

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background of the project**

An exhibition is a platform for presenting products to communicate their value and attract attention from a wider audience. It serves as a promotional activity organized by producers. Typically, exhibitions feature booths equipped with televisions, monitors, or other promotional tools to support the event.

Small and medium-sized businesses are very important for economic growth because they open up more job opportunities and help more people. In fact, despite their small size, they have a big role in the economy. Micro, Small and Medium Enterprises (MSME) are said to be the spearhead of economic development because MSME can absorb a large workforce and play a role in distributing development results, apart from that, MSME have also been recognized as one of the most important in the economy regardless of the size of the economy. According to Saleh and Nelson (2006) in (Hidayat, Lesmana, and Latifah 2022).

MSME have enormous potential, but in reality MSME still experience various obstacles in the internal and external fields. So there is a need for research related to MSME which is expected to help and overcome problems in MSME so that the research results have a positive impact on economic development and further economic growth. According to Tejasari (2008) in (Hidayat, Lesmana, and Latifah 2022). The challenges faced by MSME are important to understand more deeply through research. With a better understanding of the problems at hand, we can develop more effective solutions to support the growth of MSME and the economy as a whole.

The presence of MSME is not only intended to increase income but also to equalize income. This is understandable because the MSME sector involves many people with various businesses. Regional governments have a very strategic role in growing and developing MSME in the regions. (Rizky, Kusumadewi, and Saefulloh 2022). supporting MSME, local governments can create new economic

centers in various regions, reduce dependence on main economic centers, and strengthen local economic resilience.

According to Heidrick and Struggles (2009) in (Hendro and Arlinda 2023). The rapid and rapid development of the digital world throughout the world requires advertising activities that occur not directly, but have a big impact on society, both marketing and sales. This can be achieved with digital marketing. By using online platforms such as social media, MSME can expand their market reach at affordable costs. Digital marketing also helps grow and compete in this digital era

An entrepreneur is defined as someone who finds opportunities and creates an organization that takes advantage of these opportunities in starting a new business (Maran, 2022) in (Prasetio and Hariyani 2023). Entrepreneurs not only create new economic opportunities but also drive the wheels of innovation in society.

The culinary business operating in the F&B sector is a business sector that is very popular among the public. This business is also known as a timeless business (Novyanti et al. 2023). This is caused by changes in consumer tastes and habits that continue to change, which provides room for innovation and development of new culinary products.

The increasingly widespread competition between culinary sectors requires business people to continue to innovate and look for unique products in order to compete in an increasingly competitive market. In this context, the *risol mayo* MSME business is an example of how small businesses can compete with other culinary sectors. By presenting a unique mayo risol with the appearance of mayonnaise and sauce, this MSME business is able to attract consumer attention and differentiate itself from other competitors. Through creative marketing strategies and maintained product quality.

*Risol Mayo* business owned by Yusnilawati was founded at the end of 2022, to be precise in October. This business is located at the Panglima Minal Stadium which is located in Bengkalis. With high enthusiasm and dedication, Yusnilawati succeeded in developing this culinary business so that it could attract attention. The taste of the *Risol mayo* makes this business increasingly popular

among the public and also some students around campus. Not only that, friendly service and affordable prices are also supporting factors for this business.

*Mayonnaise risoles* or often called *Risol Mayo* are a variation of ordinary risoles or classic risoles. If ordinary rissoles generally contain vegetables or other traditional ingredients, then this snack could be said to be a little modern. The sauce used is a combination of several ingredients accompanied by mayonnaise sauce to get a savory taste.

*Risol Mayo* is one of the most sought after market snacks. As the name suggests, this rissoles is filled with mayonnaise sauce and added with other ingredients, such as meat, sausage or eggs. For the outside, mayo rissoles are usually wrapped in breadcrumbs or breadcrumbs. Then fried until golden brown.

*Risol Mayo* has now achieved extraordinary popularity among today's young people. Its unique delicacy, the combination of crunchy rissole with creamy mayo filling, makes it the main choice for gatherings or just relaxing with friends. Apart from that, risol mayo is also easy to find in various popular eating places, from cafes to small businesses that follow the latest culinary trends. Its practical and appetizing presence makes it not just a snack, but also a symbol of the lifestyle of young people who like to try new and different things.

