

CHAPTER I

INTRODUCTION

1.1. Background of the Project

Polbeng Business Expo is an initiative that aims to facilitate the development of Micro, Small, and Medium Enterprises (MSMEs), including Namiyah Gifts, in improving their promotional activities. In the current era of globalization, the success of development is highly dependent on the economic sector, where the role of the community in supporting MSMEs is very important. In the current digital era, digital marketing has become one of the effective strategies to enhance product sales, including for Micro, Small, and Medium Enterprises (MSMEs), which play a vital role in Indonesia's economy by Rosa N.T (2024).

Namiyah Gifts is an MSME engaged in bouquet production with several years of experience in the industry. Despite being in operation for quite some time, Namiyah Gifts still faces challenges in improving its digital presence. With a focus on product quality and creativity, Namiyah Gifts is committed to providing the best service to customers. The following profile of Namiyah Gifts MSME can be seen in figure 1.1 below:



Figure 1.1 Profile of Namiyah Gifts MSME
Source: Processed Data by MSME Owner 2024

To support the growth of MSMEs in Bengkalis Regency, the Polbeng Business Expo is designed to help businesses understand and implement effective digital marketing strategies. Through this expo, Namiyah Gifts can increase its online visibility and sales by utilizing digital platforms as well as an active presence on social media. The expo will also include various exciting events. In addition, Namiyah Gifts plans to expand their promotional activities by creating professional MSME profile videos, interactive product catalogs, and attractive and informative promotional videos. Polbeng business expo will be held on October 30-31, 2024 on Wednesday and Thursday at Bengkalis State Polytechnic

Based on the problems that occur, it can be concluded that there is a need to increase capacity and quality in running Micro, Small and Medium Enterprises (MSMEs) and Polbeng Business Expo facilitates Namiyah Gifts MSMEs. For this reason, the author will carry out a project for the general public in Indonesia, precisely in Bengkalis with the title **“Project Implementation Facilitating Namiyah Gifts at Polbeng Business Expo”**.

1.2. Identification of the Project

Based on the explanation of the background of the problem above, the identification of project problems that will be discussed in this project is "Project Implementation Facilitating Namiyah Gifts at Polbeng Business Expo". To increase capacity and quality when running Micro, Small and Medium Enterprises (MSME), especially in accessing potential customers more widely and information technology literacy in the Digital era. This exhibition will discuss how to organize and implementation Polbeng Business Expo?

1.3. Purpose of the project

1.3.1. General Purpose

The project purpose is to facilitate Namiyah Gifts MSME at Polbeng Business Expo.

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 create a profile of Namiyah Gifts
2. To create 30 digital marketing video of Namiyah Gifts
3. To create 30 catalog of Namiyah Gifts
4. To posting marketing media promotion through social media
5. To create financial report of Namiyah Gifts
6. To create QRIS for Namiyah Gifts

1.4. Significance of the Project

This project is expected to be useful for interested parties or related parties, the benefits of this project are:

1. For the Author

This thesis is used to gain experience, add insight, and guidelines for completing the final project which is one of the requirements for completing the Applied Bachelor's degree at the Department of International Business Administration.

2. For Students

This thesis can be used as a form of increasing creativity in doing world business, especially in increasing MSME knowledge of promotion through digital marketing

3. For Other Parties

This thesis is expected to provide more knowledge to other institutions both internal and external. This project will also be used as an output of the project.

1.5. Time and Place of Project Implementation

The time and place where the project takes place:

1.5.1. Time and Place

The time and place of implementation of this project is scheduled for

October 30-31, 2024 on Wednesday and Thursday and the activity lasted for two days.

1.5.2. Project Activities

Expo activities will be carried out in the area around the Bengkalis State Polytechnic, precisely in the vicinity of the Commerce administration building.

1.6. Writing System

Systematically the contents of this are arranged as follows:

CHAPTER 1: INTRODUCTION

In this chapter, the author describes the background of the project, project visits, project objectives and benefits, the place and time of the project, and the systematics of writing a project report in an undergraduate thesis.

CHAPTER 2: LITERATURE REVIEW

In this chapter, the author describes the theories that are relevant to the main material in the Final Project, namely explaining the expo business Polbeng on Bengkalis MSMEs.

CHAPTER 3: METHODS AND ACCOMPLISHMENT PROCESS

In this chapter, the author will explain the plan with a project diagram, then continue with the implementation plan and implementation process, implementation plan, and project implementation report.

CHAPTER 4: RESULTS AND DISCUSSION

In this chapter, the author will describe the project profile and activity implementation report consisting of project preparation, activity implementation, and activity implementation report.

CHAPTER 5: CONCLUSIONS AND SUGGESTIONS

This chapter contains a summary of the results of the writings in the previous chapters written in conclusions as well as suggestions for improvement instead of writing.