

CHAPTER I

INTRODUCTION

1.1 Background of the Project

According to the Big Indonesian Dictionary (KBBI), an expo or exhibition is a show of artworks of a production of products and services (Nugroho, Faozan Tri. 2022). Meanwhile, according to Loeransi experts, an exhibition is an activity that intends to convey or communicate a product to the target market, provide information about value, innovation, and usefulness to encourage people to provide a product or service. Then according to experts Freed E. Han and Kenneth G. Mangun, an exhibition is an effective marketing tool used for campaign purposes, socializing business programs, providing information on the difference in value of a product or service made with other products, and as an effort to increase market penetration. An exhibition is a type of business service that allows producers and buyers to come together. It serves as a promotional tool where producers, groups, organizations, or associations display products to attract potential customers or buyers. An exhibition is a form of meeting service business that brings together producers and buyers, but a further understanding of the exhibition is that it is a promotional activity carried out by a producer, group, organization, or certain associations in the form of displaying product displays to potential relationships or buyers.

Polbeng Business Expo was organized by State Polytechnic Of Bengkalis with various important objectives targeting MSME (Micro, Small, and Medium Enterprises) in the Bengkalis region. The event aims to promote products and services from local MSME, providing them with a platform to showcase their work to a wider public. As such, the expo helps to increase the visibility and competitiveness of MSME in the local and regional markets. The event strengthens the relationship between State Polytechnic Of Bengkalis and the business world, with the hope of creating collaborations in the form of mentoring, business development programs, or joint projects that are mutually beneficial.

Micro, Small and Medium Enterprises (MSME) are essentially efforts aimed at improving the welfare of the community, especially in the field of MSMEs (Purnawan, et al, 2020). Micro, Small, and Medium Enterprises (MSMEs) play an important role in the Indonesian economy by absorbing labor, generating income, and driving economic growth. In regions such as East Java, the MSME sector acts as a driver of innovation, entrepreneurship, and poverty alleviation (Atichasari & Marfu, 2023; Yose, 2023). These enterprises are critical to creating jobs and expanding employment opportunities, contributing significantly to the country's economic development (Marwanto et al., 2023).

One area of the MSME food business that has many fans is Street Food. Street food is an integral part of the culinary culture in many countries, offering a diverse range of dishes that often reflect the richness and diversity of local traditions. In Indonesia, for example, street food such as tahu gejrot, satay, fried rice, and meatballs have become favorites due to their affordable prices and distinctive flavors..

Street food often represents the authentic traditional culture of a region and has an unlimited variety. There are many variations in both the raw materials and the manufacturing of street food, beverages, snacks and meals (Alfiero et al., 2017). The uniqueness of street food in Indonesia contributes to its reputation as a culinary paradise among domestic and international travelers. Warungs (small local eateries) and street vendors in Indonesia constitute one of the major groups in food services, mostly providing food to low- to middle-income consumers (Gupta et al., 2018).

Street food is still popular for many key reasons. Street food offers authentic and distinctive flavors that are hard to find in modern restaurants, as vendors usually use traditional recipes that have been passed down through generations. In addition, street food is sold at affordable prices, making it easily accessible to a wide range of people. The ease and speed of serving are also an attraction, especially for those with high mobility and limited time. The diversity of culinary choices that reflect the richness of local cultures and traditions adds to the appeal of street food, providing many options to meet consumer tastes. Enjoying street food is often a unique culinary experience, with direct interaction with vendors and the bustling

and dynamic atmosphere of the streets, making it more than just a meal but also a cultural experience. Hence, tahu gejrot is one of the street food icons that represent Indonesia's culinary richness.

It offers an authentic taste with a blend of savory, sweet, and spicy flavors from its signature sauce, making it loved by various groups. Tahu gejrot is also sold at an affordable price, making it easily accessible to anyone. The speed and ease of serving make it an ideal choice for those looking for a quick snack in the middle of a busy day. With the presence of tahu gejrot in various street corners and traditional markets, the experience of enjoying this food is not only about taste but also enjoying the atmosphere and local culture.

