

CHAPTER I

INTRODUCTION

1.1 Background of the Project

With its rich natural resources and unique Malay culture, Bengkalis Regency has great potential to become the center of economic development, education and tourism in Riau Province. With its strategic location on the east coast of Sumatra Island and close to the Strait of Malacca, the region has many opportunities for development. State Polytechnic of Bengkalis is a vocational education institution that is very important to produce quality human resources in this district. State Polytechnic of Bengkalis as the first polytechnic in the coastal region of Riau, offers various study programs such as mechanical engineering, electrical engineering, shipping engineering, civil engineering, and business that are relevant to local needs.

Being one of the study programs at State Polytechnic of Bengkalis, the International Business Administration study program prepares graduates with practical skills such as digital management, technology-based marketing, and business data analysis to meet the needs of an adaptive workforce in the digital era. Fierce competition requires large and small businesses to continuously innovate, utilize technology in their operations, and accelerate their growth. Businesses large and small are the main drivers of technology development in today's modern and digital era.

This is due to the fact that the MICE (Meeting, Incentive, Conference, and Exhibition) industry has developed into one of the most promising and rapidly growing industries. The MICE industry (Meeting, Incentive, Conference, Exhibition) is currently one of the fastest growing trends and is considered a promising industry (Suryaningtyas & Akbar, 2022).

One of the efforts that can support this adaptation is through the organization of exhibitions or expos, which provide opportunities for businesses to promote their products and services effectively. According to Kuncoro (2023),

Expo is an abbreviation of Exposition which means exhibition or unfolding. In general, Expo is defined as a trade fair or trade exhibition. Expo is a unique form of promotion because it promotes products on a massive scale. As such, expos are a form of strategic interaction that supports business development while providing educational benefits for all parties involved.

Exhibitions also offer many opportunities to promote goods and services, as well as additional benefits that help build relationships between customers and entrepreneurs. According to Kuncoro (2023), states that Expo or exhibition is useful for educating potential consumers to recognize products, the presence of business people and entrepreneurial startups in the expo or exhibition can also be used to show the competitiveness of product quality to potential consumers. The exhibition can also be used to show the competitiveness of product quality to potential customers.

Apart from promoting goods and services, expos can also be used to hold educational activities such as Spelling Bee competitions. According to Khasanah & Sabiq (2020), the “Spelling Bee” technique can also increase student motivation because of the interesting and fun way of teaching. Based on the Spelling Bee Handbook published by Mcmillan (in Khasanah & Sabiq, 2020), states that Spelling Bee is a competition for elementary school students where they are asked to spell words in front of an audience. This suggests that Spelling Bee can be used as an educational activity that fulfils the Expo objectives by supporting learning and making the experience engaging for everyone.

In this competition, all participants had to spell words in English, and the most accurate participant in the least amount of time was crowned the winner. Students learned word rules and expanded their vocabulary by participating in Spelling Bee events, which helped them construct grammatically correct sentences. By practiced full concentration while listening to words, spelled words correctly, expanded vocabulary, and improved participants' English pronunciation skills. The competition participants became more confident when speaking in front of an audience.

The secretary is responsible for various administrative tasks, including

schedule management, document processing, and meeting coordination (Wahyuni & Djamil, 2021). This is in line with the important role of the secretary in assisting various tasks related to event administration. For the Spelling Bee competition at Expo Polbeng, this includes scheduling competition activities smoothly, managing documents such as the list of participants, competition results properly, and communication to various parties. The secretary ensures that every part of the administration is well organized, which is key to the success of the event, by carrying out these tasks effectively.

This event is a useful educational tool for students, especially elementary and middle school children in Bengkalis Regency. By combining learning and competition, Spelling Bee plays a role in supporting students' self-development while encouraging other educational institutions to organize similar activities, in order to produce a smarter and more confident young generation.

