

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Politeknik Negeri Bengkalis, located in Riau Province, is one of the long-established state polytechnics. In early 2000, the Bengkalis Regency Government, through the Gema Bahari Foundation, established a college under the name Bengkalis Shipbuilding Polytechnic, which has 3 (three) study programs, namely: Ship Electrical Engineering, Ship Building Engineering, and Ship Mechanical Engineering. The first Bengkalis Polytechnic opened new student registration in July 2001, opening a new page in the world of vocational higher education in Bengkalis. Five years later, precisely in 2006, this campus expanded its academic reach by presenting two innovative study programs, namely Business English and Informatics Engineering, in response to the needs of an increasingly dynamic era.

Bengkalis Polytechnic initially held the title as a private university (PTS). In 2008, Politeknik Bengkalis asked for support from the Gema Bahari Bengkalis Foundation, the Bengkalis Regency Government, and the Bengkalis Regency Regional People's Representative Council to upgrade the title from Private College (PTS) to State College (PTN). Entering 2009, the determination to continue to grow stronger, Politeknik Bengkalis together with YBI Bengkalis and the Bengkalis Regency Government submitted an application for an increase in status from PTS to PTN to the Ministry of National Education through the Directorate General of Higher Education. Part of the steps towards the title of PTN, on February 9, 2011, Politeknik Bengkalis together with YBI and the Regional Government made a presentation before the Minister of Administrative Reform and Bureaucratic Reform. This presentation aims to complete administrative and technical feasibility in the process of enforcing the Bengkalis Polytechnic.

After an extraordinary struggle to obtain the title of State University (PTN), a historic moment finally occurred. On July 29, 2011, Politeknik Bengkalis was

officially designated as a State University (PTN) under the name Politeknik Negeri Bengkalis. This determination is based on the Regulation of the Minister of National Education (Permendiknas) No. 28 of 2011 concerning the Establishment, Organization and Work Procedures of the Bengkalis State Polytechnic. As the culmination of this long process, on December 26, 2011, Politeknik Negeri Bengkalis was legally inaugurated by the Minister of Education and Culture of the Republic of Indonesia. This inauguration symbolizes the start of a new chapter in the campus journey as a public higher education institution that is ready to compete at the national level.

Bengkalis State Polytechnic does not stop at its new status, it continues to develop academically. In 2013, this institution again showed its commitment to vocational education by adding two D4 study programs, namely Production and Maintenance Mechanical Engineering and Electrical Engineering. In addition, three D2 study programs were also introduced, namely Welding Engineering, Power Plant System Engineering, and Computer Accounting which are part of the Study Program Outside Domicile (PDD).

As a strategic effort in developing the quality of education and supporting related industries, this campus annually expands and opens new study programs, in 2014 and 2015, Politeknik Negeri Bengkalis added two new study programs that are very relevant to market needs, namely D4 Road & Bridge Design Engineering and D3 Nautics, Management, and Commercial Port Management.

The International Business Administration Student Expo is held as a form of strengthening student competence in practicing the knowledge they have learned. This expo is not only a place to show the results of student work, research, and innovation, but also as a means to practice networking skills with the industrial world. Through this activity, students are expected to be able to understand how international business concepts are applied in real situations, while building useful relationships with related parties, such as industry players, academics, and the business community. The Expo also supports the vision of higher education in building a young generation that is creative, innovative, and globally oriented. In addition, this activity is a platform to promote the potential and creative ideas of

students in an international scope, while encouraging collaboration across cultures and sectors. This, the International Business Administration Student Expo is a strategic step in equipping students to face challenges in the era of globalization. Fashion shows are often a tool to build brand image and attract consumers through an immersive and interactive experience (Kang,2023).

This year polbeng held an expo chapter II, continuing the expo chapter I which had been carried out previously. this activity is growing as a new element, has an increase in the scale of the event and the involvement of tenants involved in the previous expo, such as small micro businesses and local umkm. this event also expands the reach of the event, but also supports local business development through this expo event.

