

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Bengkalis City is one of the cities in Riau Province, Indonesia. The city is located on Bengkalis Island, which borders the Malacca Strait to the north and west, and Siak and Kampar Regencies to the south and east. In Bengkalis sub-district, Bengkalis Regency, Riau there are several universities, one of which is Bengkalis State Polytechnic. Bengkalis State Polytechnic was founded in 2001 as Bengkalis Polytechnic and later changed into a state university. Bengkalis State Polytechnic has several departments, one of which is the Business Administration department which includes the International Business Administration study program.

The International Business Administration study program is always committed to creating activities that not only support the development of student competencies, but also provide a positive impact on society. One of the leading activities held is the Business Expo, an annual event designed to introduce student innovation, promote entrepreneurship, and strengthen relations between institutions and local communities. Holding a Business Expo is an effective way to promote innovation, expand networks, and increase public participation in the business sector.

Expo, also known as exposition or exhibition, has a long history related to the human need to share knowledge, showcase innovation, and expand economic and cultural ties. The Industrial Revolution as the Beginning of Modern Expo first appeared in the 19th century, along with the Industrial Revolution. During this time, the development of technology, trade, and transportation created the need to showcase innovation to the public and establish global connections. In the 20th century, expo not only functioned as a technology exhibition, but also as a platform to introduce culture, art, and architecture from various countries. Expos are not only a place to showcase technological and cultural innovations, but also a symbol of global progress and collaboration. From the first exhibitions in the 19th century to

the modern expo, the event has continued to evolve into a platform that strengthens cross-cultural interactions, introduces global solutions, and creates new opportunities for economic and social development. Expos have evolved into global events known as World Expos or World's Fairs. In addition to World Expos, there are many local or regional expos, such as business, education, or technology exhibitions, which serve as strategic tools for promotion and collaboration at the national and international levels.

In the expo there is an event which is an activity or event held at a certain time and place with a specific purpose. Events are closely related to tourists because they can be an attraction and increase the interest of tourists visiting a destination. With the development of tourist attractions in an area, it will help the community's economy. Attractions and tourist objects are needed in the development of tourism potential. The development of tourism potential also has the meaning of efforts to further increase the resources owned by tourist attractions. Tourism events are marketing activities by introducing regional potential such as tourist destinations and their culture with the aim of attracting tourist visits, as stated by Pushpanjli & Hurdawaty (2022).

The best strategy in developing MICE events and industries is to add big cities in Indonesia as the next destination for holding events so that other cities can get to know products from other regions and SMEs have the opportunity to introduce their products further. MICE (meeting, incentive, conference and exhibition) has been widely known in the world and has become a common term in the tourism industry. The MICE industry is a young industry, known in Europe and North America about 50 years ago, and this concept is still relatively new and unexplored in third world countries, but the development of this industry is in great demand in developing countries, because it is very effective in providing a surplus economic impact (singal, et al., 2023). The development of tourist attractions carried out by students of the Bengkalis State Polytechnic, International Business Administration Study Program, one of which is by holding the Polbeng Chapter I Business Expo which was held in October 2024, successfully attracting local and foreign tourists. So the International Business Administration Study Program will hold Business Expo

Chapter II which will be held again in April 2025. by holding various exhibitions and competitions for children.

At Business Expo Chapter II, in addition to product exhibitions, introduction of UMKM products and services, the event is equipped with various competitions to attract visitors and create an interactive atmosphere. One of the competitions that often becomes an attraction is the singing competition, which is not only entertaining but also a place for individuals to show their talents. The committee also held a competition Singing Competition as one of the leading programs that aims to increase student and public participation, create an interactive atmosphere, and provide quality entertainment. This competition is also a means for participants to show their creativity and artistic talents. In addition, this singing competition is expected to attract more visitors to the expo, thus supporting the main goal of the event in expanding networks and increasing institutional visibility.

The singing competition was chosen because of its universal nature and ability to create a competitive yet fun atmosphere. In addition, this competition provides an opportunity for participants to channel their artistic talents in front of a wider audience, while enhancing the image of Business Expo as an inclusive and diverse event. The target in implementing this singing competition is held at several levels or levels of education, namely kindergarten and elementary school. However, to ensure the success of this competition, careful planning and effective coordination between all parties involved are needed.

