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Polbeng Business Expo Chapter II "Implementing the Role of Human Resource at Polbeng Business Expo Through the Fashion Show of Eco-Friendly, and Fashion Carnival"

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Abstract. The Polbeng Business Expo Chapter II is an annual event organized by the International Business Administration Study Program of the State Polytechnic of Bengkalis as a platform to develop students' competencies, creativity, and practical skills in business and event management. One of the main activities of this expo is the eco-friendly fashion show and fashion carnival, which aim to promote sustainable fashion while enhancing participants' confidence and creativity. This final project focuses on implementing the role of Human Resources (HR) in organizing the event. The study examines HR management processes, including human resource planning, organizing, implementation, supervision, and evaluation throughout the event. A project-based method with descriptive analysis was applied, emphasizing direct involvement in planning and execution. The results indicate that effective HR management plays a vital role in ensuring smooth coordination, appropriate task distribution, improved committee performance, and successful event implementation. Furthermore, the application of eco-friendly concepts increases environmental awareness and supports sustainable creative practices. The project concludes that structured and strategic HR management significantly enhances the quality and professionalism of Polbeng Business Expo activities.

1. INTRODUCTION

Human resource (HR) management is a crucial factor in the success of any activity or event. The success of an event is determined not only by an attractive concept, but also by the organization's ability to plan, organize, direct, and evaluate the human resources involved. Effective HR management can improve coordination, task allocation, communication, and team productivity, thereby optimally achieving activity objectives.

The development of the creative industry and the organization of education-based events encourage universities to present activities that are not only academic in nature but also provide practical experience for students. One example of this is the Polbeng Business Expo Chapter II, organized by the International Business Administration Study Program at Bengkalis State Polytechnic. This activity provides a platform for students to develop managerial, communication, leadership, and event management skills through a series of activities, including an Eco-Friendly Fashion Show and Fashion Carnival.

The eco-friendly fashion show not only aims to showcase the creativity of participants but also serves as an educational platform about the importance of environmental sustainability

through the use of eco-friendly and recycled materials. Organizing such an event requires effective HR coordination, from the committee recruitment process, task allocation, inter-sectoral coordination, to performance evaluation throughout the event. Without structured HR management, various operational obstacles have the potential to hinder the success of an event.

Several previous studies have discussed the role of business exhibitions as a medium for business promotion and development (Gunawan, 2022), the concept of fashion shows as a medium for presenting work (Skov et al., 2009), and eco-friendly fashion as part of the development of a sustainable fashion industry (Blasi, Brigato, & Sedita, 2019). However, research examining the implementation of HR management functions in organizing eco-friendly fashion shows at university-based expo events is relatively limited. Therefore, this study contributes by analyzing how HR strategy, planning, organization, implementation, and evaluation were applied in organizing a Fashion Show at Polbeng Business Expo Chapter II.

This study aims to analyze the implementation of the role of human resources in organizing an Eco-Friendly Fashion Show at Polbeng Business Expo Chapter II. The results are expected to serve as a reference for event organizers, educational institutions, and organizations in developing more effective human resource management strategies to support the success of similar events in the future.

2. METODS

This research uses a project method with a descriptive approach. The project method focuses on the systematic implementation of a project, from planning, implementation, completion, and reporting, to achieve predetermined objectives. In this research, the project implemented was the organization of an Eco-Friendly Fashion Show and Fashion Carnival at the Polbeng Business Expo Chapter II, with a focus on the implementation of the role of Human Resources (HR) in supporting the success of the event.

The project was implemented at the Bengkalis State Polytechnic, Jalan Bathin Alam, Sungai Alam, Bengkalis Regency, Riau Province, from May 20–22, 2025. During the project, the researcher served as a member of the Human Resources (HR) Division, responsible for developing human resource management strategies, planning committee needs, coordinating task allocation, supervising activity implementation, and evaluating committee performance to ensure the entire event runs according to established objectives.

