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Human Resource Management Strategies in Fashion Show Event at Polbeng Business Expo Chapter II

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Abstrak

The purpose of this study is to describe the Human Resource Management (HRM) strategies applied in the implementation of Fashion Show activities at Polbeng Business Expo Chapter II. This study focuses on the application of HRM strategies, including the selection process, training, empowerment, and performance appraisal of the organizing committee in supporting the success of the event. A descriptive qualitative approach with a case study method was employed, and data were collected through observation, interviews, and documentation involving committee members and other parties directly engaged in the fashion show activities. The findings indicate that the HRM strategies implemented played an important role in improving coordination, establishing a clear division of responsibilities, and enhancing committee performance during the preparation and implementation of the event. However, several challenges were identified, including limited preparation time, communication barriers among committee members, and differences in work experience. Despite these obstacles, the committee successfully completed its responsibilities through effective coordination and collaboration. The implementation of HRM strategies also contributed to the development of teamwork, responsibility, leadership, and problem-solving skills among committee members. The selection process ensured that individuals were assigned according to their abilities, while training improved their understanding of assigned tasks and event procedures. Empowerment encouraged active participation in decision-making, and performance appraisal provided feedback to evaluate achievements and identify areas for improvement. Overall, this study highlights the importance of applying effective HRM strategies in student-organized events to improve organizational effectiveness and support the successful achievement of event objectives.

Keywords: Human Resource Management, Fashion Show, Polbeng Business Expo Event Management, Human Resource Management Strategy

1. Introduction

Politeknik Negeri Bengkalis is a vocational college that has many departments. One of the majors contained in the Bengkalis State Polytechnic is international business administration. In order to create quality graduates in the field of business administration, various aspects are needed such as the development of study programs, facilities and infrastructure available by the education provider institution and human resources as education providers.

Fashion shows play an important role in promoting creativity and art, especially in the creative business world. The event is not only a place to show fashion products, but also a platform for designers, models, and the business community to interact and increase their brand visibility. Amidst the important role of fashion shows, the successful implementation of this event is highly dependent on the management strategies implemented, especially in the management of human resources.

Expo events are often seen as a source of revenue that can drive a country's economic growth. This Expo is an effort to provide a platform for students to develop their talents as well as being an effective educator media socialization of entrepreneurial results. create a place to do business interactions, both immediate and long-term, to encourage profitable collaboration between business people and buyers. The Expo provides an excellent opportunity for networking and collaboration. Attendees can connect with industry professionals, share ideas, and form partnership events that can lead to future projects and innovations. The dynamic exhibition environment fosters a sense of community and encourages the exchange of knowledge and skills.

Human Resource Management (HRM) serves to ensure that all elements involved in a fashion show, such as designers, models, technicians, and organizers, can work optimally. HRM strategies include recruiting appropriate talent, training, division of tasks, and managing conflicts that may arise during the preparation and execution of the event. In the context of an event such as Polbeng Business Expo Chapter II, challenges in human resource

management can include budget limitations, lack of team experience, and coordination between the parties involved.

Human resource management strategy is very important for organizations because it focuses on organizational survival with goals and the creation of added value. This strategy covers the breadth and breadth of the organization, drives change, incorporates the organization and its environment, and creates a sustainable competitive advantage. It is essential to develop an excellent HR management strategy to achieve these goals.

2. Literature Review

2.1. Human Resource Management

Human Resource (HR) Management is an umbrella term for the strategies, tactics, and objectives used by business owners and managers to manage employee-related policies and procedures. HR theories explain how management practices and structures can positively or negatively affect employee behavior. Small business owners can increase staff productivity and creativity while reducing employee turnover by understanding the basics of organizational behavior and HR theories and taking action based on that understanding. According to Chen (2022).

According to Wendell French, in Anuradha Duvvuri (2021). "Human resource management is the systematic control of a network of interrelated processes that affect and involve all members of an organization." Human resource management handles recruitment, selection, training manages, develops, motivates, retains employees, and performs an important function in maintaining human rights in an organization.