Fashion is an important component of the cultural growth and creative expression of modern society. In addition to being one of the fastest growing areas of the creative economy, the fashion industry also represents a lifestyle trend. Fashion is essential for the younger generation, especially students, to express their identity, creativity and innovation. Along with these developments, activities involving fashion, such as fashion show competitions, are increasingly in demand and become an attractive place to build talent and competition skills.

Environmental sustainability has caught the attention of the world, including the fashion industry, in recent years. To reduce the negative impact on the environment, eco-friendly fashion trends are increasingly being promoted. The use of recycled materials, organic fibers, and eco-friendly production methods are becoming the main focus in contemporary fashion design. This event can inform people about the importance of choosing sustainable fashion to safeguard the environment by bringing up eco-friendly themes in fashion contests.

As an important part of a fashion show, the catwalk serves as a place to showcase the latest designers and demonstrate the latest trends, including eco-friendly trends. Models are required to confidently, technically, and aesthetically convey the message of the designs worn during the fashion show on the catwalk. The success of a fashion show and the acceptance by the audience and the fashion industry are greatly influenced by good catwalk skills.

Fashion competitions with eco-friendly themes can be an inspiring and educational tool. This activity not only encourages students to be creative and innovative, but also informs them about the importance of sustainable practices in the fashion industry. The event also teaches discipline, teamwork, and how to communicate well. It is hoped that with this competition, there will be an increased appreciation of the nation's work and an increase in the quality of human resources in the sustainable fashion industry.

The role of human resources (HR) is crucial to the success of this event. Selecting good judges, coordinating the creative team, assigning relevant participants, and ensuring effective collaboration between all parties are all the responsibility of the human resources department. With good HR management, you can increase productivity, maintain team spirit, and ensure that the entire process goes according to plan. The event can be run professionally and fulfill its educational and eco-friendly campaign objectives if facilitated by an experienced HR department.

However, for a successful fashion show competition, good management is required, from the selection of the theme, the right sponsors, to efficient organizing strategies. Therefore, this research concentrates on ideas about the design and execution of fashion show competitions, with an emphasis on catwalk elements and the application of environmentally friendly themes as important components to improve the quality of the event and develop potential participants. In addition, through this expo, this research is expected to provide real benefits for younger siblings. It is hoped that a fashion competition with an environmentally friendly theme can become an event that not only displays fashion trends but also becomes a means for Indonesia's young generation to develop themselves and learn about the environment through a systematic and planned approach.

If the organization is able to create a good human resource development program development program, then indirectly will indirectly get great benefits considering that the human resources that are owned will be optimized its potential. As stated in stated in the resource-based theory that the organization will excel

in business business competition and get good performance by owning, mastering and utilizing important strategic assets assets, one of which is its human resources.

Human resource management at the fashion show competition expo is the initial stage in the organizing process which is very important in providing services. One of the activities that can increase the creativity of participants is through fashion show activities. This research will discuss Improving the Quality of Human Resources at the Polbeng Business Expo through an Environmentally Friendly Fashion Show. By providing available facilities and infrastructure, it is hoped that coloring activities can be carried out more optimally so as to increase the creativity of participants. Therefore, based on this background, the researcher intends to create a project entitled **“Implementing the Role of Human Resource At Polbeng Business Expo Through the Fashion Show of Eco- Friendly, and Fashion Carnival”**.

1.2 Identification of the Project

Based on the background that has been presented, the identification of the Bengkalis State Polytechnic Business Exhibition project in the Fashion Show competition is focused on analyzing the systematic structure and functional responsibilities of Human Resources (HR) within the event. This identification aims to understand how HR organizes and coordinates various tasks, starting from committee recruitment, competency-based task distribution, scheduling, internal communication, and collaboration with other divisions involved in the business exhibition. Through this analysis, the study seeks to reveal how HR ensures that every activity runs in line with the event’s objectives and adheres to the predetermined workflow.

Furthermore, the identification also examines the strategies implemented by the HR division in addressing challenges related to participant management, communication barriers, and adjustments that arise during the planning and execution stages. This includes reviewing the effectiveness of HR’s monitoring, control, and evaluation processes in maintaining the quality and efficiency of the Fashion Show competition. Overall, this identification highlights the central role of

HR management in supporting the success of the project, while also providing insights into aspects that can be improved for future business exhibition activities at Bengkalis State Polytechnic.

