

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the project

Indonesia, a country rich in cultural diversity and culinary heritage, holds significant potential for the sustainable development of its culinary industry. In efforts to enhance both the quality and quantity of culinary products and to raise public awareness regarding the importance of culinary industry development, the government and private organizations have orchestrated various activities and events centered around SMEs (Micro, Small, and Medium Enterprises) and the culinary sector. Additionally, initiatives aimed at bolstering the skills and knowledge of MSMEs have been undertaken, exemplified by events like the "Car Free Night" held in Bengkalis. Such events strive to empower MSMEs to innovate their culinary products while fostering greater community awareness of the pivotal role played by culinary industry advancement.

Expo is an abbreviation of "Exposition" which means exhibition or display. 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 massive scale. The mention of EXPO seems luxurious compared to exhibitions, but both have the same goal, namely exhibiting and demonstrating the latest products and services and increasing awareness of hosts and visitors.

The industrial revolution 4.0 which is synonymous with the application of digital technology in every aspect of the company's operational activity has an impact on the importance of digital-based business transformation for companies, including micro, small and medium enterprises (MSMEs). It is undeniable that the adoption of digital technology will have a positive impact on companies to improve their performance and competitiveness. For example, the adoption of technology in the marketing sector will have a positive impact in expanding the reach of market share so that it is expected to increase revenue which of course will also have positive impact on improving company's performance and competitiveness. Problems will arise if the company does not have the ability to take advantage of

the rapid development of existing technology, the company will be unable to compete in business competition and threaten their survival. Therefore, an understanding of competitiveness in business competition, especially for MSMEs is necessary so that MSMEs can adapt to the changes that occur.

The culinary business is in great demand by the public because food is a basic human need. Messent (2012) in Arif Rachman Putra, et al., (2022) culinary business is a form of business managed by individuals or groups whose activities are processing food ingredients and serving them into food that is ready to be consumed in order to get high profits. The culinary business usually starts from a family which later develops into a large company. Culinary business is a business that prioritizes taste and uniqueness as an attraction for consumers to come to their business (Trudgill (2021) in Arif Rachman Putra, et al., (2022).

The creative economy has contributed to the increase in Gross Domestic Product (GDP) in Indonesia. In 2021 the creative economy will contribute Rp1,274 trillion to GDP. This makes the Minister of Tourism and Creative Economy optimistic about the development of the creative economy. The creative sector is always growing from the beginning of the promotion of the creative economy until now. In 2021 there will be 17 creative economy sectors, namely Game Developer, Architecture, Interior Design, Music, Fine Arts, Product Design, Fashion, Culinary, Animation Film and Video, Photography, Visual Communication Design, Television and Radio, Crafts, Advertising, Performing Arts, Publishing, Applications. With the addition of the creative economy sector, it will further motivate the community to be able to develop their creative economy business (Khasanah et al.,2010) in Arif Rachman Putra, et al., (2022).

Dhira Donat Kentang are a donut product that has a unique and interesting background. Created by a chef named Dhira, this donut is an innovation of traditional donuts which are usually made from wheat flour dough. Dhira created these donuts by adding potatoes as one of the main ingredients, giving them a softer taste and unique texture.

Dhira Donat Kentang are located on Antara Street in front of Mitra Medical Pharmacy. Donat Kentang Dhira started from Dhira's desire to create something

different and unique in the culinary world. Dhira noticed that potatoes have a soft texture and can provide softness to bread or cake dough. With his expertise in combining various ingredients and creating new recipes, Dhira began experimenting by creating donuts using potatoes with various toppings as a sweetener, which attracted customers.

Based on the background above, the author is interested in taking on a project with the title **“POLBENG BUSINESS EXPO (Case Study on the Liaison Officer and Business Consultant Role on MSME Dhira Donat Kentang)”**.

## **1.2 Identification of the Project**

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

1. How to conduct a polbeng business expo and make the event a success
2. How to run Dhira Donat Kentang MSME operational activities

## **1.3 Purpose of the project**

### **1.3.1 General Purpose**

The main objective of this project is to organize Polbeng business expo.

### **1.3.2 Specific Purpose**

The special purpose of the project in the Polbeng Business Expo Dhira Donat Kentang are as follows:

1. To creating concept and making business profile of expo and Dhira Donat Kentang MSME
2. To creating concept and making promotional video of Dhira Donat Kentang MSME
3. To creating concept and making product catalog of Dhira Donat Kentang MSME.
4. To post marketing promotion of Dhira Donat Kentang through digital marketing (Social Media).
5. To creating concept and making design booth of Dhira Donat Kentang MSME

6. To creating and making Qris payment method of Dhira Donat Kentang MSME.
7. To creating and making financial report of Dhira Donat Kentang 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 Role on MSME Dhira Donat Kentang)**” are as follows:

1. For Entrepreneurs

This research can be used as a material consideration in making decisions about a product's marketing strategy to increase the sales volume of Dhira Donat Kentang and other products, especially in the same field.

2. For Researchers

This study can be used as additional experience, knowledge, and as a guide to the completion of final project that became one of the requirements for completing the Diploma IV in its International Business Administration study program, majoring in Business Administration. It is hoped that this final project can be used as a means to increase the development of author creativity and innovation.

3. For the Community

This research is expected to provide insight in the form of a final project that can be used to increase knowledge in studying the activities of a product's marketing process.

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

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

The implementation time of the Polbeng business expo will be 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 will be 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 Role on MSME Dhira Donat Kentang) 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 completion 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 completion 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.