2.2. Human Resource Management Strategy

Human Resource Management Strategy is an approach adopted by organizations to effectively manage, develop, and utilize their human resources in line with the company's vision and mission. Human resource management strategies also emerge as a result of the strategic direction taken by an organization's management. In current management practices, all divisions and departments within an organization strive to integrate their work methods and practices with the company's human resource strategy to achieve better organizational performance (Darmadi, 2022).

Research conducted by Basuki Nanang, (2023) Effective Human Resource Management Strategies for sustainable organizational growth require innovation, environmental sustainability, and ethics and social responsibility. In the face of 16 rapid and complex changes, organizational flexibility is also an important factor. By applying technology in the recruitment and selection process, and using digital learning platforms for employee development, organizations can optimize human resource potential and create an innovative work environment. The importance of integrating environmental responsibility into HR policies and reducing carbon footprint through environmental impact reduction practices is an important step towards achieving sustainable growth. Strong business ethics also inform HR decision-making, creating a work environment of fairness, transparency and integrity. In addition, adaptive leadership development is also necessary to deal with change wisely. Creating good collaboration between teams and departments helps accelerate innovation and organizational growth. All these strategies are important foundations for sustainable organizational growth and maintaining competitiveness in a changing business era. This, adopting a human resource management strategy that focuses on innovation, sustainability, ethics and flexibility is the key to success for sustainable organizational growth.

2.3. Human Resource Management Functions

According to Khoirunnisa Fatkhiyah (2024) there are several functions of Human Resource Management:

1. Planning (human resource planning) Serves to plan the workforce effectively and efficiently to suit the needs of the company in helping to realize goals, as well as determining the tasks, objectives, skills, knowledge, and abilities needed. In addition, this section plans recruitment and selection strategies to meet these needs.
 2. Organizing Organizing is an activity to organize all employees by determining the division of labor, work relationships, delegation of authority, integration, and coordination in an organizational chart. The organization is a tool to achieve goals. With a good organization, it will help achieve goals effectively.
 3. Direction Direction is an activity to direct all employees, so that they want to work together and work effectively and efficiently in helping to achieve the goals of the company, employees and society. Direction is carried out by the leader by assigning subordinates to do all their duties properly.
 4. Control Control is an activity to control employees to comply with existing company regulations and work according to plan. If there are deviations, corrective action will be taken and plans will be improved. Employee control includes attendance, discipline, behavior, cooperation, work execution, and maintaining the work environment situation.
- Organizational Flexibility : the development of a decentralized system that prioritizes the

delegation of authority and responsibility and concerns the use of human resources, reducing regular workers but becoming contract workers.

2.4. Human Resource Management Procedures

Based on Khoirunnisa Fatkhiyah, (2024) The existence of human resources in the organization is to respond to the development of the work environment that occurs in the corporate world, so that the company must be able to pay attention to the importance of human resource management programs through human resource management. Human Resource Management (HRM) procedures include a series of steps or actions taken to manage human-related aspects in an organization.

2.5. Challenges of Human Resource Management

In the opinion of Trissa Athma Wijaya, (2023) Management has the function of carrying out and organizing a job to achieve common goals. In this case people who have the skills to work as a driver of others through management. In an organization, work requires skills in management, where management functions are always needed so that organizational productivity can be effective and efficient. HR management carries out its function as a driver in an organization, will not be separated from various work challenges that must be overcome.

2.6 Fashion Show

In the opinion of Trissa Turrahmah Diah, (2021) Fashion show is an event prepared and held by fashion designers as a forum for the demonstration and appearance of clothing styles worn by artists and artists during fashion week activities. The development of the fashion world continues to progress, resulting in various fashion trends and styles. This does not escape the advancement of technology and media so that various modes and styles of clothing continue to develop. This fashion show event holds a show on the stage to show a variety of special clothes in seasons such as spring, summer, fall and winter, from this the formation of the latest style that is current in fashion.

2.7 Traditional Costume

In the opinion of Portelli Lorraine (2024) Traditional costumes are so diverse that they cross even small physical boundaries, and their preservation represents the protection of cultural diversity, an issue that is becoming increasingly important as the process of globalization proceeds. The preservation of handicrafts in their cultural context is an act of respect for the culture and its bearers.