The success of an event such as the Singing Competition cannot be separated from the role of a solid committee team, one of which is the project secretary. The project secretary plays an important role in ensuring that the entire process of the activity runs smoothly, from the planning stage to the evaluation. As a liaison between teams, the secretary is responsible for managing administration, preparing activity schedules, documenting the entire process, and maintaining effective communication between all parties involved, including participants, judges, technical committees, and visitors. The secretary must be able to handle the work assigned to him well and be responsible for that work.

The implementation of the singing competition at Business Expo Chapter 2, the project secretary is faced with various challenges, such as ensuring the accuracy of participant data, dealing with sudden schedule changes, and managing coordination between various divisions. Therefore, the role of the secretary is not only limited to administrative tasks, but also includes problem-solving skills and quick decision-making to maintain the smooth running of the event. the role and responsibility of the project secretary in making the singing competition at Business Expo Chapter II at Bengkalis State Polytechnic a success is very important.

The selection of this titel is driven by several reasons. Firstly, the event enhances business awareness and promotion, builds campus brand and reputation, and fosters business networks. Secondly, it develops children's talents and creativity, boosting confidence and competitiveness. From an organizational perspective, this project trains students in event management, teamwork, communication, planning and organization. Additionally, it raises community awareness about the importance of education and business. Consequently, this case study enhances students' secretarial skills, promotes business and education awareness, and fosters teamwork and communication.

This study will also explore the challenges faced and the strategies used to ensure the smooth running and success of the competition. Therefore, based on this background, the researcher intends to create a project entitled "Singing Competition For Kids at The Polbeng Business Expo Chapter II (Case Study: Project Secretary)".

1.2 Identification of the Project

Base the background that has been described, the identification of the Bengkalis State Polytechnic business expo project in a singing competition for early childhood and elementary school children discusses the role of the secretary in organizing a singing competition for early childhood and elementary school children.

1.3 Purpose of the Project

The specific purpose of the implementing this project are as follows:

1. To create a profile of Bengkalis State Polytechnic, a profile of the Polbeng Expo and a profile of the singing competition
2. To create reports on meeting schedules and results
3. To make a letters, invitation letters, and administrative documents.
4. To create reports on technical meetings, data storage, singing competition rundowns, and activity reports based on planning.
5. To conduct an evaluation based on obstacles and solutions
6. To make Secretary's Expense Report

1.4 Significance of the Project

1.4.1 For The Authors

As a project secretary, the author can improve their skills in managing documents, creating schedules, and ensuring smooth communication between team members. The author can also hone their skills in compiling reports, writing official letters, and effectively archiving project data.

1.4.2 For The Universities

This event can be a means to introduce Bengkalis State Polytechnic to the wider community as an educational institution that supports creativity and talent development.

1.4.3 For The Participants

Participants can showcase their singing abilities in front of an audience and gain competitive experience, as well as build courage and boost their self-confidence.

1.5 Time and Place of Project Implementation

By setting clear goals, we can allocate time more effectively and focus on things that are truly important. The following is the time and place of implementation of the "Singing Competition For Kids At The Business Expo Chapter II (Case Study: Project Secretary)" with the following details:

Implementation Time : 3 days
Implementation Date : 20-22 May 2025
Place : Bengkalis State Polytechnic, Jl. Bathin Alam,
Sungai Alam, Bengkalis, Riau.

1.6 Writing System

The systematics carried out to implement the project "Singing Competition For Kids At The Polbeng Business Expo Chapter II (Case Study: Project Secretary)" are as follows:

CHAPTER I : INTRODUCTION

In this chapter, the author explains the project background, project identification, project objectives, and benefits. That place and time of the project and systematics of writing The project report is explained in the thesis.

CHAPTER II : LITERATURE REVIEW

In this chapter the author explains theories that are relevant to the main material in the final assignment, namely presenting a creative exposure project by exploring the potential of young children through drawing and painting

CHAPTER III : METHODS AND ACCOMPLISHMENT PROCESS

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

CHAPTER IV : RESULTS AND DISCUSSION

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 V: CONCLUSIONS AND RECOMMENDATIONS

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