

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Project

Micro, Small and Medium Enterprises (MSMEs) are business units that have an important role in the development and growth of the Indonesian economy. With the MSME sector, unemployment due to unabsorbed labor in the world of work is reduced. The growth of micro-enterprises makes them a source of employment and income growth by absorbing labor, it means that MSMEs have a strategic role in the government's efforts to fight poverty and employment. The number of MSMEs in Indonesia continues to grow and growth. (Purba, 2019) MSMEs are small-scale people's economic activities whose management is carried out by community groups, families, or individuals. MSMEs also utilize various potential Natural Resources in an area that has not been processed properly. Commercial. MSMEs can help process natural resources in every region. This contributes greatly to Indonesia's regional revenues and state revenues Saefullah et al (2022)

Micro, Small and Medium Enterprises (MSMEs) have a strategic role in national economic development, therefore in addition to playing a role in economic growth and employment also play a role in equitable distribution of development results. In the economic crisis that has occurred in our country over the past few years, many large-scale businesses have stagnated and even stopped their activities. The Micro, Small and Medium Enterprises sector has proven to be more resilient in the face of the crisis.

According to Reza et al (2023), the results of several studies on the growth of Micro, Small and Medium Enterprises (MSMEs) have a negative and significant effect on Indonesia's Economic Growth. Meanwhile, unemployment has a negative and significant effect on Indonesia's growth. Simultaneously, the growth of Micro, Small and Medium Enterprises (MSMEs) and unemployment

have a positive and significant effect on Indonesia's economic growth. The magnitude of the variable influence of Micro, Small or Medium Enterprises (MSMEs) and unemployment on Indonesia's Economic Growth is 60.92%. While the rest was influenced by other variables outside the model by 39.08%.

MSMEs consider quality and quality aspects, of course one of them is due to their awareness of consumers and potential customers who are more selective before making purchasing decisions. The existence of SMEs business actors contributes significantly to economic development. In this case the businesses they build absorb labor in their respective regions. The government's role in this case is seen in providing concrete facilities to MSMEs and of course also through the establishment of legislation that is in favor MSMEs. Based on the above background, the authors are interested in conducting project with title "**Assistance MSMEs Partners of PT PHR-POLBENG In Tanah Putih District**"

## **1.2 Identification of the Poject**

Based on the backround above, the formulation of the problem that the author will raise is " Assistance MSMEs Partners of PT PHR-POLBENG In Tanah Putih District"

## **1.3 Purpose of the Project**

### **1.3.1 Main Purpose**

The main objective in achieving this project is to provide "Assistance MSMEs partners PT PHR-POLBENG In Tanah Putih District".

### **1.3.2 Spesific Purpose**

The specific project purpose that are expected to be achieved in the writing of this undergraduate Thesis are follow:

1. To improve the financial reporting records MSMEs of PT PHR-POLBENG Partners In Tanah Putih district.
2. To do digital marketing for products MSMEs of PT PHR-POLBENG Partners In Tanah Putih district

#### **1.4 Signification of the Project**

The significance of this research are that it can provide the necessary assistance and guidance in developing MSMEs in Tanah Putih District

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

The implementation carried out by the author is in Tanah Putih District and Implementation time required to complete this project is October.

#### **1.6 Writing System**

The writing systematics of the final project Assistance MSMEs Partners of PT PHR-POLBENG In Tanah Putih District is as follows:

#### **CHAPTER 1: INTRODUCTION**

In this chapter the author describes the background of the project, identification of the project, Purpose of the project, Significance of the Project, Time and Place of Project, and Writing System.

#### **CHAPTER 2: LITERATURE REVIEW**

In this chapter the author describes the theory needed to strengthen the reasons for making the project and the design of the project to be discussed, namely previous research and theoretical foundations.

#### **CHAPTER 3: METHOD AND COMPLISHMENT PROCESS**

In this chapter the author describes the Project Preparation, Project Implementation Plan, Project Accomplishment Plan, and Estimated Costs.

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

In this chapter the author describes the analysis of the final project results, namely the final project implementation report

#### **CHAPTER 5: CONCLUSION AND SUGGESTIONS**

In this chapter there are a number of conclusions and suggestions as a description of the final project report.