2.8 Contemporary Costume

Based on Langi Kezia Clarissa (2024) In Indonesia, the contemporary traditional fashion industry has developed clothing collections that use batik as the main material. However, the majority of these works focus more on the historical meaning and symbolism of Lasem batik motifs. contemporary traditional fashion is fashion that reflects the latest fashion styles and trends. contemporary traditional fashion features innovation and creativity in design, and often reflects the latest technology, popular culture and aesthetics

2.9 Eco-Friendly Costume

In the opinion of Lee, Younhee, (2022) in the journal Eco-Friendly Design Characteristics of Stella McCartney's Knit Design, describe is consumers as well as producers to actively participate in green consumption. to actively participate in green consumption. This eco-design is called 'Eco-design' or 'Eco- design'. Eco- Design' or "Eco-Design". Eco-Fashion Design You can look at Zine as a category of eco-fashion design, or you can look at the context of eco-design and eco-design from a macro perspective. The context of eco-design and eco- design from a macro perspective.

2.10 Fashion Carnival

Based on Delgado, (2020), in the journal Carnival to Catwalk: Global Reflections on Fancy Dress Costume, Benjamin Linley Wild, describe is Catwalk is composed of four main chapters bookended by an introduction and a corresponding epilogue. Through case studies corresponding to different historical periods, and to a lesser degree, to different cultural contexts, each main chapter explores a different overarching theme about fancy-dress costume.

2.11 MICE

MICE has various forms of activities the are well structured and organized. In general, MICE is described as a conferences, travel, and exhibition or expo service with activities that provide services for groups of people (Pendit, 1999 in Fathiyyah and Syah, 2023).

2.12 Expo

The Expo provides an excellent opportunity for networking and collaboration. Attendees can connect with industry professionals, share ideas, and form partnership events that can lead to future projects and innovations. The dynamic exhibition environment fosters a sense of community and encourages the exchange of knowledge and skills (Perdiansyah Reza, 2024).

2.13 Sponsorship

Sponsorship can provide several key benefits to companies, such as increased brand awareness, brand image, and brand loyalty. In addition, sponsorship can also improve consumers' perception of the sponsored brand and

strengthen the emotional connection between the brand and consumers. However, the journal also highlighted that while many studies have explored these benefits, more research is needed to understand how sponsorship can provide long-term benefits and how various factors can influence the effectiveness of sponsorship (Farrelly and Quester 2005 in Cornwell 2019).

3. Research Methods

The research method used in this study is a qualitative descriptive method, with the research subject being the human resource management strategies employed in the Polbeng Business Expo Chapter II Fashion Show. The study was conducted at the Bengkalis State Polytechnic, focusing on the implementation of human resource management strategies, including the selection, training, empowerment, and performance evaluation of the organizing committee. Data sources were obtained from the Human Resources (HR) committee, the event support committee, and documentation related to the event's implementation.

Sampling was conducted using a purposive sampling technique, which involved selecting informants considered to have the deepest understanding of the human resource management process in fashion show activities. Data were collected through observation, structured interviews, and documentation. Subsequently, the data were analyzed through the stages of data reduction, data presentation, and drawing conclusions and verification. Through this approach, the study aims to obtain an in-depth understanding of the effectiveness of human resource management strategies in supporting the successful organization of the Polbeng Business Expo Chapter II Fashion Show.

4. Result and Discussion

3.1 Overview of the Fashion Show Competition

The Fashion Show is one of the competitions in the Polbeng Business Expo Chapter II series of events, which will be held on May 20–22, 2025, at the Bengkalis State Polytechnic. This competition is the main attraction of the expo because it showcases the creativity, confidence, and fashion innovation of participants from various educational levels, namely Early Childhood Education (PAUD/TK), Elementary School (SD), Junior High School (SMP), and Senior High School/Vocational School (SMA/SMK). The competition consists of several categories, namely eco-friendly fashion, traditional fashion, and contemporary fashion. All categories are aligned with the event's main theme, “Local Innovation, Global Impact.” A total of 78 participants took part in this event, consisting of 33 elementary school participants, 34 PAUD/TK participants, and 11 participants in the fashion carnival category (5 pairs and 6 individuals). The registration fee for the event is set at Rp50,000 for participants from early childhood education/kindergarten and elementary school levels, and Rp70,000 for participants from junior high school and high school/vocational school levels. This event successfully attracted high enthusiasm from participants and spectators alike, while also serving as a platform to foster creativity and self-confidence among children and teenagers in Bengkalis Regency.