The project method implementation consists of four stages: project preparation, project implementation, project accomplishment, and project reporting. The project preparation phase includes developing a human resources strategy, establishing the committee's organizational

structure, developing a work plan and budget, and determining judges and sponsors. Next, in the project implementation phase, all plans are implemented through committee coordination, task allocation, briefings, and supervision of the activities, as well as the implementation of the Eco-Friendly Fashion Show and Fashion Carnival. The project accomplishment phase involves evaluating the results of the activities and the committee's performance to determine the project's success and identify any obstacles that arose during the event. The final phase, project reporting, involves compiling a project implementation report that outlines the entire activity process, the results of the implementation of human resources roles, activity documentation, and evaluation results as a form of accountability for project implementation.

Research data was obtained through observation, documentation, and direct participation during project implementation. The collected data were then analyzed descriptively, describing the implementation of human resource management functions, including planning, organizing, implementing, monitoring, and evaluating the implementation of the Eco-Friendly Fashion Show at Polbeng Business Expo Chapter II. This provides an overview of the effectiveness of the human resources role in supporting the event's success.

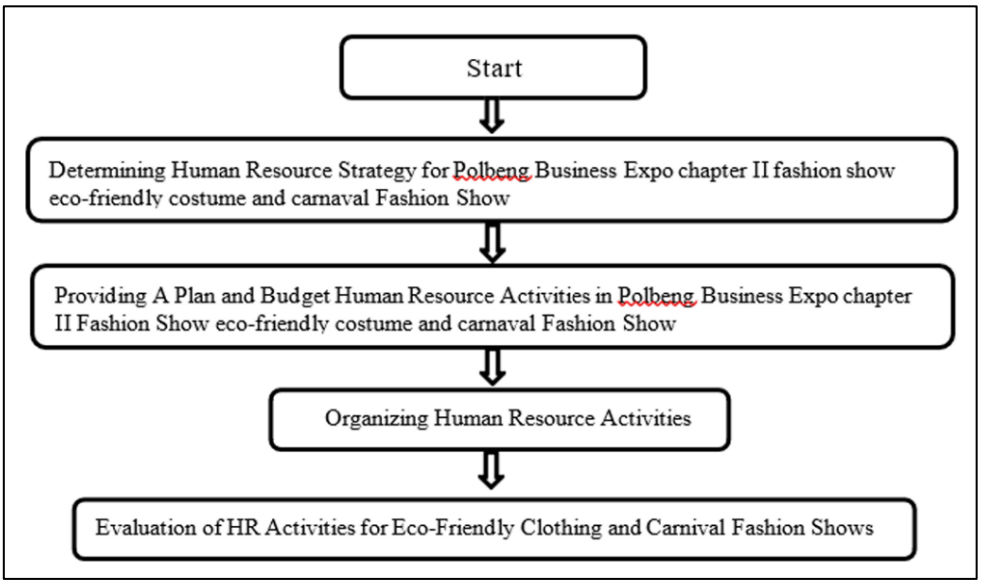


Figure 1. Flowchart of the Research Methodology and Project Development Process.

Project Preparation Plan

The preparation stage is the foundation for project implementation. This stage involves identifying human resource needs, developing a Human Resource (HR) management strategy, establishing the committee's organizational structure, assigning tasks and responsibilities to each member, developing a work plan, preparing an activity budget, and determining judges, sponsors, and other supporting needs. Initial coordination and briefings are also conducted with the entire committee to ensure each member understands their respective roles and is able to

work together to achieve the activity's objectives. This thorough preparation stage aims to minimize potential obstacles during project implementation and ensure all necessary resources are available before the activity begins.

Project Implementation Plan

The implementation stage of all plans prepared in the previous stage. At this stage, all committee members carry out their duties according to their assigned job descriptions. The Human Resources Division plays a crucial role in coordinating all committee members, conducting briefings before the event begins, ensuring smooth communication between divisions, and overseeing the implementation of each series of Eco-Friendly Fashion Show activities. Furthermore, oversight is carried out to ensure that the entire process, from participant registration and stage preparation to coordination with the jury, to the competition, runs according to the established schedule and operational standards. Continuous oversight aims to maintain discipline, enhance teamwork, and ensure that any obstacles that arise are promptly resolved without disrupting the event.

