

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Population growth in Indonesia has shown a significant trend over the past few decades. High birth rates and declining mortality rates, coupled with improvements in the health, education and economic sectors, have contributed to the increase in population. However, this rapid population growth also poses various challenges that need serious attention. Education plays an important role in the development of a region, including Riau Province. As one of the provinces with abundant natural resources, education in Riau is a determining factor in improving the quality of human resources. However, there are still various challenges that must be faced to achieve an optimal education system.

Bengkalis Island, as one of the islands located in Riau Province, Indonesia, has cultural and natural wealth that has great potential in supporting early childhood education. The beauty of nature, cultural diversity, and local traditions are a great inspiration for children to develop their creativity and understanding of the surrounding environment.

State Polytechnic of Bengkalis is a higher education institution strategically located in Bengkalis Regency, Riau Province. Established with a vision and mission to produce quality and highly competitive graduates, the polytechnic has made a significant contribution to the development of human resources in the region. As one of the polytechnics that focuses on vocational education, State Polytechnic of Bengkalis offers various study programs that are relevant to job market needs, ranging from information technology, mechanical engineering, electrical engineering, to business management. A well-developed curriculum supported by experienced teaching staff makes this polytechnic the main choice for prospective students who want to develop practical skills and be ready to work. State Polytechnic of Bengkalis is also active in various research and community service activities, making it an institution that not only focuses on formal education but also

plays a role in the development of science and community empowerment. through a strong commitment to quality and relevant education, State Polytechnic of Bengkalis has proven itself to be a competitive higher education institution capable of producing graduates who are ready to compete in the global job market. With its various achievements and contributions, this polytechnic has become a source of pride in the world of education in Indonesia.

MICE (Meeting Incentive, Conference and Exhibition) in this case highlights the case of organizing an Exhibition which was carried out at the Bengkalis State Polytechnic, this is one example of being active in the MICE sector in order to make achievements in participating in developing Indonesian education from the community side by opening up media opportunities children's self-development. Exhibitions are a medium that has great potential to support the development of learning through events held at the Bengkalis State Polytechnic.

Exhibitions can also be a fun educational alternative for participants. Compared to conventional learning methods in schools, exhibitions can provide a more interesting and interactive experience for participants. However, to achieve the goal of developing participant learning through exhibitions, there needs to be good planning and organization. Exhibitions should be designed taking into account the needs and interests of participants, and ensuring that the information presented is appropriate to their age and level of understanding.

Expo business activities have become one of the popular marketing strategies in recent years. This expo is not only a place to promote products and services, but also as a place to build business networks and attract visitors. One way to increase the appeal of the expo is to hold supporting events, such as singing contests. Bengkalis State Polytechnic, as an educational institution active in expo activities, has held singing contests in several expos that it has participated in.

Organizing singing competitions in expo business activities requires good planning and organization. Effective organization between the exhibition committee, contest participants, and other related parties is very important to ensure the smooth running of the event. Professional event management is also needed to

manage various aspects, such as participant registration, scheduling, judging, and announcing winners.

Previous research shows the importance of coordination and management strategies in organizing events. According to Getz (2019), good coordination between various parties involved in an event can increase the efficiency and effectiveness of organizing the event. Meanwhile, Bladen et al. (2022) emphasized the importance of professional event management to achieve event goals and provide a satisfying experience for attendees and visitors.

An event coordinator is responsible for managing the entire event from the beginning to the end, so they are very important in planning a singing competition. The event coordinator must be prepared to run the event in accordance with the company goals and help clients have a well-organized, smooth event. Pre-event process involves developing ideas, developing ideas, and creating creative content to entice the community to come and participate in the event. In singing competitions, several studies have also been carried out. According to Tan and Lim (2021) examined factors that affect participant satisfaction in singing contests. They found that the quality of the event, fairness of assessment, and interaction with other participants were important factors that influenced participant satisfaction. Meanwhile, Chen (2023) explores the role of technology in organizing singing contests in the digital age. He found that the use of technology, such as online registration applications and digital scoring systems, can increase efficiency and transparency in organizing singing contests.

Although there has been research on coordination and management strategies for events and singing competitions, there is still limited research that specifically examines the organization of singing competitions in expo business activities. Therefore, based on this background, the researcher intends to create a project entitled **“Kindergarten Singing Competition at Polbeng Business Expo (Case Study: Event Coordinator Aspect)”**.

1.2 Identification of the Project

Based on the background above, the author identifies the project is how the roles and responsibilities of the Event Coordinator in planning and organizing the Singing Competition event at the business expo?

1.3 Purpose of the 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

In the general purpose of the project, this project aims to organize a Singing Competition at the Polbeng Business Expo.

1.3.2 Specific Purpose of the Project

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

1. Identify the roles and responsibilities of the event coordinator in the singing competition at the business expo.
2. To find out what obstacles occurred during the implementation of the singing competition event project at the business expo.
3. To find out solutions to obstacles that occurred during the implementation of the singing competition event project at the business expo.

1.4 Significance of the Project

With this final project, it is hoped that it can be useful for interested parties or related parties. The benefits of this project are:

1.4.1 Benefits for Author

Writers can deepen their understanding of event planning and organizing strategies, especially in business exhibitions, as well as provide opportunities to gain experience and insight in managing research projects independently, which not only enriches writing skills, but also increases understanding of related industries and practices.

1.4.2 Benefits for Participants

Providing valuable experience for participants in showcasing their talents, paving the way for improving singing abilities through organized competitions. On the other hand, they have the opportunity to win prizes and awards, which not only increase motivation but also recognize their dedication and talent.

1.4.3 Benefits for Institution

Opens up invaluable opportunities to strengthen the image and reputation of the institution. By being part of this prestigious event, the university can present itself as a dynamic and relevant educational center in the business world.

1.5 Time and Place of Project

Business exhibition project “Kindergarten Singing Competition at Polbeng Business Expo (Case Study: Event Coordinator Aspect)” was carried out for 2 (two) days, with the following details:

Implementation Time	: 2 days
	The Singing Competition was held for two days in October 2024
Implementation Date	: 30 - 31 October 2024
Place of Implementation	: State Polytechnic of Bengkalis, Bathin Alam Street, Sungai Alam Village, Bengkalis, Riau

1.6 Writing System

The systematics carried out to carry out the project “Kindergarten Singing Competition at Polbeng Business Expo (Case Study: Event Coordinator Aspect)” are as follows:

CHAPTER 1 : INTRODUCTION

In this chapter, the author explains the background of the project, project identification, project objectives, and benefits. The place and time of the project as well as the systematics of writing the project report are described in the thesis.

CHAPTER 2 : LITERATURE REVIEW

In this chapter the author explains theories that are relevant to the main material in the final assignment, namely explaining the strategy for planning and organizing singing competition events in Expo business activities.

CHAPTER 3 : METHOD AND ACCOMPLISHMENT PROCESS

In this chapter the author will describe the plan with a project implementation diagram, then continue with the implementation plan, implementation process, and project implementation report. Then proceed with a schedule of estimated costs incurred to make the expo business a success.

CHAPTER 4 : RESULTS AND DISCUSSION

In this chapter the author will present a profile of project activities and a report on the implementation of project activities, which includes project preparation, project reporting, financial statements of project activity implementation.

CHAPTER 5 : CONCLUSIONS AND SUGGESTIONS

This chapter contains a summary and results of writing in previous chapters which are set forth in the conclusion, as well as suggestions for improving the place of writing.