Figure 2 Fashion show

3.2. Human Resource Strategy in Event Fashion Show

.1 Selection

Selection is an important part of human resource management strategy because it plays a role in determining the suitability of individuals to the needs and objectives of the activity. Based on the results of the study, the HR committee implemented a selection strategy that took into account the abilities, experience, and interests of prospective assistant committee members to ensure they were suitable for the needs of each division in the Polbeng Business Expo Fashion Show. This selection process was carried out through interviews conducted by the HR committee to gather information regarding the assistant committee members' readiness and understanding of the tasks to be performed.



Figure 3

.2 Training

In this study, the training strategy refers to Nanang Basuki's (2023) view, which emphasizes the importance of effective human resource development to improve organizational readiness, coordination, and performance. Based on the interview results, the HR committee implemented the training strategy through event concept briefings, task distribution, technical simulations, and inter-division coordination before and during the event. The training was carried out through technical meetings involving the HR committee and the assistant committee, where the event flow, technical readiness, and coordination of the Polbeng Business Expo Fashion Show were discussed. Through this activity, the committee gained a common understanding of the implementation of tasks so that the activities could run in a coordinated and effective manner.



3 Empowerment

Empowerment, according to Andini Fajrin and Wawan Prahawati (2024), is related to giving trust, authority, and opportunities to members of an organization to play an active role in carrying out activities. Based on the results of the study, the human resource management strategy applied in the Polbeng Business Expo Fashion Show provided space for the committee to carry out their roles and responsibilities independently. The HR committee appointed assistant committee members as emcees and gave them full trust to lead the activities without direct

supervision from the organizers. This appointment shows the empowerment of the assistant committee members in carrying out their duties, while also reflecting the trust and authority given to them so that the activities could run effectively and in a coordinated manner.



4 Performance appraisal

Performance appraisal indicators according to Andini Fajrin and Wawan Prahiawan (2024) are used to assess individual performance based on their contribution to the achievement of organizational goals. The results of the study show that the committee's performance evaluation was carried out through direct observation during the preparation and implementation of the event, as well as through a final evaluation of the activity. The assessment focused on discipline, responsibility, ability to work together, and task completion. This is in line with the view of Kresnawidiansyah Agustian (2023), who states that performance evaluation

No	Question	Respondents' Responses
1	Selection	Respondents stated that the committee selection process was conducted by considering the abilities, experience, and interests of the prospective committee members. The placement of committee members was adjusted to the needs of each division so that the event could run effectively.
2	Training	Respondents explained that training was provided through briefings, clear task distribution, and technical simulations prior to the event. This training helped the committee understand their respective roles and responsibilities.
3	Empowerment	According to respondents, the HR committee entrusted each division with making technical decisions in the field and communicating ideas to ensure the smooth running of the event.
4	Performance Appraisal	Respondents stated that performance assessments were based on the committee's discipline, responsibility, and ability to complete tasks during the preparation and implementation of the event.

4. Conclusions

This study shows that the HR management strategy in the Polbeng Business Expo Chapter II fashion show was quite effective. The selection of committee members helped to place the right people in the right positions, while the training provided was able to improve the skills and understanding of the members. Empowerment through the distribution of responsibilities and opportunities to take initiative increased the motivation and sense of

responsibility of the committee. The performance appraisal system provided useful input for improvement, although there was still room for improvement in terms of consistency and objectivity: The human resource management strategy implemented in the fashion show at the Polbeng Business Expo Chapter II was carried out effectively through a well-organized selection, training, empowerment, and performance appraisal process. Clear division of tasks, good coordination among committee members, and effective communication contributed to the success of the event. The effectiveness of the Human Resource Management strategy in facing challenges and ensuring the success of the event can be considered quite good. The strategies implemented were able to overcome various obstacles such as time constraints, coordination issues, and other operational challenges, so that the fashion show at Polbeng Business Expo Chapter II could be carried out according to the plans and objectives that had been set.

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