

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Politeknik Negeri Bengkalis is one of the vocational universities established in 2011. Politeknik Negeri Bengkalis has 8 departments, one of which has a department related to business, namely the Commercial Administration department, in Commercial Administration has 3 study programs namely International Business Administration, Public Financial Accounting, and Digital Business, to deepen business knowledge, the International Business Administration Study Program is very good for students to be creative in doing business.

In this modern era, expo has become a multifunctional platform or a good idea for various activities, from coordination to collaboration. Expo are often considered as one of the main drivers in increasing the economic growth of a place or region. This event is an important moment to provide space for the younger generation to develop their talents as well as being an effective forum for introducing entrepreneurial results. In this modern era, expo have become one of the most commonly used platforms to showcase various forms of creativity. The global awareness of the significant benefits offered by such activities continues to grow. One of the activities that can be integrated into an expo is a colouring competition for early childhood, kindergarten, and elementary school students. This competition not only provides entertainment but also plays an important role in supporting children's development.

Expo is an event created to showcase various innovations, products and services from various fields or industries. Usually, expos invite participation from various parties such as companies, business actors MSMEs, and even educational institutions. Each participant is given the opportunity to showcase their latest products or innovations to visitors who come from various backgrounds, including professionals, students, entrepreneurs and the general public.

Polbeng business expo chapter II is a continuation of the polbeng business expo which was previously held by International Business Administration students class of 2021 last october. Where from the expo activities organized by International Business Administration students class of 2021. Reflecting on the success of yesterday's activities, the author is interested in continuing this activity with better preparation and competition. The author focuses on colouring competitions for pre-school children and elementary school students divided into age categories from 3 – 7 years.

Colouring competitions are not just activities to fill in colors in pictures, but are also an educational tool that has an important role in developing students' imagination, creative thinking abilities and fine motor skills. There are several benefits of colouring competitions on children's growth and development Hariarja, et al, (2023). According Wahyuni N, (2024) The first to develop imagination and creativity, colouring competitions provide children with the opportunity to imagine and express their ideas in visual form. By choosing colors and applying them to pictures, children learn to create something unique and original. This also helps them understand the concept of color, color combinations, and aesthetics Indarwati and Ayuningrum (2022). Meanwhile, according to Janah S, M, (2023) motor development includes gross motor and fine motor. Gross motor is a body movement that using large muscles or almost all limbs that are influenced by the maturity of the child itself. While fine motor is a movement that uses fine muscles or parts of the body. Fine motor is a movement that uses fine muscles or certain parts of the body, which is influenced by the opportunity to learn and practice.

Through coloring, children will be trained in motor skills by using their hands to color, as well as coordinating between eyes and hands. Children also express themselves through color, match the real environment with the picture, and train children's patience (Lubis, et al, 2022).

Colouring activities offer many benefits for children's growth. These activities can help improve creativity, enhance drawing skills, and stimulate innovative thinking abilities in young children, as well as kindergarten and elementary school students. With well-planned management, coloring

competitions can serve as an optimal platform to strengthen children's artistic potential.

By adopting the theme " Colouring Competition For Early Childhood and Elementary School," this activity aims to identify strategic steps that can be implemented by kindergarten coordinators in organizing competitions in public spaces such as expos. It is hoped that these strategies will increase children's participation, improve the quality of event execution, and provide a positive contribution to their development.

Based on this background, the author intends to develop a final project titled **“The Colouring Competition Event for Early Childhood and Elementary School (Case Study: Project Manager)”**.

1.2 Identification of the Project

Based on the background that has been described, the identification of the Bengkalis State Polytechnic business expo project in coloring competitions for early childhood is to discuss:

1. How to organize a coloring competitions for early childhood and elementary school students
2. What competencies should a project manager possess to ensure the event's success?

1.3 Purpose of the Project

The objectives of this project are divided into two categories, namely: general objectives and specific objectives.

1.3.1 General Purpose of the Project

1. To organize colouring competition activities for early childhood and elementary school at Polbeng Business Expo Chapter II.

2. To identify the competencies that must be possessed by the project manager in the success of the event.

1.3.2 Specific Purpose of the Project

The specific project objectives to be achieved in writing in this final assignment are:

1. To determine the concept of a colouring competition event for early childhood and elementary school.
2. To prepare the colouring competition event program for early childhood and elementary school.
3. To determine the schedule for the colouring competition event for early childhood and elementary school.
4. To decide on the venue the coloring competition event for early childhood and elementary school.
5. To determine the target of the colouring competition event participants for early childhood and elementary school.
6. To organize the run of the colouring competition event for early childhood and elementary school.
7. To create the colouring competition event report for early childhood and elementary school.

1.4 Significance of the Project

It is expected that this final assignment will be useful for interested parties or related parties. The benefits of this project are:

1. For the Author

This thesis can be used as additional experience, insight, references and guidance in completing the Final Assignment which is one of International Business Administrative Science. Apart from that, to find out and solve problems related to projects which is useful as a way to implement the knowledge that has been obtained.

2. For Participants

This colouring competition activity will provide a platform for participants to express and develop their creative potential. By participating in this event, participants will feel appreciated and recognized, thereby increasing their self- confidence and interest in art.

3. For Polytechnic

This thesis can bring important benefits to the polytechnic , especially if it can become a valuable reference for further research.

1.5 Time and Place of Project

By determining clear objectives, it can be allocate the time more effectively and focus on things that are really important. The following is the time and place to carry out the project "Colouring Competition For Early Childhood and Elementary School (Case Study: Project Manager)" with the following details:

Implementation time : 3 Days

Implementation date : 20 – 22 May 2025

Place : State Polytechnic of Bengkalis, Street Bathin Alam,
Sungai Alam, Bengkalis, Postal Code 28783

1.6 Writing System

The systematization of the project "Colouring Competition For Early Childhood and Elementary School (Case Study: Project Manager)" is as follows:

CHAPTER 1 : INTRODUCTION

In this chapter, the author describes the project background, project identification, project objectives, and benefits. The place and time of the project and the systematics of writing the project report are described in the thesis.

CHAPTER 2 : LITERATURE REVIEW

In this chapter the author describes theories that are relevant to the main material in the final assignment, namely describing the creative presentation of the project by exploring the potential of

early childhood and elementary school children through colouring.

CHAPTER 3 : METHODS AND ACCOMPLISHMENT PROCESS

In this chapter the author will describe the plan with the project implementation diagram, then proceed with the implementation plan, implementation process, and project implementation report. Then followed by a schedule of estimated costs incurred to make the seminar a success.

CHAPTER 4 : RESULTS AND DISCUSSIONS

In this chapter the author will present a profile of project activities and reports on the implementation of project activities, which include project preparation, project reporting, financial reports on the implementation of project activities.

CHAPTER 5 : CONCLUSIONS AND SUGGESTIONS

This chapter contains a summary and the results of writing in the previous chapters as outlined in the conclusion section, as well as suggestions for improving the place of writing.