Liaison Officer is a profession whose job is to mediate the relationship between one company/organization and another. It can also play a role in organizing activities in an event. In other words, the liaison officer is part of the committee structure. As a Liaison Officer at an event such as Polbeng Business Expo, this role is very important in bridging the relationship between MSMEs and various participating companies or organizations. His job is to ensure effective communication and smooth coordination between all parties involved, assisting MSMEs in understanding the requirements and opportunities offered, as well as organizing activities that can increase exposure and business networks of MSMEs. As such, the Liaison Officer plays a key role in creating productive synergies and supporting the growth of MSMEs through strategic and planned collaboration.

It is hoped that through this event, based MSME can gain a greater competitive advantage, expand market reach, and contribute more to local economic growth. However, to start an activity, human resources and capital are needed. Human resources serve to organize and execute the event until it is completed. The human resources in question are the committee. Then, capital is needed for the event to take place. Capital can be obtained from sponsors or from personal funds. Therefore, based on the background description above, the author is interested in conducting an event entitled Final Project on **POLBENG BUSINESS EXPO (Case Study on the Liaison Officer and Business Consultant Role on MSME: Tahu Gejrot).**

1.2 Identification of the Project

Based on the above background issues, how can we utilize marketing channels such as social media to hold business fairs, expand our promotional reach, and raise awareness in various fields?

1.3 Purpose of the Project

1.3.1 General Purpose

The general objective to be achieved in this final project is to organize the POLBENG BUSINESS EXPO (Case Study on Liaison Officier and Business Consultant Role on MSME: Tahu Gejrot). So that it can be carried out in accordance with planning.

1.3.2 Specific Purpose

The specific project objectives that are expected to be achieved in writing in this final project are as follows :

1. To accompany and act as an intermediary between tenant and event organizer.
2. To create video promotion of Tahu Gejrot Msme
3. To develop promoting strategy Tahu Gejrot Msme through digital marketing media (Social Media and QRIS).
4. To create a profile of Tahu Gejrot business
5. To create product catalog from Tahu Gejrot
6. To create a financial report of the Tahu Gejrot business.
7. To create desain booth of the tahu gejrot Msme.

1.4 Significance 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 Officier and Business Consultant Role on MSME Tahu Gejrot) are as follows :

1. For Author

The author has the opportunity to improve skills in organizing and managing events through planning, coordinating, and implementing the Polbeng Business Expo and other related events. The author can expand his professional network

through interaction and cooperation with business people, academics, and the community.

2. For Students

Students can develop soft skills such as communication, team collaboration, leadership, and creativity through involvement in event planning and execution. Students will gain practical insights into organizing events and a deeper understanding of the MSME industry and the importance of supporting the local economy.

3. For Other Parties

The event will make a positive contribution to the local economy by supporting the growth of MSMEs and creating new jobs. MSME players will get a platform to promote their products to a wider audience, while the eco-friendly costume fashion show will raise environmental awareness.

1.5 Time and Place of Project Implementation

1.5.1 Time of Project Implementation

The expo is scheduled to take place over 2 days in week 9 of the odd semester.

1.5.2 Place of Project Implementation

The project will be implemented in the parking area behind building C to the parking lot of the Business Administration building, and will be attended by 54 tenants.

1.6 Writing System

Systematically of writing the Project POLBENG BUSINESS EXPO (Case Study on the Liaison Officier and Business Consultant Role on MSME Tahu Gejrot) are as follows :

CHAPTER I : INTRODUCTION

In this chapter, the author explains the background of the project, the project visit, the objectives and benefits of the project, the place and time of the project, and the systematic writing of the project report in the thesis.

CHAPTER II : LITERATUR REVIEW

In this chapter, the author explains the theories that are relevant to the main material in the Final Project, which is to explain the of business expo and digital marketing MSMEs.

CHAPTER III : METHODS AND PROCESSES OF ACHIEVEMENT

In this chapter, the author will describe the plan with a project implementation diagram, then proceed with the implementation plan, implementation process, and project implementation report. Then followed a schedule of estimated costs incurred to make the expo a success.

CHAPTER IV : RESULTS AND DISCUSSION

This chapter describes and discusses the analysis of the results of the final project carried out

CHAPTER V : CONCLUSIONS AND SUGGESTIONS

In this chapter there are several conclusions and suggestion as an overview of the final project report.