

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Project

The Polbeng Business Expo is a business exhibition organized by students from the Commercial Administration department, specifically the International Business Administration study program at State Polytechnic of Bengkalis. This initiative aims to support Micro, Small, and Medium Enterprises (MSMEs) by offering booths where business owners can showcase their products and explore opportunities for business growth. The event provides a valuable platform for MSME entrepreneurs to expand their networks, boost sales, and acquire knowledge and skills essential for business development. Additionally, the expo plays a significant role in the students' academic experience, helping them cultivate critical competencies in event management, marketing, and business operations.

Observations of the culinary business in Bengkalis reveal that many MSMEs have embraced digital marketing, transitioning from limited technological familiarity to promoting their products online. This transformation not only counters declining turnover but also boosts brand awareness (Adithia & Jaya, 2021). Chaffey defines digital marketing as leveraging technology to enhance marketing activities and meet consumer needs, while Cut Mu'azinah (2022) highlights its scope, including promotion and market research via online tools like social networks.

In attendance are many MSME in Bengkalis and use social media promotion strategies, such as the Cakelandia Culinary MSME, which is located in the coordinat maps F4PP+9RR, Jl. Bantan, Bantan Tua, Kec. Bantan, Kabupaten Bengkalis, Riau 28711. Cakelandia sells several products such as cake products.

However, the cake being sold is a cake that went viral on social media and has many admirers. The products at Cakelandia are slice cake, mochie, and milcrepe.



Figure 1.1 Cakelandia Location  
Source : Data Documentation, 2024

The Polbeng Business Expo serves as a bridge for MSMEs to access broader market opportunities and resources. As a liaison officer, the role includes facilitating communication between MSMEs and stakeholders, organizing networking events, managing logistics, and supporting MSMEs like Cakelandia in showcasing their products. This fosters visibility, market expansion, improved strategies, and sustainable growth for participating businesses.

The business consultant plays a key role in supporting MSMEs with business development and digital marketing strategies. For Cakelandia, this involves market analysis, identifying product diversification opportunities, and optimizing digital marketing. By utilizing social media insights and consumer data, the consultant helps enhance Cakelandia's online presence and boost sales.

The role of liaison officers in Polbeng Business Expo activities as a liaison for MSMEs to introduce opportunities and wider market sources will have a positive impact such as helping to introduce social media promotions to market their products more widely. If there is no assistance from the liaison officer, this will make MSMEs not interested in participating in these activities, and MSMEs will not get good benefits and opportunities from wider market sources.

Based on the background that has been described, the Author are interested in conducting a study entitled : “**Polbeng Business Expo (Case Study on the Liaison Officer and Business Consultant Role on MSME Cakelandia )**”.

## **1.2 Identification of the Project**

Based on the background above, the problem formulation that the author will raise are:

1. How to make the Polbeng Business Expo event a success through participation from MSME Cakelandia.
2. How to improve the business development of MSMEs of Cakelandia.

## **1.3 Purpose of the Project**

### **1.3.1 General Purpose**

The main objective of this project is to organize and implement the Polbeng Business Expo.

### **1.3.2 Specific Purpose**

The specific purpose of the project in the Polbeng Business Expo Cakelandia are as follows:

1. To creating business profile of expo and Cakelandia MSME.
2. To creating promotional video of Cakelandia MSME.
3. To creating product catalog of Cakelandia MSME.
4. To post marketing promotion of Cakelandia through digital marketing (social media).
5. To creating Qris payment method of Cakelandia MSME.
6. To creating financial report of Cakelandia MSME.

## **1.4 Significant of the Project**

Everything that is done must have a benefit, while the benefits of the final project “**Polbeng Business Expo ( Case Study on the Liaison Officer and Business Consultant on MSME Cakelandia )**” are as follows :

1. For Authors

The results of this project are additional knowledge in applying theoretical knowledge obtained during practical lectures specifically in the field of entrepreneurship and knowing the factors that lead to success in entrepreneurship or managing an event.

2. Benefits for Entrepreneurs Actor

From this project, it can help develop the profile of Cakelandia's business to be more recognized by the public, and also make financial reports as a reference for capital references for the owner.

3. For Others Parties

It is hoped that the results of this project can be used as an additional reference for further research on the same topic.

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

### **1.5.1 Time of Project Implementation**

The implementation time of the Polbeng business expo was held for 2 days, namely in the 9th lecture week, and for the project preparation process takes 3 months (August – October, 2024).

### **1.5.2 Place of Project Implementation**

This project has been carried out on the State Polytechnic of Bengkalis campus area.

## **1.6 Writing System**

Systematics of writing the project Polbeng Business Expo (Case Study on the Liaison Officer and Business Consultant on MSME Cakelandia) is as follows:

### **CHAPTER I : INTRODUCTION**

This chapter will explain the background, project identification, project objectives, project benefits, place and time of project implementation and the systematics of writing project reports.

**CHAPTER II : LITERATURE REVIEW**

This chapter will explain the theory that is relevant to the subject of the final project which is divided into 4 previous studies, general theory and special theory of the final project.

**CHAPTER III : METHOD AND ACCOMPLISHMENT PROCESS**

This chapter will explain the project preparation plan, project implementation plan, project accomplishment plan and project reporting plan

**CHAPTER IV : RESULT AND DISCUSSION**

This chapter will explain the business profile, project implementation reports, namely: project preparation, project implementation, project accomplishment and financial reports.

**CHAPTER V : CONCLUSIONS AND SUGGESTIONS**

This chapter will explain the conclusions and recommendations of the project implementation results in the previous chapters.