CHAPTER I
INTRODUCTION

1.1. Background of the Project

Communication technology is now developing rapidly. This makesDistance no longer an obstacle to getting information from various countries around the world. Therefore, it is very important to master a foreign language, one of which is English. Lots of information science in the fields of engineering, pure sciences, economics, social, psychology, art and culture originating from English language books. The material taught at this level is English language material for the beginner level.

English is one of the languages used as a universal communication tool on an international scope. Language learning for beginners is usually done by reading, listening, speaking and requires the right approach and is effective because it is a foreign language in Indonesia. In this way, beginners can only know English words, and less in knowing good and correct pronunciation.

Vocabulary is a collection of words that belong to a language or can also be interpreted by someone's words. Vocabulary mastery consists of receptive mastery and productive mastery. Receptive mastery means students can receive information from listening and spelling sentences. This is obtained by students through listening and spelling activities. Productive mastery is mastery of vocabulary effectively and efficiently.

Spelling or spelling has a function which is very big in picture impressions. The first thing the reader gets is Pronunciation of words from a piece of sentence before he understands the spelling on the picture (Phoenix & Scott-Dunne, 1994). Often times what happens is, when students are asked to spelling, they tend to choose to use the same words over and over again due to lack of vocabulary words owned and not knowing The spelling of the word that must be used By using this strategy, students with abilities bad spellers have abilities speak English which is much lower than that of students who can spell

well Reiter (2016) on the site www.kidspot.com.au explains that the Spelling Bee game requires at least 8 people to start the game. Participants are required to spell the word mentioned by pronunciation (the person who pronounces the word to be spelled) well and correctly. Pronunciation here acts as a judge to judge whether the participants have answered all at once correctly or not. If the participant spells the word correctly, then he is eligible to continue to advance to the next round. However, if a participant misspells a word, then he will be eliminated right then and there. The game continues until there is one winner left.

The author is interested in conducting research in the context of a business expo with Bengkalis State Polytechnic in the marketing aspect and also conducting research on " **Elementary and Junior High School Spelling Bee Competition at Polbeng Business Expo (Case study : Marketing Aspect)** "

1.2   Identification of the project

Based on the background of the problem at the business expo event, namely, how spelling bees can improve children's understanding of English. what is the role of marketing in targeting participants who are not reached, as well as competing with other events or competitions.

1.3   Purpose of the project

Project objectives are divided into new categories: general project objectives and specific project objectives. The project objectives are as follows:

1.3.1   Project General Objective

The general objective of this project is to organize the Spelling Bee project at Polbeng Business Expo.

1.3.2   Project Specific Objectives

The specific objectives expected to be achieved in this proposal are as follows:

1.   Carrying out digital Marketing Promotions for the Spelling Bee Competition.
2.   Making promotional tools for the Spelling Bee Competition.

3. Calculating the budget for promotional costs for the spelling bee competition
4. Obtain funds for the spelling bee competition.

1.4   Significance of the project

1.4.1   For State Polytechnic Of Bengkalis

The project was designed with the aim of providing significant added value to the various parties involved. Specially, this project will provide the following benefits are as follows:

1. Able to increase the number of marketing targets at the business expo
2. Able to increase participant participation in the "Spelling Bee" game, both through direct promotions in schools and through online campaigns.
3. Able to increase awareness of the spelling bee brand which is widely known among participants and parents.

1.5   Time and Place of project Implementation

The Spelling Bee project is an exciting part of the Polbeng Business Expo and will be organized with carefully planned momentum and venue. The specific implementation time and location of the project are as follows:

Implementation Time   : 2 days
Implementation Date   : 30-31 October 2024
Place of Implementation   : Bengkalis State Polytechnic Jl. Bathin Alam, Bengkalis District, Bengkalis Regency, Riau

1.6   Writing System

The purpose of preparing a thesis proposal is to provide an initial overview of the project to be carried out. The systematic writing of this Paper proposal is as follows:

CHAPTER 1: INTRODUCTION

In this chapter the author describes the background of the project, problem formulation, project objectives and benefits. Place and

time of project implementation and systematic writing project reports.

CHAPTER 2: LITERATURE REVIEW

In this chapter the author explains theories that are relevant to marketing planning at events, as well as explaining the definition of marketing, promotion, sponsorship strategies in the marketing aspect.

CHAPTER 3: METHODS AND PROCESSES OF ACHIEVEMENT

In this chapter the author will provide an explanation of the plan with a project diagram. Then the author will continue discussing the implementation of marketing plans, processes and reports. Next, the author will discuss the activity schedule during the project.

CHAPTER 4: RESULTS AND DISCUSSION

The author will provide a project profile and expo implementation report in this chapter. then the use of social media to promote attendance at the expo, and analysis of the effectiveness of the marketing strategies used

CHAPTER 5: CONCLUSION AND SUGGESTION

This chapter contains a summary of the results of the writing in the previous chapter which are written as conclusions and suggestions for improvement in lieu of writing.

REFERENCES

WRITER BIOGRAPHY