

CHAPTER I

INTRODUCTION

1.1. Background of the Project

Law No. 20 of 2008 regulates Micro, Small and Medium Enterprises (MSMEs). According to the Law, MSMEs are productive businesses owned by individuals and/or individual business entities that meet the criteria for micro enterprises as stipulated in this law. Through a direct participation in managing the business in an effort to increase its revenue. MSMEs actors can be called entrepreneurs. Someone who is interested in entrepreneurship will have a heart tendency to be interested in creating a business which then organizes, organizes, bears risks and develops the business he creates Subandono, (2017) in Syahrany, et al (2023). Robbins & Coulter (2010) in Syahrany, et al (2023) entrepreneurship is a process of a group or individual person striving for something with an innovation & uniqueness, not depending on the resources used at this time.

MSMEs within the meaning of the Minister of Trade Regulation No. 18 of 2022 Micro, Small and Medium Enterprises (MSMEs) are micro enterprises, small enterprises, and medium enterprises as described in the Government Regulation regulating the Convenience, Protection, Empowerment of Cooperatives, and Micro, Small and Medium Enterprises, Empowerment of Cooperatives, and Micro, Small and Medium Enterprises. Referring to the regulation, the community can build a business as a step to increase their income. The development of MSMEs is based on the needs of potential consumers, innovation and creativity of MSMEs actors, lack of employment. It is intended to achieve the welfare of the local community

Entrepreneurs can greatly benefit from digital marketing because it allows direct rapid business growth at a lower cost Ratten (2020) in Montoya, et al (2024). In addition, the analysis of social networks allows to discover clients' needs by creating new services or adapting existing ones. In new ventures, maximum performance must be achieved if the aim is to correctly grow (Bala & Verma, 2018 in Jamshed 2022). Another advantage of digital marketing for entrepreneurs is that

it allows scalable growth (Mohammad, 2022). As a business grows, it can increase its digital marketing efforts and reach an ever widen audience without incurring significant costs.

Through digital marketing, companies can reach audiences with a high degree of segmentation and interest in the services or products they offer. Besides, digital marketing can meet marketing objectives with a lower budget than other advertising types, which allows access to new markets at a lower cost Wegner, et al., (2023) In Montoya, et al (2024).

Kue Pancong Lumer is a modern innovation of a traditional Indonesian cake originating from Jakarta. The traditional Kue Pancong is a Betawi snack made from mixture of rice flour, grated coconut, and coconut milk, usually cooked in a special mold and served with a sprinkle of sugar on top. MSME Kue Pancong Lumer, however, presents a modern twist that has gained popularity across various segments of society, especially in the digital era.

MSMEs Kue Pancong Lumer was founded in 2022 by Wahyuni, who has a vision to combine traditional flavors with modern innovations. By using high-quality local ingredients and production techniques that combine tradition with innovation, Kue Pancong Lumer manages to create unique and delicious products. Product can be seen at the figure 1.1:



Figure 1. 1 Kue Pancong Lumer Product
Source: *Processed Data (2024)*

Vision of Kue Pancong Lumer MSMEs becoming a culinary MSMEs recognized as a pioneer of traditional cake innovation in Bengkalis. Located Ahmad Yani street, Tugu field Bengkalis, Found in the night area, located west of Tugu field Bengkalis and open daily at 04:00 pm until 10:00 pm. this spot offers various toppings for Kue Pancong. For more details, can explore at Google Map (<https://g.co/kgs/X723Tkp>). Here is a figure of the MSMEs location at Figure 1.2:



Figure 1. 2 MSMEs location at Tugu Field Bengkalis
Source: Processed Data (2024)

The main purpose of MSMEs Kue Pancong Lumer to participate in the Polbeng Business Expo is to introduce pancong cake with melted innovation to a wider community and build a strong brand in the culinary industry, social media platforms have become essential tools for promoting food product can attract the attention of potential consumers With this background, Kue Pancong Lumer MSMEs hope to participate in Polbeng Business Expo to take advantage of existing opportunities includes training and introduction to digital technology for digital marketing, financial management and operations, which can increase the efficiency and competitiveness of MSMEs, overcome the challenges faced and achieve the business goals that have been set. This Expo is expected to be an effective platform like Facebook, Instagram and Tiktok to increase the visibility and competitiveness of Kue Pancong Lumer products in a wider market.

Polbeng Business Expo is an annual event organized by International Business Administration Study Program Cohort of 2021. This event typically aims

to promote and showcase the business product and innovations of students and lecturer at State Polytechnic of Bengkalis. Additionally, the expo serves as a platform to introduce industry collaboration, visitor and MSMEs Participant.

Seeing the great potential of the traditional culinary market that has not been fully cultivated, Kue Pancong Lumer is here to answer these needs. By participating in the MSMEs Business Expo Polbeng, Kue Pancong Lumer hopes to expand its market reach, introduce its products to a wider audience, and increase sales. 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 KUE PANCONG LUMER)”**.

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 KUE PANCONG LUMER)”**. 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 Purpose of the Project are :

1.3.1. General Purpose

The general purpose of the project is to implement Polbeng Business Expo.

1.3.2. Spesific Purpose

The specific purpose of the project are :

1. Creating the profile of MSME Kue Pancong Lumer
2. Creating 30 promotion videos of MSME Kue Pancong Lumer
3. Creating 30 catalogs of MSME Kue Pancong Lumer
4. Posting marketing media promotion through social media
5. Creating financial report of MSME Kue Pancong Lumer
6. Creating QRIS for MSME Kue Pancong Lumer

1.4. Significance of the Project

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

State Polytechnic of Bengkalis supports the development of student creativity in the business world through innovative final project work. This expo 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 30th -31th, 2024 at Politeknik Negeri Bengkalis. activities will be carried out over two days

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.