

# **IMPROVING THE QUALITY OF HUMAN RESOURCES AT POLBENG BUSINESS EXPO THROUGH THE COLOURING COMPETITION FOR EARLY CHILDHOOD**

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## **ABSTRACT**

This colouring competition is an activity that implemented to help children who have an interest in art and creativity. The competition method was chosen because it is more effective in encouraging active participation and build a spirit of healthy competition among participants. The objectives to be achieved in making this final project are determining the participants, determining the criteria for judges, determining sponsors and donors, and determining participants and volunteers. In the technical aspect of the work, this activity was carried out starting from the preparation stage, the implementation of the competition, the completion of the event, to activity reporting. The committee needed in the implementation of the competition totaled 10 people with efficiently distributed tasks and responsibilities. The event was attended by 104 children aged 3-7 years. The event judges were M. Qusyairi Aldi and Opi Prastantia who has an art background, along with Prof. Madya Dr. Raja Zuraidah Binti Raja Mohd Rasi on the first day. Costs incurred incurred to carry out the competition event event was Rp 6,105,000. This competition was held on 30-31 October 2024 on the terrace of the ADM building on the 1st floor of the Bengkalis State Polytechnic, with the theme "Landscape".

**Keyword:** *Event, Colouring Competition, Early Childhood*