

CHAPTER I

INTRODUCTION

1.1 Background

State Polytechnic of Bengkalis became the center of attention with the organization of the Polbeng Business Expo 2024 by the 2021 class of International Business Administration students. This Expo took place on October 30 to 31 and succeeded in attracting the enthusiasm of people from various backgrounds. Apart from being a forum for showing creativity for students and local MSME players, this event also organized various competitions for children from various levels of education throughout Bengkalis Regency, including the Spelling Bee competition for elementary and junior high school levels. The Spelling Bee competition was one of the main attractions of the expo, which aimed to improve English language skills and motivate students to excel in the academic field. Polbeng Business Expo is an event designed to provide students with hands-on experience in the business world, open up opportunities for collaboration with industry, and promote potential business ideas. According to Nugroho et al., (2024), Business Expo has a strategic role in improving students' practical skills, expanding business networks, and encouraging innovation among the younger generation.

Education is one of the fundamental aspects of developing quality human resources, especially in the era of globalization that demands proficient English language skills. English language mastery has become an indispensable requirement in modern education systems, particularly at the elementary and junior high school levels. Karatas et al., (2022) suggest that early English language mastery has a significant impact on students' cognitive and academic development. One effective method of enhancing English language skills is through Spelling Bee competitions, which have become a platform for developing students' language abilities in various countries.

The Spelling Bee competition is an English word spelling contest that not only tests students' spelling abilities but also their understanding of word meanings, usage in sentences, and word etymology. According to Peters and Thompson

(2021), Spelling Bee competitions can enhance literacy skills, enrich vocabulary, and develop students' confidence in using English. Rahman and Johnson (2023) add that competitive activities like Spelling Bee can motivate students to learn English more thoroughly. This is reinforced by Widodo et al., (2022) research, which shows significant improvement in vocabulary mastery among students participating in Spelling Bee competitions.

In Indonesia, the implementation of Spelling Bee competitions has begun to develop in recent years, particularly at elementary and junior high school levels.

Table 1.1 Spelling Bee Competition Data in Indonesia

No	Competition	Date	Location
1.	Kompetisi Spelling Bee EF Kids & Teens 2025	19 January 2025	Jakarta
2.	Speling Bee Competition EF English First Bali	10 November 2024	Bali
3.	Kompetisi Spelling Bee EF Kids & Teens 2023	4 November 2023	Jakarta
4.	Kompetisi Spelling Bee EF Kids & Teens 2022	Marer 2022	Jakarta

Source: Processed Data, 2025

The table above shows data on the Spelling Bee competition in Indonesia which is held regularly every year. However, the execution of these competitions still faces various challenges and obstacles that need comprehensive evaluation. Sulistyowati and Purnomo (2022) reveal that there are still gaps in the implementation of Spelling Bee competitions, ranging from preparation and execution to activity evaluation. Research by Hartono et al., (2023) indicates that 65% of schools experience difficulties in standardizing competition implementation.

Ahmad and Wilson (2024) highlight the importance of continuous evaluation of Spelling Bee competition implementation to ensure program effectiveness and sustainability. Research by Nugroho and Saputra (2023) identifies that 78% of schools need more comprehensive technical guidelines in conducting competitions. Inconsistencies in implementing Spelling Bee competitions across various schools have also become a particular concern. Based on preliminary observations conducted at several elementary and junior high schools, it was found that each school has different approaches in preparing and conducting these competitions. According to a study conducted by Pratiwi et al., (2023), these differences encompass aspects of training methods, assessment criteria, and

competition system implementation that can affect the overall quality and outcomes of the competition.

Evaluation of Spelling Bee competition implementation becomes crucial for understanding the effectiveness of Spelling Bee program in improving students' English language skills. Research by Kusuma and Wijaya (2023) shows that systematic evaluation can increase program effectiveness by up to 45%. This research will examine more deeply the implementation of Spelling Bee competitions at elementary and junior high school levels, focusing on aspects of planning, execution, and program evaluation. The results of this research are expected to provide recommendations for improvement and development of Spelling Bee competitions in the future.

Based on the background above, this research will examine more deeply: "**EVALUATION ON THE IMPLEMENTATION OF THE SPELLING BEE COMPETITION FOR ELEMENTARY AND JUNIOR HIGH SCHOOL STUDENTS IN POLBENG BUSINESS EXPO**".

1.2 Formulation of the Problem

Based on the background that has been stated above, it can be seen that the formulation of the problem of this research is:

1. How does the Spelling Bee Competition Impact the Development of Children's English Language Skills and Self-Confidence?
2. To what extent does parent, school and teacher support affect children's preparation for competitions?
3. What are the challenges faced by children during the Spelling Bee Competition?
4. What Are the Aspects that Need to be Improved in the Implementation of the Spelling Bee Competition to Improve the Quality in the Spelling Bee Competition at Polbeng Business Expo in the Future?

1.3 Purpose of the Study

Every research must have a goal to be achieved, the purpose of the problem taken from the formulation of the problem in this study

1. Evaluating the Impact of the Spelling Bee Competition on the Development of English Language Skills
2. Evaluating the Support Provided to Participants in Preparation for the Competition
3. Identifying Challenges Faced by Participants during the Competition
4. Provide Recommendations for Improving the Implementation of the Spelling Bee Competition

1.4 Significance of the Study

Based on the background of the problem, it is hoped that the results of this study will provide benefits for:

1. Theoretical Benefits

This research is expected to deepen the understanding of the factors influencing the success of spelling bee competitions and contribute to the literature on competition-based learning methods. The findings can also serve as a reference for other researchers interested in further exploring educational competitions and English language teaching, as well as assist in the development of language learning theories.

2. Practical Benefits

The results of this study can provide guidance for competition organizers in planning and implementing more effective spelling bee competitions, as well as help teachers formulate strategies to enhance the quality of English language education. Additionally, this research can identify challenges faced during the implementation of the competition and offer recommended solutions, thereby increasing student motivation and engagement in learning activities.

1.5 Scope and Limitation of the Problem

This research focuses on evaluating the implementation of the Spelling Bee competition at the elementary and junior high school levels in the context of the Polbeng Business Expo, the implementation, the impact of the competition felt by participants, the support provided, and recommendations for improving the quality of future competitions. However, this study has limitations, including a geographical focus limited to guardians of participants who took part in the Spelling Bee competition at Polbeng Business Expo, a sample size that may be small, subjectivity in evaluation that may affect the results and time limitations that may affect the depth of analysis can cause inconsistencies in the evaluation process. Therefore, this study aims to provide a focused insight into the implementation of the Spelling Bee competition while acknowledging factors that may affect the findings.

1.6 Writing System

CHAPTER I : INTRODUCTION

Introduction which contains the background of the problem, problem identification, problem formulation, problem boundaries, research objectives, and research benefits.

CHAPTER II : LITERATURE REVIEW

Contains literature review, relevant studies that present the basis for previous research, framework of thought, research hypotheses

CHAPTER III : METHOD AND ACCOMPLISHMENT PROCESS

The research method includes research variables, operational definitions of variables, types and sources of data, data collection methods, and data analysis methods.

CHAPTER IV : RESULT AND DISCUSSION

Results and Discussion, describes the results of research, discussing the research results obtained and the limitations of the research conducted. research conducted

CHAPTER V : CONCLUSIONS AND SUGGESTION

Conclusions and Suggestions, explains about the conclusions and suggestions from the research conducted.

REFERENCES

APPENDICES

WRITER BIOGRAPHY