

CHAPTER I INTRODUCTION

1.1 Background of the Project

EXPO (Exploration Festival) is an annual cultural and culinary festival held in Indonesia since 2021. The festival aims to promote and preserve the diversity of Indonesian culture and cuisine to the general public, both locally and internationally. As stated by the Ministry of Tourism and Creative Economy of the Republic of Indonesia, "EXPO serves as a platform for the community to explore, learn, and experience the uniqueness of culture and cuisine from various regions of Indonesia" (Ministry of Tourism and Creative Economy of the Republic of Indonesia, 2021). The festival was initiated by the Ministry of Tourism and Creative Economy of the Republic of Indonesia as an effort to boost the tourism and creative economy sectors in Indonesia. During its implementation, EXPO showcases various traditional art performances, craft exhibitions, cooking demonstrations, and unique cuisines from different regions of Indonesia. The event also serves as a platform for stakeholders in the tourism and creative economy sectors to introduce and market their products. Since its first edition in 2021, EXPO has become one of the largest cultural and culinary festivals in Indonesia. According to data from the Central Statistics Agency, "The public's enthusiasm for this festival continues to grow from year to year, with an increasing number of visitors and diverse participation from business entities" (Central Statistics Agency, 2022).

Micro, Small, and Medium Enterprises (MSMEs) are the backbone of Indonesia's economy, making a significant contribution to the national GDP and employing a large portion of the workforce. Based on data from the Ministry of Cooperatives and SMEs, "MSMEs contribute more than 60% of the GDP and absorb more than 97% of the workforce in Indonesia" (Ministry of Cooperatives and SMEs, 2023). In the local context, Bengkalis Regency has many MSMEs that contribute to the local economy. One of the rapidly growing sectors of MSMEs in Bengkalis Regency is the culinary sector. Various types of culinary businesses,

ranging from eateries to food processing industries, have become an essential part of the regional economy.

The culinary sector is one of the most dynamic and innovative sectors in the creative industry. With the continuously increasing demand for culinary variations, many MSMEs are emerging and offering various innovative foods and beverages. Innovation in the culinary field is not only limited to taste and food presentation but also extends to the concepts and experiences offered to customers. As mentioned by Pratama in his research, "MSMEs in the culinary sector continue to adapt to consumer trends and preferences, creating unique experiences that can attract more customers" (Pratama, 2023). This is evident in various cafe concepts, restaurants, and eateries that present special themes, attractive decorations, and diverse menus.

One MSME that has successfully seized this opportunity is Zamatra Bengkalis. Under the leadership of Fikri, Zamatra Bengkalis have shown that MSMEs can become centers of economic activity that positively impact the local community. With an approach focused on product quality and customer experience, this coffee shop has successfully built strong relationships with the local community. Its presence is not only as a place to enjoy quality coffee but also as a social space that connects people in a comfortable and friendly environment. By continuously innovating and following market trends, Zamatra Bengkalis serve as an inspirational example for other MSMEs on how to effectively leverage local business opportunities.

Through the Polbeng Expo Business Program, the partnership between students and local MSMEs has brought dual benefits to both parties. Students not only gain practical experience in managing real businesses but also make significant contributions to enhancing the competitiveness and capacity of MSMEs. Through collaboration in marketing, financial management, and product innovation, this program has opened up new opportunities for sustainable business growth at the local level. Thus, Polbeng Expo Business is not only a platform for the exchange of knowledge between academics and business practitioners but also a driving force for inclusive and sustainable local economic development.

Based on the above description, the author is very interested in researching the internal and external conditions as well as market conditions of the Zamatra business. This project is to identify key factors influencing the success of digital marketing and formulate effective strategies to increase sales. By understanding internal strengths and weaknesses, as well as external opportunities and threats, it is hoped that the right solutions can be found in leveraging digital technology to expand market reach and enhance competitiveness. Therefore, the title of this research is “Polbeng Business Expo (Case Study of Zamatra MSMEs)”.

1.2 Identification of the Project

Based on the above background, the identification of this project is how to organize and make Polbeng Business Expo a success.

1.3 Purpose of the Project

1.3.1 General Purpose of the Project

The main objective of this research is to develop effective digital marketing for Zamatra MSMEs while Expo is running.

1.3.2 Special Purpose of the Project

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

1. Preparing tenant for Polbeng Business Expo.
2. Creating concept of 30 promotion video of tenant.
3. Creating concept of 30 catalogs of tenant.
4. Creating the profile on tenant.
5. Posting marketing media promotion through social media.
6. Creating financial reports of tenant.
7. Tenant Transactions using QRIS.

1.4 Significance of the Project

This significance of this project in several aspect:

1. For MSMEs

It is expected that this project can help MSMEs in conducting digital marketing effectively and efficiently, so that they can expand their market reach and increase sales. In addition, the project also aims to help MSMEs create structured and accurate financial reports, making it easier to manage finances and make business decisions. Thus, this project is expected to increase the professionalism and competitiveness of MSMEs and support local economic growth.

2. For Academics

The academic benefit of this project is to add to the literature and research on the implementation of digital marketing in MSMEs in Indonesia, particularly in the culinary sector. This project can be a valuable source of data and case studies for researchers and students, helping them understand the challenges and opportunities faced by MSMEs in adopting digital technology.

3. For Authors :

The project is expected to result in valuable experience and understanding of the implementation of digital marketing in MSMEs. This experience will provide useful learning for future projects, improve analytical abilities, project management skills, and understanding of the challenges and opportunities faced by MSMEs in Indonesia. It can also enrich the author's insight in the field of digital marketing.

1.5 Time and Place of Project Implementation

The implementation of the Polbeng Business Expo Project will be held on October 30 - 31. The process will be carried out for 3 months starting from the preparation stage to evaluation. The venue for this project is at the Bengkalis State Polytechnic campus.

1.6 Writing System

The writing systematics of the final project on Digital Marketing for MSMEs of Zamatra is as follow:

CHAPTER I: INTRODUCTION

In this chapter the author describes introducing the Background of the Project, Identification of the Project, Purpose of the Project, Significance of the Project, Time and Place of the Project, and Writing System.

CHAPTER II: LITERTARURE REVIEW

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

CAPHTER III: METHODS AND ACCOMPLISHMENT PROCESS

In this chapter, the author discusses project preparation, implementation plan, project achievement, as well as schedule and cost estimates during Expo.

CHAPTER IV: RESULT AND DISCUSSION

This chapter contains the profile of the product produced, the results of the preparation, implementation, completion and project reporting of the activities that have been carried out. This starting with internal and external analysis of MSMEs as well as evaluating digital marketing strategies that have an impact on MSMEs during Expo.

CHAPTER V: CONCLUSION AND SUGGESTION

This chapter summarizes all research results during the project. In this chapter there are conclusions and suggestions aimed at the parties concerned.

REFERENCES

APPENDICES

WRITER BIOGRAPHY