Project Accomplishment Plan

The project completion stage is carried out through an evaluation process of all activities. The evaluation is conducted to assess the success of the Eco-Friendly Fashion Show, the effectiveness of the implementation of the Human Resources role, and the performance of each committee member during the event. At this stage, various obstacles encountered, the causes of these obstacles, and the solutions implemented during the project implementation are also identified. The results of this evaluation serve as the basis for measuring the achievement of project objectives and provide recommendations for improvements to enhance the quality of similar events in the future.

3. RESULTS

Project Preparation

The Project Preparation phase is the initial stage that determines the success of the Eco-Friendly Fashion Show at Polbeng Business Expo Chapter II. This phase identifies human resource needs tailored to the scope of the event. The identification results indicate that a successful event requires a clear organizational structure with a division of tasks based on the competencies of each committee member. Therefore, a committee structure was established consisting of a chairperson, secretary, treasurer, and Human Resources, events, publications and documentation, equipment, catering, security, and public relations. This division of tasks aims to avoid overlapping work and improve effective coordination between divisions.

In addition to establishing the organizational structure, the Human Resources Division also develops a human resource management strategy through the development of a work schedule, job descriptions, briefings, and regular coordination with the entire committee. These activities provide each member with an understanding of their responsibilities during the event. The activity budget, which includes the committee's operational needs, catering, transportation, judging, and other technical requirements, is also prepared at this stage. Furthermore, the sponsor selection process was conducted by considering the alignment of the sponsor's identity with the Eco-Friendly Fashion Show concept, ensuring it could support funding needs while enhancing the event's image. Systematic preparation resulted in better committee preparedness before entering the project implementation phase.

Human Resource Needs

In organizing an event, human resources (HR) needs are a crucial factor that determines the smooth running and success of the activity. Well-planned HR will ensure that every process runs effectively, is coordinated, and is in line with the objectives of the event. Therefore, it is necessary to develop a clear organizational structure and well-defined job descriptions so that each individual understands their role, responsibilities, and coordination flow in the implementation of the event

