

# CHAPTER I

## INTRDUCTION

### 1.1 Background of the Project

The MICE (Meetings, Incentives, Conferences, and Exhibitions) sector is crucial in driving a country's economic growth. MICE encompasses many activities, such as business meetings, motivational trips, conferences, and exhibitions, which attract participants from all over the world. MICE activities not only boost the local economy through business traveler visits, but also encourage infrastructure development and new jobs. Exhibitions, which provide a platform to showcase products, services and innovations from various industries, are an important component of MICE.

As a leading vocational education institution, Bengkalis State Polytechnic plans to organize a business exhibition featuring various aspects of business and education. One of the special events in the exhibition is a singing competition for kindergarten participants. The singing competition is an event where participants showcase their singing talents in front of judges and audience. These competitions not only serve as a talent showcase, but also help develop confidence and public performance skills. Participating in singing competitions increases children's intrinsic motivation and musical ability.

At the Polbeng Business Expo, participants from kindergartens will take part in this singing competition. According to Laila Hidayah Lubis et al. (2024), creativity is one of the developments that need to be developed in early childhood. Putri, L. S et al. (2024) suggest that music, should be included in early childhood education to help children reach their full potential, as it can enhance creativity and imagination, teach other intelligences, and improve memory.

This proposal explores strategies for optimizing the financial budget for organizing singing competitions at the Polbeng Business Expo. The author will analyze the various cost components involved such as operational costs, sound systems, prizes and promotions to optimize budget use and ensure cost efficiency

without reducing the quality of the event.

In the era of the industrial revolution, Rafie Z.P and Agus Purwanto (2024), explained that financial management behavior is related to a person's financial responsibility in managing their finances. Financial responsibility is the process of managing money and other assets in a way that is considered productive. Cash management is the process of controlling the use of financial assets. There are several factors that go into effective financial management, including setting a budget and assessing needs to ensure a project runs smoothly. The main task of money management is the budgeting process.

Constantinos. C, (2024) highlighted the importance of diversifying funding sources to ensure the financial stability and sustainability of events. They argue that relying on a single source of funding, such as the internal budget, can be risky in the event of a shortfall. Therefore, a combination of different sources, such as sponsorship, ticket sales and internal budget allocation, is considered more ideal. Sponsorship can provide financial support while building relationships with external partners. Ticket sales help increase revenue, while the internal budget serves as a backup for urgent needs. With this strategy, organizers can reduce risk and create a stronger financial foundation for future events.

In addition, cost control is another key responsibility. The treasurer must monitor expenditures on an ongoing basis to ensure there is no waste and that all expenditures are within budget. Detailed and transparent recording of transactions is also important so that every expenditure can be accounted for. Not only managing expenses, a treasurer is also often involved in finding additional sources of funds such as sponsorships or donations. Good communication and negotiation skills are needed to ensure funds from various sources are received and managed properly in accordance with existing regulations and agreements.

By implementing the right financial strategy, Bengkalis State Polytechnic can realize its vision of creating a conducive environment for developing children's talents and creativity while advancing the institution as a center of excellence for vocational education. Budget optimization will also enable the implementation of quality events, provide valuable experiences for participants,

and effectively achieve educational and promotional goals.

Based on this background, a project was made with the title **“Kindergarten School Singing Competition At Polbeng Business Expo (Case Study: Financial Management)”**. The results of this study are expected to provide a deeper understanding of the importance of the role of the treasurer in event management, especially in higher education.

## **1.2 Identification of the Project**

To optimize the financial budget for the kindergarten school level singing competition at the Polbeng Business Expo, this project involved exploring how to design an efficient budget plan for the competition, identify potential funding sources available to finance the event, use strategies to optimize financial resources, consider key factors in determining financial strategies and cost efficiency, and effectively allocate the budget for various components such as sound systems, prizes, and promotions.

## **1.3 Purpose of the Project**

Purposes of the project are divided into two categories: general purpose of the project and specific purpose of the project. The purpose of the project are as follows:

### **1.3.1 General Purpose of the Project**

The general purpose of the project is to organize and implementation the Singing Competition project especially in the kindergarten category at the Polbeng Business Exhibition.

### **1.3.2 Specific Purpose of the Project**

The specific purpose of the project that are expected to be achieved in writing in this final project are as follows:

1. Identify the role and responsibilities of the event financial management in the kindergarten school singing competition at polbeng business exhibition.
2. To find out what obstacles occurred from the initial preparations to completion of the kindergarten school singing competition event in the

polbeng business exhibition.

3. To find out solution to obstacles that occur from preparation to completion of kindergarten school singing competition at polbeng usiness exhibition.

#### **1.4 Significance of the Project**

One of the expected project benefits of writing the final project is as follows:

1. For the singing contest: This project gives participants of singing competitions the opportunity to showcase their talents. In addition, they receive recognition for their vocal abilities and the opportunity to build relationships with people in the music industry.
2. For researchers: This project provides important data on the effectiveness of marketing strategies that increase audience participation and interest. Researchers can also see how singing competitions affect the promotion of business exhibitions. It shows the relationship between entertainment and business event promotion.
3. For the society: This project provides direct benefits to the surrounding community. It is not only a great source of entertainment, but also an opportunity to introduce and support local talent that is not yet recognized. It increases the sense of pride in musical achievement. The presence of young participants in the competition will hopefully inspire other young people to pursue their dreams in art and music while improving social relations among community members.
4. For other parties: This music competition activity also benefits other parties. The reputation of Bengkalis State Polytechnic has been improved as an institution that supports talent and art development. The event also opened up greater partnership opportunities with sponsors and other related parties, which helped support similar events in the future. With increased visits to the business exhibition, the local economy also benefited.

## **1.5 Time and Place of the Project**

The kindergarten school singing competition project is an event part of the Polbeng Business Expo project which is held at the planned time and place. The specific time and location of the project implementation are as follows:

Implementation Time : 2 Days  
Implementation date : 30-31 October 2024  
Place of Implementation : State Polytechnic of Bengkalis, Main Building  
Page Jl.Bathin Alam, Bengkalis District, Bengkalis  
Regency, Riau

## **1.6 Writing System**

Systematically the contents of this are arranged as follows:

### **CHAPTER 1: INTRODUCTION**

In this chapter, the author describes the background of the project, project visits, project objectives and benefits, the place and time of the project and the systematics of writing a project report in an undergraduate thesis.

### **CHAPTER 2: LITERATUR REVIEW**

In this chapter, the author explains the theories that are relevant to the main material in the final Project is to explain the implementation of job descriptions and job specifications from the Marketing and Operations division.

### **CHAPTER 3: METHODS AND ACCOMPLISHMENT PROCESS**

In this chapter, the author will explain the plan with a project diagram, then continue with the implementation plan and implementation process, implementation plan and project implementation report.

### **CHAPTER 4: RESULTS AND DISCUSSION**

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

implementation report.

## **CHAPTER 5: CONCLUSIONS AND SUGGESTIONS**

This chapter contains a summary of the results of the writings in the previous chapters written in conclusions as well as suggestions for improvement in lieu of writing.

## **REFERENCES**

## **WRITER BIOGRAPHY**