

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background of the Project**

A tenant bazaar expo is an event where several tenants or traders gather to offer various products or services to visitors. The background of this kind of expo can vary depending on the purpose and theme of the event. In this era of globalization, the development of events is in line with technological advances and the development of community activities. The development of this event makes the emergence of various types of events that are not limited to religious, traditional, and cultural values. With this, the business world of event organizer services or event organizers in Indonesia is growing rapidly, consumer purchasing decisions are also a determining factor in whether consumers want to visit a company's business based on existing factors.

A Liaison Officer is an officer who becomes a liaison between the delegation guests and the organizing committee. Being this liaison certainly requires skills, knowledge, and art to be a good and qualified guest companion. Liaison Organizer commonly called LO, is one part of the Event Organizer (EO). where LO is in charge of directly handling the guest stars (artists) who will be the performers of the event. LO is responsible for all the needs of the artist. In short, the definition of liaison officer (LO) is tasked with being a liaison between guests and the committee to communicate and coordinate with each other for the success of an event. In addition, the job of an LO in an event is to ask the needs and needs of the guest speaker or resource person, then the LO is in charge of conveying to the committee team. The work responsibilities of an LO are fun, especially for those who have a passion for the field.

Entrepreneurship is a way of doing someone's work based on the possibility of making a profit and the possibility of also getting incalculable loss which is based on the scale of one's quality, To be able to continue, entrepreneurship requires strong individuals, personal never give up, self-confidence, mental and emotional

abilities as well can read existing opportunities (Haslinah et al., 2023). Entrepreneurial ability and an interest in reading is an opportunity to be able to develop. to recognize what will be managed well and correctly, not by opening a business with capital or just trying it out, but you have to think it through carefully (Hasan, 2018; Wiani et al., 2018). Research what the business will be like, what if Entering into this business, whether we will be able to compete or not. You have to think carefully so that in the end we will be able to do it to get maximum results from the business we build (Irawan et al., 2023; Yuwita et al., 2022).

Therefore, the Researcher will try to make snacks that are used in today's society. The snack is unique specifically with the main ingredients of bananas covered in chocolate the taste is sweet and savory when tasted, and the snack is called chocolate banana the price is relatively cheap and can be reached by all groups and the ingredients are also easy to get and the manufacturing procedures are also very easy.

The chocolate banana business is one of the MSME businesses that does not require special skills but requires astuteness in seeing market opportunities. To get this opportunity, the chocolate banana business must implement a market strategy. The market strategy that can be implemented is choosing a business location and selecting raw materials with good quality and quantity. For selecting raw materials raw materials, suppliers are needed who can continue to supply these raw materials. This chocolate banana business uses the main agricultural raw materials the product is banana candles. In selecting the main raw material for bananas, accuracy is needed so that it can affect the quality of taste and production costs. Apart from that, the availability of this main raw material also depends on harvest yields during the agricultural product period, where agricultural products are not always available all the time.

Below is a picture of the Chocolate Banana Pak Eko MSME cart that the author will research:



**Figure 1.1** There is an Example of a Chocolate Banana Cart and Location

*Source: Data Documentation, 2024*

The results of this study can provide significant benefits for culinary MSME owners because MSME can increase their business turnover and survive amidst increasingly fierce competition. Some of the benefits obtained through the intensity model based on technopreneurship include: 1. Increase Operational Efficiency: By implementing technology in business operations, culinary MSME owners can increase their efficiency and productivity. For example, by using an integrated digital payment and order management system, MSME owners can manage orders more efficiently, reduce errors, and save time in the transaction process (Febriyantoro et al., 2022), 2. Reaching a Wider Market: Through tehnopreneurship, culinary MSME owners can use digital platforms and social media to promote and market their products to a wider audience. This opens up opportunities to reach customers beyond their geographic area, resulting in increased sales and business growth Wahjono et al (2021).

## **1.2 Identification of the Project**

Based on the explain the author background described above, the project identification that will be discussed in this project is how the process of implementing the Polbeng Business Expo on Chocolate Banana Pak Eko MSME?.

## **1.3 Purpose of the Project**

### **1.3.1 General Purpose**

The main objective of this project is to organize the Polbeng Business Expo (Case Study on The Liaison Officer and Business Consultant Role on MSME Chocolate Banana *Pak Eko*).

### **1.3.2 Special Purpose**

The special purpose of the project in the Polbeng Business Expo Chocolate Banana *Pak Eko* are as follows:

1. To Accompany Polbeng Business Expo (Case Study on The Liaison Officer and Business Consultant Role on MSME Chocolate Banana *Pak Eko*).
2. To develop a promoting strategy for Chocolate Banana *Pak Eko* through digital marketing media (Social Media).
3. To assist MSME Chocolate Banana *Pak Eko* in creating a Video profile MSME.
4. To assist MSME Chocolate Banana *Pak Eko* in creating a product catalog.
5. To assist promotional video of MSME Chocolate Banana *Pak Eko*.
6. To assist with a financial report of MSME Chocolate Banana *Pak Eko*.

## **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 Chocolate Banana *Pak Eko*) are as follows:

1. For Author

The result of this project is additional knowledge in applying theoretical knowledge obtained during practical lectures specifically in the field of entrepreneurship or managing an event.

2. Benefits for MSME

This project, it can help develop the profile of the chocolate Banana business to be more recognized for capital references for the owner

3. Other Parties

This thesis aims to expand the knowledge base for both internal and external institutions. Additionally, this project will serve as a tangible result of the research. Furthermore, it will serve as a point of reference for future researchers exploring similar topics from different perspectives.

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

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

Project implementation activities were carried out in the 9th week of the odd semester 2024. The expo event was held for 2 days. In addition, digital marketing activities were conducted for 1 full month. Periodic evaluations and strategy adjustments were carried out throughout this process to ensure the optimal achievement of goals

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

The Chocolate Banana *Pak Eko* MSME project was implemented at Politeknik Negeri Bengkalis, with the theme “Expo Culinary and MSMEs” on Jalan Bathin Alam, Sungai Alam, Bengkalis Riau. This project was implemented in October 2024.

## **1.6 Writing System**

Systematics of writing the project Polbeng Business Expo Case Study on The Liaison Officer and Business Consultant Role on Chocolate Banana *Pak Eko* MSME is as follows:

## **CHAPTER I: INTRODUCTION**

This chapter explains 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 explains 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 explains the project preparation plan, project implementation plan, project completion plan, project reporting plan, and schedule and budget of the project.

## **CHAPTER IV: RESULT AND DISCUSSION**

This chapter explains the business profile, and project implementation reports, namely: project preparation, project implementation, project completion, and financial reports.

## **CHAPTER V: CONCLUSIONS AND SUGGESTIONS**

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