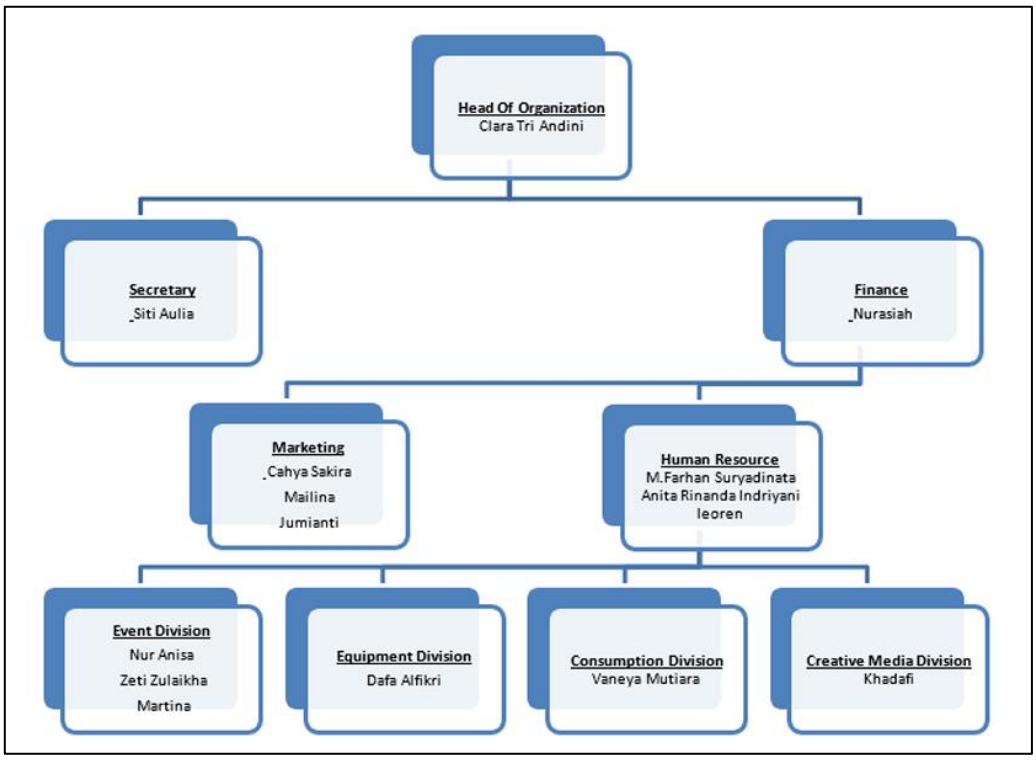


Figure 2. Organizational Structure of the Project Team.

Distribution of Roles and Responsibilities

Polbeng Business Expo formed and compiled a committee for the implementation of the executive committee activities along with a job description which can be a guide for the committee to carry out their duties in accordance with the job description, starting from event preparation, event preparation until the event is over. The following is the composition of the organizing committee:

Table 1. Task Distribution for Chapter II Polbeng Business Exhibition.

NO	FIELD	ASSIGNMENT
1.	Manager Project	1. Lead and coordinate allcommittee activities. 2. Make strategic decisions to ensure the smooth running of the event. 3. Monitor and evaluate the work progress of each division. 4. Responsible for the overall success of the event, including facing any major obstacles that may occur
2.	Secretary	1. Compile and distribute correspondence and other official documents. 2. Record meeting results and document all important decisions. 3. Manage activity schedules and ensure all administrative documents are complete. 4. Neatly archive participant data, sponsors, and other needs.
3.	Finance	1. Compile and manage budgets for allevent needs. 2. Record income, expenses, and prepare financial statements transparently. 3. Ensure funds are used efficiently and according to priorities. 4. Arrange the disbursement of funds for other divisions based on their needs.
4.	Merketing	1. Design promotional strategies to reach event attendees and visitors. 2. Manage publications through social media, posters, and official invitations. 3. Establish cooperation with sponsors or partners to support the event. 4. Make attractive posters that are tailored to the target participants (PAUD, kindergarten, and elementary school children).
5.	Human Resource	1. Managing the committee's duties in accordance with their respective responsibilities. 2. Organize the registration of race participants, including receiving forms, verifying data, and providing participant serial numbers. 3. Manage re-registration on the day of the event to ensure attendees' attendance. 4. Provide briefings to the judges on the competition mechanism and judging criteria. 5. Coordinate with the judges throughout the assessment process to ensure a smooth run.
6.	Event	1. Designing the concept of the event, including the arrangement of activities for the competition for PAUD, kindergarten, and elementary school children. 2. Create a schedule for the implementation of the event and ensure that each session runs on time.

		3.	Manage the running of the event on stage, such as MC arrangements, music, and participant performances.
		4.	Anticipating and resolving technical obstacles during the event
7.	Equipment	1.	Prepare all technical equipment, such as decorations, stages, costumes, and props.
		2.	Ensure all equipment is available on time and in good condition.
		3.	Arrange the transportation, installation, and storage of equipment during the event.
8.	Creative Media	1.	Create creative designs such as posters, teaser videos, and promotional content on social media.
		2.	Manage documentation during the event, including photos and videos.
		3.	Edit and compose documentation content for reports, publications, or archives.
9.	Consumption	1.	Planning food and beverage needs for the committee, participants, and invited guests.
		2.	Manage the distribution of consumption so that it is smooth and on time.
		3.	Ensuring that the consumption provided is in accordance with quality and quantity standards.

The table is intended to provide a systematic description of the roles, responsibilities, and functions of judges and participants throughout the Fashion Show competition. It serves as a guideline to ensure that each party understands their respective duties and responsibilities during the preparation, implementation, and evaluation stages. Furthermore, the table supports effective coordination and communication among all stakeholders while promoting a fair, transparent, and objective assessment process based on the predetermined competition criteria.

