

POLBENG BUSINESS EXPO CHAPTER II
“THE COLOURING COMPETITION FOR EARLY
CHILDHOOD AND ELEMENTARY SCHOOL”
(Case Study: Human Resources Management)

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ABSTRACT

This study aims to describe the human resource management process in organizing the Colouring Competition at Polbeng Business Expo Chapter II, which was attended by participants from early childhood education, kindergarten, and elementary school levels. Using a qualitative approach with a case study design, data were obtained through in depth interviews with the committee and parents/guardians of participants. The results of the study indicate that human resource management plays an important role in the success of the event, particularly in planning, task distribution, committee coordination, supervision of implementation, and provision of services to participants. Although there were several obstacles, such as participant tardiness and technical barriers, the committee was able to overcome them through effective communication and coordination. Overall, the quality of the committee's services was rated as good by parents/guardians and provided a positive experience for participants, while also serving as a direct learning opportunity for students in applying their managerial and event organizing skills.

Keywords: *Human Resource Management, Coloring Competition, Service Quality, Participant Satisfaction, Polbeng Business Expo*