

POLBENG BUSINESS EXPO CHAPTER II

“IMPLEMENTING THE ROLE OF HUMAN RESOURCE AT POLBENG BUSINESS EXPO THROUGH THE FASHION SHOW OF ECO-FRIENDLY, AND FASHION CARNIVAL”

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ABSTRACT

The Polbeng Business Expo Chapter II is an annual event organized by the International Business Administration Study Program of the State Polytechnic of Bengkalis as a platform to develop students' competencies, creativity, and practical skills in business and event management. One of the main activities of this expo is the eco-friendly fashion show and fashion carnival, which aim to promote sustainable fashion while enhancing participants' confidence and creativity. This final project focuses on implementing the role of Human Resources (HR) in organizing the event. The study examines HR management processes, including human resource planning, organizing, implementation, supervision, and evaluation throughout the event. A project-based method with descriptive analysis was applied, emphasizing direct involvement in planning and execution. The results indicate that effective HR management plays a vital role in ensuring smooth coordination, appropriate task distribution, improved committee performance, and successful event implementation. Furthermore, the application of eco-friendly concepts increases environmental awareness and supports sustainable creative practices. The project concludes that structured and strategic HR management significantly enhances the quality and professionalism of Polbeng Business Expo activities.

Keywords: Human Resource Management, Polbeng Business Expo, Eco-Friendly Fashion Show, Event Management, Sustainability