Table 2. Job Description Table of Judges and Participants.

No	Field	Assignment	
1.	Judges	1.	Assessing the appearance of participants based on the categories contested (eco-friendly, catwalk).
		2.	Evaluate the suitability of the participants' costumes with the theme of the selected category.
		3.	Assess certain aspects, such as design creativity, color harmony, expression, and the way participants demonstrate costumes.
		4.	Coordinate with the committee regarding the assessment mechanism and judging criteria before the event starts.
		5.	Compile the assessment results transparently and ensure the accuracy of the score to determine the winner.
		6.	Provide comments or input to participants (if requested), to provide appreciation or constructive suggestions.
		7.	Maintain objectivity in providing assessments without the influence of external factors.
2.	Participants	1.	Register according to the desired competition category (traditional, traditional, contemporary, or eco-friendly).
		2.	Using costumes that are in accordance with the theme of the selected category and meet the criteria that have been determined by the committee.
		3.	Follow all stages of registration carried out before the event, both online and on-site on D-day.

	4. Showcase your best abilities on stage, including expressions, poses, and how to show off your costumes. 5. Maintain a sportsmanlike attitude during the race and respect other participants. 6. Follow the directions of the committee during the event, including performance times and routes in/out of the stage. 7. Pick up a prize or award according to the category won (if you are a winner). 8. Involve parents or companions to support attendance and logistical needs during the event.

Determination of Sponsor

The process of selecting parties or companies to provide financial support or other forms of sponsorship for the event involves several structured steps that must be carried out thoughtfully to ensure mutual benefit. Sponsors are chosen based on how well their brand values, products, or services align with the theme and target audience of the fashion show, allowing the partnership to feel relevant and impactful. The process begins with identifying potential sponsors and preparing proposals that clearly outline the benefits they will receive. Organizers then engage in discussions and negotiations to determine the type of sponsorship package, the amount of financial or non- financial support, and the specific advantages offered in return. After reaching a mutual understanding, both parties formalize the collaboration through a signed agreement to ensure clarity and accountability. In exchange for their contributions such as funding, facilities, products, or promotional assistance sponsors gain exposure through branding on promotional materials, booths, event stages, social media publications, and acknowledgments during the program. This structured approach helps secure the resources needed for the event while strengthening its professionalism and public visibility.

Table 3. Criteria for Sponsor.

No	Name Sponsor	Classification	Profit
1.	Main Sponsor	Agencies or companies willing to fund at least 25% of the total required activity fund s (Rp46,912,563).	1. Inclusion of agency or company logos on various publication media and activity attributes, including: advertisements in the media, banners, billboards, brochures, t-shirts. 2. Mention of the name of the main sponsor at the implementation of the activity. 3. Provision of a tenant booth. 4. Provision of time on stage for presentations to the main sponsor to promote their products. 5. The event accepts if the sponsor is willing to provide in the form of goods and equipment needed.
2.	Sponsor Madya	Agencies or companies that are willing to provide funds of at least	1. Inclusion of agency or company logos on several publication media and activity attributes,

	15% of the total activity funds required (Rp. 28,147,53).	including: advertisements in the media, banners, billboards, brochures. 2. Mention of the sponsor's name at the implementation of the activity. 3. Provision of a tenant booth. 4. The event accepts if the sponsor is willing to provide in the form of goods and equipment needed.

Project Implementation

The Project Implementation phase is the implementation of all previously developed plans. At this stage, the Human Resources Division coordinates the entire committee through pre-event briefings, supervision of task implementation, and control of inter-departmental communication. The implementation results demonstrate that routine coordination improves the discipline and responsibility of each committee member in carrying out their respective duties. The division of tasks established during the preparation phase also aligns with the functions of each division, ensuring effective operational activities.

Throughout the event, the Human Resources Division plays a key role in ensuring the entire Fashion Show runs according to the established schedule. Participant registration, coordination with the jury, organizing participants before entering the stage, coordination with the documentation team, and communication with the entire committee are carried out in a structured manner. Direct supervision allows for prompt action on any issues that arise without disrupting the event. This demonstrates that the Human Resources function not only manages human resources but also serves as a central coordination hub, connecting all divisions, ensuring they work in an integrated manner throughout the event.