1.3 Purpose of Project

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

1.3.1 General Purpose Of The Project

The general objective of this final project is to organize a fashion show competition.

1. To carry out fashion show competition activities successfully
2. Implement the role of effectiveness human resources for the fashion show competition activities

1.3.2 Specific of the project

The specific objectives of the Polbeng business expo fashion show project in the human resource department are:

1. Determining Human Resource Strategy For Polbeng Business Expo chapter II fashion show eco-friendly costume and carnival Fashion Show
2. Providing A Plan And Budget Human Resource Activities In Polbeng Business Expo chapter II Fashion Show eco-friendly costume and carnival Fashion Show
3. Organizing Human Resource Activities In Polbeng Business Expo chapter II Fashion Show eco-friendly costume and carnival Fashion Show
4. Evaluation Of HR Activities For Eco-Friendly Clothing And Carnival Fashion Shows

1.4 Significance of the Project

The main goal of each project should benefit all parties involved. Any high-quality project should not only focus on achieving the end goal, but it should also consider how it will positively impact the organizers, participants, and even society as a whole. Therefore, every step and activity of the project must be carefully designed to ensure that every step and action taken will provide tangible

and sustainable benefits to all involved in the exhibition event:

1. Benefits for Authors

This project provides very significant benefits for authors, including developing academic competence by deepening their understanding of improving the quality of human resources and improving their skills to gain experience in handling a project.

2. Benefits For Participants

Participation in the fashion show project using eco-friendly costumes at the Polbeng Business Expo provided significant benefits for participants, both in terms of skill development and environmental awareness. Participants can enhance their creativity through costume design and innovation that utilizes recycled or sustainable materials, as well as broaden their horizons about the concept of eco-friendly costume.

3. Benefits For University

Fashion Show with environmentally friendly costumes at Polbeng Business Expo, Politeknik Negeri Bengkalis (Polbeng) will benefit greatly from the fashion show project. The event can reinforce the image of the campus as an educational place that cares about sustainability and environmental issues. It can also show that the campus is committed to supporting student creativity. In addition, Polbeng serves as a strategic platform to introduce itself to the wider community, including industry partners and prospective students, as an educational institution that encourages the development of skills that are relevant and practical to global challenges. This fashion show also provides an opportunity to collaborate with other businesses that share the same goals, increasing Polbeng's competitiveness in building an innovative, creative and environmentally friendly young generation.

1.5 Time and Place of the Project

By determining clear objectives, we can allocate time more effectively and focus on things that are really important. The following is the time and place to carry out the project "Implementing The Role of Human Resource At Polbeng

Business Expo Through The Fashion Show of Eco-Friendly, and Catwalk Costume” with the following details:

Implementation time : 3 Days

Implementation date : 20-22 May, 2025

Place : State Polytechnic of Bengkalis, Street Bathin Alam,
Sungai Alam, Bengkalis, Postal Code 28783

1.6 Wraiting System

The systematic writing carried out to carry out the project “Improving the quality of human resource at polbeng business expo through the fashion show of eco-friendly costume,and fashion carnival” is as follows:

CHAPTER I : INTRODUCTION

In this chapter the author describes the background of the project, project identification, objectives and benefits of the project, place and time of project implementation and the systematic writing of the project report in the thesis.

CHAPTER II: LITERATURE REVIEW

In this chapter the author explains the theories that are relevant to the main material in the final project, namely explaining the implementation of job descriptions and job specifications from marketing and operations.

CHAPTER III :METHODS AND ACCOMPLSHMENT PROCESS

In this chapter the author will explain the project plan, then proceed with the implementation plan and implementation process, implementation plan and project implementation report. Then proceed with the scheduleand estimated costs incurred during the project period, to the estimated cost of the thesis.

CHAPTER IV :RESULTS AND DISCUSSION

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

activity implementation, activity implementation report.

CHAPTER V : CONCLUSION AND SUGGESTION

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

REFERENCES

APPANDICES

AUTHOR BIOGRAPHY