The aim of this project is to produce an integrated event that benefits the community with an educational and promotional experience. In addition to improving English language skills, especially in vocabulary and spelling, the competition also aims to expand the market for the goods and services featured. The secretariat plays a vital role in its operations, ensuring that all logistical and administrative processes run smoothly. Therefore, this competition will introduce it to the public and produce an entertaining and informative experience. Thus, with this context in mind, the author plans to carry out a project with the title “Elementary and Junior High School Spelling Bee Competition in Polbeng Business Expo Chapter II (Case Study: Secretary’s Aspect)”.

1.2 Identification of the Project

The Spelling Bee Competition project for elementary and junior high school, which is part of the Polbeng Business Expo Chapter II at State Polytechnic of Bengkalis, focuses on managing official correspondence and event documentation, organizing meeting needs, and ensuring effective communication and coordination throughout the event. This project also highlights the importance of efficient work planning and innovative problem-solving in supporting event

success.

1.3 Purpose of the Project

The purpose is categorized into two categories, namely general purpose and specific purpose. The project purpose is as follows:

1.3.1 General Purpose of the Project

1. To organize a Spelling Bee Competition as a part of Polbeng Business Expo Chapter II.
2. To analyze the procedure of digital archive storage implemented by secretaries in managing events at Polbeng Business Expo Chapter II.

1.3.2 Specific Purpose of the Project

The specific purposes of the project that were carried out are as follows:

1. Correspondence Administration
2. Preparation and Documentation of the Event Rundown Schedule
3. Preparation of Participant Registration Forms and Records
4. Preparation of Judges' Assessment Forms
5. Archiving and Organization of Important Documents
6. Preparation of Meeting Agendas and Minutes
7. Administrative Support and Documentation During Event Implementation
8. Preparation and Organization of Judges' and Participants' Certificates
9. Documentation of Schedule, Obstacles, and Solutions

1.4 Significance of the Project

This project is expected to provide benefits to all parties involved. The following are the benefits of this Spelling Bee event:

1. For Author

This project aims to improve the author's ability to think critically and solve problems, especially in the context of organizing events. Through project planning and implementation, the author will gain valuable experience in completing the final project which is one of the requirements for obtaining an Applied Bachelor's degree in the International Business Administration Program.

2. For Participants

The project is expected to serve as a platform for creativity in the fields of business, management, and economics, as well as improve participants' knowledge in spelling and mastering the English language. The participants are expected to gain experience that will motivate them to continue learning and develop their intellectual abilities, thus preparing them to face future challenges.

3. For Polytechnic

This project is expected to provide administrative management development and aims to contribute to improving literature and practice in the educational environment. This project can also be a reference for similar activities in the future, which encourages students to be more creative and active in participating in academic activities that can improve the quality of education.

1.5 Time and Place of Project

Polbeng Business Expo was held on:

Time Of Implementation : 3 Days

Date Of Implementation : May 20-22, 2025

Place Of Implementation : Informatics Engineering Building Hall, State Polytechnic of Bengkalis. Jl. Bathin Alam, Sungai Alam, Bengkalis District, Bengkalis Regency, Riau 28712.

1.6 Writing System

The systematics of writing that were carried out for the project are as follows:

CHAPTER I: INTRODUCTION

In this chapter the author describes the background of the project, identification of the project, purpose and significance of the project, time and place of project implementation, and the systematic writing of the project

report in the thesis.

CHAPTER II: LITERATURE REVIEW

In this chapter, the author describes various theories that are relevant to the main material of this final project. The discussion will include concepts related to educational activities as well as the role of administrative aspects in managing administration at the spelling bee event.

CHAPTER III: METHOD AND ACCOMPLISHMENT PROCESS

In this chapter the author will explain the project preparation plan, project implementation plan, project completion plan, project implementation schedule, and estimated costs to be incurred during the project.

CHAPTER IV: RESULT AND DISCUSSION

In this chapter the author will describe the project profile and activity implementation report consisting of project preparation, project implementation, and project financial completion report.

CHAPTER V: CONCLUSION AND SUGGESTIONS

In this chapter contains a summary of the results of writing in the previous chapters which are outlined in conclusions and suggestions.

REFERENCES

APPENDICES

WRITER BIOGRAPHY