The implementation results also showed that the application of human resource management functions, which include planning, organizing, directing, and supervising, had a positive impact on the smooth running of the event. The entire Eco-Friendly Fashion Show series was able to be carried out according to the predetermined agenda, while effective communication between committee members was able to minimize coordination errors during the event.

Motivate the organizing committee, especially the allocation of human resources Based on the results of the event, my role as part of the HR team in providing motivation and support to the entire committee proved to be one of the key factors in the smooth running of the event. I actively provided encouragement, guidance, and moral support so that each committee member felt valued and had an important role in the success of the event. By creating a positive, open, and supportive work environment, the committee was able to work with more

enthusiasm, productivity, and commitment to their respective responsibilities. In addition, the motivation I provided helped strengthen coordination among committee members so that each task could be completed properly and on time. The sense of togetherness that was built also made the team more resilient in facing challenges during the event. This contributed greatly to the maximum achievement of the event's objectives and created a satisfying end result.



Figure 3. Committee Meeting.

Project Accomplishment

The Project Accomplishment phase was conducted through an evaluation of the entire activity implementation process and the committee's performance. The evaluation was conducted to determine the success of the implementation of the Human Resources role in supporting the implementation of the Eco-Friendly Fashion Show. Based on the evaluation results, coordination among committee members was effective because each member understood their assigned tasks and responsibilities from the preparation stage. Furthermore, intensive communication throughout the event improved teamwork and expedited the resolution of any challenges that arose in the field.

The evaluation also demonstrated that the Human Resources function successfully created a more organized work environment through clear division of tasks, oversight of work implementation, and provision of direction to the committee throughout the event. Although several operational challenges arose, such as technical changes to the implementation and adjustments to the event's schedule, all issues were resolved through strong coordination between departments. This demonstrates that the implementation of human resource management significantly contributed to the success of the Eco-Friendly Fashion Show at the Polbeng Business Expo Chapter II.

Evaluating of the Expo

After the Polbeng Business Expo event was completed, the evaluation was an important step to assess the overall course of the activity. This evaluation aims to see the extent to which the goals of the event are achieved, identify the strengths that should be maintained, and find out the areas that still need improvement for the next event, as well as the evaluation in the Fashion Show Event. The assessment begins by looking at the extent to which each committee can collaborate and work together as a team. Good coordination between committees is very important in ensuring that all tasks are completed efficiently, both in terms of preparation, implementation, and completion of the event.

Table 4. Evaluation After Expo.

Name	position	obstacle	solution
Clara tri andini	Manager Project	There was a moment when I forgot to bring notes during the briefing, so I had to remember spontaneously.	Carry small notes or use a memo app on your phone to help you remember important points.
Siti aulia	Secretary	A little confused about where to store the physical documents of the event when it's over.	Prepare a special folder for important documents so that they are easy to find.
Siti aulia	Finance	There was a small change that was forgotten during the transaction at the event location.	Contact relevant parties and ensure proper recording of all transactions.
Jumianti	Marketing Traditional, contemporary	Some brochures were blown away by the wind due to the open location of the event. When explaining the categories, there were a few moments of forgetting certain terms.	Set up small weights for brochures to keep them neat on the promotion table. Make small notes with key points to make it easier when explaining.
Mailina	Marketing Eco-friendly	Not all visitors understood the eco-friendly material due to the limited duration of the explanation.	Prepare more attractive visual materials such as posters or short videos at the next event

Evaluation of the Organizing Committee

The evaluation of the performance of the Fashion Show Event committee at the Polbeng Business Expo aims to assess the extent to which each team member has carried out their duties and responsibilities in supporting the smooth running of the event. This evaluation is also to find out the strengths and weaknesses in the implementation process, as well as provide constructive feedback so that the quality of teamwork can continue to improve in the future.

Table 5. Stage Work Evaluation Committee.

