

# CHAPTER I

## INTRODUCTION

### 1.1. Background of the Project

Exhibitions have become an integral part of modern business strategies, serving as an important medium to connect businesses with their target audiences. These events provide a structured and interactive space where businesses can showcase their innovations, products and services directly to consumers and stakeholders. In particular, exhibitions are highly beneficial for Micro, Small, and Medium Enterprises (MSME) as they create opportunities to build brand awareness, foster business relationships, and penetrate a wider market.

Expo stands for Exposition which means exhibition or presentation. In general, Expo is defined as a trade fair or trade exhibition. Expo is a unique form of promotion because it promotes products on a large scale (Supadilah, 2022). Expo according to (Indriani, 2022) Expo stands for Exposition which means exhibition or can be interpreted as a trade exhibition. This trade show or Expo is an effective and unique form of marketing to advertise a product and work. In expo activities, business people exhibit their business products with various purposes and urgencies. Among them are increasing the brand, getting target consumers, as product marketing, increasing visibility or just expanding business network relationships. For business people who are starting their business, expo activities are needed as a product introduction to the public so that people recognize the products being sold. From the consumer side, business exhibition activities have benefits as knowledge and entertainment. People can come to the expo to just walk around or enjoy the exhibition. Besides that, the expo also provides a forum for consumers and the public so that they get information about business and get the product references they want.

With the holding of the Polbeng Business Expo activity which was attended by MSME (Micro, Small and Medium Enterprises) players in Bengkalis District, Bengkalis Regency, it is hoped that it can have a positive impact on the

local economy. Polbeng Business Expo also provides an opportunity for MSMEs to showcase innovation and creativity in their products. This is an important moment to introduce local products to a wider market. Micro, small and medium enterprises (MSMEs) are productive businesses owned by individuals or business entities that meet business criteria with the number of employees (Hasanah, et al. 2020) in Munthe, et al. (2023), business scale, and turnover are relatively small and are generally established with limited capital. In the Indonesian economic system, MSMEs have a very important role because they are able to create jobs and produce creative products and can increase per capita income (Halim, 2020) in Shokhikhah, et al. (2023). This is because most of the existing businesses, especially MSMEs, are small and medium enterprises that are able to absorb labor and are able to utilize resources, especially the surrounding community.

Gerobak Korean is one of the MSME businesses that presents culinary innovations by offering more than 60 types of Korean satay that can be processed according to customer tastes. Gerobak Korean carries a unique concept that combines the authentic taste of Korea with a local touch. Customers can choose from a variety of satay processing methods, such as grill, tempura, and suki, to ensure a varied and satisfying dining experience. The skewered recipes used are authentic from Korea, but blended with local Indonesian. This uniqueness is one of the main attractions of Gerobak Korean as an MSME business, which successfully combines culinary authenticity with local preferences. In addition, all of the products offered by Gerobak Korean are halal, so customers from all backgrounds can enjoy these dishes with safety and comfort.

In terms of pricing, Gerobak Korean offers very affordable rates, with prices starting from just 2000. This pricing approach aims to ensure that quality food can be enjoyed by a wide range of people, as well as supporting the sustainability of these MSME businesses by increasing accessibility and appeal to customers. The affordable pricing strategy is also part of Gerobak Korean's efforts to build a wide and loyal customer base.

As an MSME business, Gerobak Korean utilizes various marketing channels, including social media and culinary events, to introduce their products to

the public. They prioritize showcasing a variety of affordable Korean-style skewers, catering to diverse tastes with grilled, tempura, and suki options. With effective and innovative marketing strategies, Gerobak Korean aims to make its mark in the culinary industry and contribute positively in the Indonesian MSME market by consistently engaging customers, offering attractive promotions, and participating in events to strengthen their brand presence.

It is hoped that through this expo, it can have a positive impact on the local economy in Bengkalis District, Bengkalis Regency. This expo aims to increase sales of MSME products, and encourage innovation and improvement in product quality. To start an expo activity, human resources and capital are needed. Human resources play a role in organizing and carrying out the expo to completion. Human resources include participants and organizers. In addition, capital is also needed for the expo to take place. This capital can be obtained from sponsors, through participant registration fees, and from personal funds. Therefore, based on the background description above, the author is interested in organizing an Expo entitled Final Project on **“POLBENG BUSINESS EXPO (CASE STUDY ON MSME GEROBAK KOREAN)”**.

## **1.2. Identification of the Project**

Based on the explanation of the background of the problem above, the identification of project problems that will be discussed in the project **“POLBENG BUSINESS EXPO (CASE STUDY ON MSME GEROBAK KOREAN)”**. is how the Expo implementation starts from planning to completion and how MSME operations manage finances and ensure product quality.

## **1.3. Purpose of the Project**

The objectives of this project are outlined to provide a clear understanding of its overall direction and specific intentions. These objectives are divided into two categories, namely general purpose and specific purpose, as detailed below :

#### 1.3.1. General Purpose

The general purpose of the project is to implement the Polbeng Business Expo as a platform to showcase and promote local MSME (Micro, Small, and Medium Enterprises).

#### 1.3.2. Specific Purpose

The specific purposes of this project are focused on achieving targeted outcomes that align with its overall objectives. These purposes include the following :

1. Preparing tenant to participate in Polbeng Business Expo
2. Creating the profile of MSME Gerobak Korean
3. Creating 30 promotion videos of MSME Gerobak Korean
4. Creating 30 catalogs of MSME Gerobak Korean
5. Posting marketing media promotion through social media
6. Creating financial report of MSME Gerobak Korean
7. Creating QRIS for MSME Gerobak Korean

#### 1.4. Significance of the Project

The significance of this project lies in its contributions to various stakeholders, encompassing both personal and institutional benefits. The Significance of the Project are :

##### 1. For the Author

The author can develop organizational and event management skills through planning, coordinating, and implementing the Polbeng Business Expo and various related events. This project offers practical experience in managing and promoting large events and working with various stakeholders. The author will have the opportunity to expand their professional network by interacting with business people, academics, and community members.

##### 2. For Campus

Politeknik Negeri Bengkalis supports the development of student creativity in the business world through innovative final project work. This

exhibition is a forum that inspires and motivates students to continue to hone their abilities and creativity, especially in facing future challenges, especially in the MSME sector. Through this initiative, the campus is committed to producing a generation that is creative, innovative, and ready to make a significant contribution to the country's economy.

3. For Other Parties

MSMEs (Micro, Small, and Medium Enterprises) will get a platform to promote their products, expand their business networks, and share knowledge and innovations with other businesses. The Expo is expected to positively impact the local economy by increasing the visibility and competitiveness of MSME products. It also offers the community the opportunity to discover and purchase quality local products, as well as gain new information and insights about innovations in the MSME industry.

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

Time and Place of the Project are :

The implementation of this project will take place on October 30 and 31, 2024 at Politeknik Negeri Bengkalis.

**1.6. Writing System**

Systematically the contents of this are arranged 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 project implementation and the systematic writing of the project report are explained in the thesis.

**CHAPTER 2 : LITERATURE REVIEW**

In this chapter, the author explains the theories relevant to the project by taking references from books or journals as a complement to the project being implemented.

**CHAPTER 3 : METHOD AND ACCOMPLISHMENT PROCESS**

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

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

In this chapter, the author will present a profile of project activities and reports on the implementation of project activities, which include project preparation, project reporting, and financial reports on the implementation of project activities.

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

This chapter contains a summary and the results of writing in the previous chapters which are written in the conclusion section as well as suggestions for improvement as a substitute for writing.