This business with a background in improving the family's economy provided motivation and encouraged Yusnilawati to start her own business in the hope of making a positive contribution to herself and her family. With dedication and high enthusiasm, Yusnilawati is determined to develop her business sustainably and take advantage of every opportunity that exists in the business world.

Therefore, based on this background, the researcher intends to create a project entitled "**Polbeng Business Expo (Case Study on MSME *Risol Mayo*)**"

## **1.2 Identification of te Project**

Based on the background described above, the project identification that will be discussed in this project is how the implementation process is carried out. "Polbeng Business Expo Case Study On MSME Risol Mayo?"

### **1.3 Purpose of the project**

The Purpose of the Project Are:

#### **1.3.1 General Purpose**

The general purpose to be achieved in this final project is to organize a business expo to increase the popularity and profitability of the Risol Mayo business in order to realize a project that is in accordance with the plan.

#### **1.3.2 Specific Purpose**

The specific objectives to be achieved in this final assignment is to hold a business exhibition to increase the popularity of the MSME Risol Mayo in the market, and carry out performance and financial report, are as follows:

1. Preparing Tenant For Polbeng Business Expo
2. Creating concept of 30 promotion video and catalogs of tenant
3. Post Marketing Promotion Through Social Media
4. Creating Financial Reports of Tenant
5. Creating Qris For Tenant

### **1.4 Significance of the project**

Every thing is done must have a benefits, while the benefits of the final project is "**Polbeng Business Expo (Case Study on MSME *Risol Mayo*)**" are as follows:

#### **1.4.1 Benefits for MSME**

Expo has a number of significant benefits for MSME (Micro, Small and Medium Enterprise). Expo provides a platform to increase the visibility and exposure of MSME products to a wider audience. This helps expand their market reach and increase sales. Expo provides an opportunity to build networks and relationships with new customers.

#### **1.4.2 Benefits for writers**

The Expo provides an opportunity to present their research results to a wide audience, including professionals, academics and practitioners in related

fields. This helps build academic reputations and increases the visibility of their research in the scientific community.

#### **1.4.3 Benefits for others**

Expo are often an opportunity to introduce and appreciate various local products and services from MSME. This helps promote the cultural diversity and economic potential that exists in society, as well as encouraging the consumption of local products which supports local economic growth.

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

The MSME Expo project which is planned to be held at the Bengkalis State Polytechnic campus shows the commitment of educational institutions in supporting and advancing MSMEs in the area. With an estimated implementation time at the end of 2024, this project provides an opportunity for local MSMEs to prepare and strengthen themselves in entering a wider market share.

#### **1.6 Writing Systematics**

The writing systems of the project “Polbeng Bussiness Expo”**Polbeng Business Expo (Case Study on MSME *Risol Mayo*)**” are:

##### **CHAPTER I : INTRODUCTION**

In this chapter the author explains the background of MSMEs, the aims of the Expo and the benefits of holding the Expo for MSMEs, the place and time of the Expo, as well as the systematics of writing project reports in the thesis.

##### **CHAPTER 2 : LITERATURE REVIEW**

In this chapter the author explains theories that are relevant to the main material in the Final Project, namely the basic concepts of MSMEs, the importance of branding and promotion, as well as the benefits and challenges faced by MSMEs in participating in the Expo.

##### **CHAPTER 3 : METHODS AND ACCOMPLISHMENT PROCESSES**

In this chapter the author will explain the plan with a diagram of the UMKM Expo project, then continue with the implementation plan and the Expo implementation process. The author will also outline the schedule and estimated costs incurred during the Expo project period, including the estimated costs of writing a thesis.

#### CHAPTER 4 : RESULTS AND DISCUSSION

In this chapter the author will describe the MSME Expo project profile and activity implementation reports consisting of project preparation, activity implementation, implementation reports, and results achieved from Expo activities.

#### CHAPTER 5 : CONCLUSIONS AND RECOMMENDATIONS

This chapter contains a summary of the results of the writings in the previous chapters which were written as conclusions as well as suggestions for improvement and development for the UMKM Expo in the future. The author will provide recommendations for MSMEs, Expo organizers, and the government.