No	Stage Work	Work Result	Evaluation organizing commite performance
1	Preparation Stage	All aspects are prepared according to the plan	Review reports from each committee member. Ensure all costumes, stage props, and decorations are ready.
2	Time Management During Event	The event runs according to the predetermined schedule	Monitor the timing of each segment to avoid delays or overly long pauses.
3	Completion Stage	Event successfully concluded	Conduct final checks on borrowed equipment and gather feedback from participants and the audience.

4. DISCUSSION

The project's implementation results demonstrate that the implementation of Human Resources (HR) in organizing the Eco-Friendly Fashion Show within the Polbeng Business Expo Chapter II was effective and significantly contributed to the event's success. This was evident in the establishment of a clear organizational structure for the committee, the division of tasks according to the functions of each division, and systematic coordination from the preparation stage to the evaluation of the event. Human resource planning, undertaken from the outset, created a more organized workflow, ensuring that each committee member understood their responsibilities and could perform their duties optimally.

The implementation of the human resource management strategy also demonstrated that communication and coordination among committee members were key factors in supporting the smooth running of the Eco-Friendly Fashion Show. The Human Resources Division played a role in providing direction and coordinating each division, overseeing task implementation, and ensuring that all activities ran according to the planned schedule. The clear division of tasks and continuous communication minimized coordination errors and improved the committee's discipline and accountability throughout the event. This situation demonstrates that the Human Resources function serves not only as a workforce manager but also as a liaison between departments to create effective collaboration in organizing an event.

In addition to supporting the smooth operation of the event, the implementation of human resource management also impacted the quality of the Fashion Show. Evaluation results showed that the entire series of activities were carried out according to plan, from participant registration and coordination with the jury, through the competition, and through to the closing ceremony. Direct supervision by the Human Resources Division enabled any obstacles that arose during the event to be promptly addressed through inter-departmental coordination, thus preventing any impediments to the event's progress. This success demonstrates that the

implementation of planning, organizing, implementing, and supervising functions within human resource management supports the overall effectiveness of event implementation.

The successful implementation of Human Resources in the Eco-Friendly Fashion Show also benefited the students involved as committee members. Through direct involvement in event management, students gained practical experience in applying human resource management functions, such as organizational structure development, time coordination, organizational communication, decision-making, and problem-solving that arose during the event. This experience serves as a learning tool that supports the development of managerial competencies, leadership, teamwork, and communication skills needed in the workplace.

The results of this study align with Bratton et al.'s (2019) findings that effective human resource management can improve organizational coordination, work productivity, and the achievement of organizational goals. Furthermore, this study supports the findings of Ibrahim and Rihan (2015), who explained that the Human Resources function plays a crucial role in optimizing human resource management through the processes of planning, organizing, directing, and supervising, enabling the organization to effectively achieve its goals. In the context of event management, the results of this study indicate that the implementation of the Human Resources function not only supports the operational success of the event but also enhances the professionalism of the committee and the quality of the Eco-Friendly Fashion Show at Polbeng Business Expo Chapter II.

Overall, the results of this study indicate that the structured implementation of Human Resources, from Project Preparation, Project Implementation, Project Completion, and Project Reporting, positively contributed to the success of the Eco-Friendly Fashion Show. Clear division of tasks, effective communication, sound coordination, and ongoing evaluation are key factors in ensuring a professional, orderly, and objective-oriented event. Therefore, systematic human resource management practices must be maintained and continually developed as a guideline for similar events in the future.

5. CONCLUSION

The implementation of Human Resources (HR) management in the Eco-Friendly Fashion Show at Polbeng Business Expo Chapter II successfully increased the effectiveness of event management through a well-planned HR strategy and clear organizational coordination. The implementation of project stages, including project preparation, implementation, completion, and reporting, enabled the organizing committee to carry out their responsibilities efficiently and professionally. The findings indicate that effective HR management contributed

to the successful implementation of the event by improving coordination, communication, teamwork, and committee performance. In addition, this project provided practical learning experiences for students and can be used as a reference for improving the management of educational activities and event-based activities in the future.

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