the selection, training and placement of human resources can hinder the smooth running of the event. Therefore, an event manager must be careful in managing the team, ensuring that each individual has competencies that match their duties.

Unlike HR in a business organization that operates permanently, HR needs in an event are temporary and flexible. This means that the workforce is only needed during the preparation to the implementation of the event. However, even though they are temporary, their role is very important in determining the success of the activity. With effective HR management, Polbeng Business Expo Chapter II is expected to have a significant positive impact, both for students as organizers, competition participants, and the wider community who are part of this activity.

From the background described above, the authors are interested in making a final project with the title: **"Organizing the Spelling Bee Competitions for Elementary and Junior High School Students at Polbeng Business Expo Chapter II (Case Study On Human Resource Management Aspects)"**

1.2 Identification of the Project

Based on the background of the problem above, this project discusses the role of human resources at the spelling bee event at Polbeng business expo chapter II for elementary and junior high school students.

1.3 Purpose of the Project

The purpose are divided into two categories, namely general of the project purpose and the specific purpose of the project as follows:

1.3.1 General Purpose of the Project

To organize a Spelling bee Event at Polbang Business Expo Chapter II.

1.3.2 Specific Purpose of the Project

The specific purpose of this project, through the HR management activities for the Spelling Bee competition for primary and secondary school students, that are expected to be achieved in writing this final project are as follows:

1. To determine the criteria for the spelling bee competition committee and assign them the job specification based on these criteria.
2. To determine the criteria for participants in the spelling bee competition
3. To determine the criteria for judges and speaker in the spelling bee competition
4. To implement the technical meeting spelling bee competitions
5. To determine the human resource management budget in the spelling bee competition
6. To identify the obstacles and solutions during the spelling bee competition

1.4 Significance of the Final Project

It is hoped that this final project can be useful for interested parties or related parties. The benefits of this final project are:

1. For the Author

This final project provides valuable experience for the author in completing the final project which is part of the International Business Administration curriculum. In addition to adding insight, this thesis also serves as a guide in understanding and solving real problems related to the project. Thus, the author can directly implement the knowledge gained during the study period, improve analysis, management and decision-making skills that are relevant in the world of work.

2. For Participants

This thesis can be a source of inspiration and guidance for participants to improve their creativity and skills in organizing an event. By understanding the concept, planning and implementation of the project described in this thesis, participants can gain motivation to continue learning, innovating and developing their potential. The organized event also provides an opportunity

to practice the ability to collaborate and apply knowledge in real situations.

3. For State Polytechnic of Bengkalis

The results of this project can make a positive contribution to the university in several aspects. Directly, this project helps to improve students' abilities, especially in the field of event planning and execution. In addition, the university can use the results of this thesis as a reference for curriculum development and education quality improvement. The project can also enhance the university's image as an institution that supports student creativity and innovation, as well as advancing industrial fields such as drawing and painting. This will ultimately contribute to the university's reputation both nationally and internationally.

1.5 Project Time and Place

By setting clear goals, time can be allocated more effectively to activities that are really important. The following is the time and place for the implementation of the activity "Organizing the Spelling Bee Competitions for Elementary and Junior High School Students at Polbeng Business Expo Chapter II (Case Study On Human Resource Management Aspects)":

Implementation time	: 3 Days
Implementation date	: May 20-22, 2025
Place	: Informatics Engineering Building Bengkalis State Polytechnic, Jalan Bathin Alam, Sungai Alam, Bengkalis, Postal Code 28783

1.6 Writing Systematics

Systematic writing is carried out to complete the final project "Organizing the Spelling Bee Competitions for Elementary and Junior High School Students at Polbeng Business Expo Chapter II (Case Study On Human Resource Management Aspects)"

CHAPTER I : INTRODUCTION

In this chapter, the author explains the background of the project,

project identification, project objectives and benefits. The place and time of project implementation and the systematic writing of the project report are explained in the thesis.

CHAPTER II: LITERATURE REVIEW

in this chapter, the author explains the theories that are relevant to the main material in the final project, especially focusing on the implementation of job descriptions and job specifications in the context of Human Resources (HR).

CHAPTER III: METHOD AND ACCOMPLISHMENT PROCESS

In this chapter, the author will explain the project plan in detail, which is then followed by an explanation of the project implementation plan and process. Furthermore, the discussion will include the schedule of activities, the estimated costs incurred during the project period, and the estimated costs required for the preparation of the thesis.

CHAPTER IV : RESULTS AND DISCUSSION

In this chapter, the author will describe the project profile and activity implementation report, which includes the project preparation stage, the activity implementation process, and the preparation of the implementation report.

CHAPTER V : CONCLUSIONS AND SUGGESTIONS

This chapter contains a summary of the discussion in the previous chapters, which is presented in the form of conclusions and suggestions for improvement as an alternative to future development.