

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Expo or business exhibition is an exhibition held by a company from a particular industry to be able to showcase and demonstrate their latest products and services by studying competitor activities and following new trends and opportunities. Expo can also be a unique form of promotion because it promotes products on a large scale. The history of business exhibitions is the tradition of business exhibitions held in medieval Europe, during the era of merchant capitalism. Today, manufacturers and crafts visit cities to attend business exhibitions to sell and showcase their products (Amelia, A. N., 2023).

The nature of this type of exhibition, such as promotional exhibitions, automotive exhibitions, art exhibitions, and others must be understood as the basis of all art exhibition events and others must be understood as the foundation of all events. All events require exhibitions. How to package a seminar into an event that is not a delivery/presentation so that data presentation can be conveyed through animation, multimedia audio-visual technology and others. The above are the sides of the exhibition (Ibnu Novel Hafidz, 2007: 41-42 (Octaverina, Pritasari et, al.2021). Presentation of products or services is carried out through passive demonstrations (displays) and active demonstrations (demos) at a number of booths (stands/booths) in an exhibition/event building (venue) for a certain period of time with a certain title and theme of the activity (Dwi Karsono 2016: 9 (Octaverina Petasari et al., 2021).

Polbeng Business Expo, held by Bengkalis State Polytechnic, has various important objectives to support MSME (Micro, Small, and Medium Enterprises) in the Bengkalis region. This event is designed to promote local MSME products and services, while providing a platform for them to introduce their works to the wider community. Through this activity, the exhibition aims to increase the exposure and competitiveness of MSME in the local and regional markets. In addition, this event strengthens the relationship between Bengkalis State Polytechnic and the business

world, with the hope of realizing collaboration in the form of mentoring, business development, or mutually beneficial joint projects.

MSME play an important role in reducing unemployment and poverty rates in Indonesia and as a fundamental pillar of the economy for the community. However, there are still obstacles in promoting MSME products, especially in Bengkalis Regency, where promotions are still carried out conventionally with limited reach and effectiveness (Aulia et al., 2024). Specifically, MSME can be crucial actors in the journey toward sustainability because of their potential to spur employment generation and value creation (Koirala, 2019; Erik sicgcha et al., 2024).

Bananas are one type of horticultural commodity in the fruit group that has quite high social and economic value for the people of Indonesia. The benefits of bananas are so great for the body that bananas have great business opportunities if they can be processed into innovative products (Ari, 2016). One of them is banana uhuyy lumpia. Banana uhuyy lumpia is a banana fruit processing that develops traditional food, namely fried bananas, which are already popular in the community. In its production, banana uhuyy lumpia is fried until crispy and served with added toppings such as cheese or chocolate. With the innovation of banana fruit products into banana uhuyy lumpia, the added value of the banana fruit can be increased.

Banana wrapped in spring roll skin with various toppings and appetizing variants has become a culinary dish that is increasingly in demand by the public. In the world of food, innovations like this provide a new experience for consumers and are able to attract the attention of the market, especially in Indonesia. Banana wrapped in spring roll skin is one of the culinary creations that is widely known in Indonesia. With its distinctive taste and unique presentation, this food has become a favorite of various groups. Businesses in this culinary field also have bright prospects, because the level of demand tends to be stable and continues to grow.

Through this project, MSME actors will gain insight into creative marketing strategies to drive their business growth. The strategy includes collaborating with other complementary brands to expand market reach, as well as holding joint promotions to increase brand awareness and sales. It is hoped that this project can

help MSME gain access to financial resources, technical support, and assistance in business development so that they can grow more rapidly. Culinary businesses, especially bananas wrapped in spring roll skin with various toppings, have great potential to grow in Indonesia.

It is hoped that through this activity, Pisang Uhuyy MSME can gain a greater competitive advantage, expand market reach, and contribute more to local economic growth. However, to make this happen, adequate human resources and capital are needed. Human resources have an important role in organizing and carrying out activities to completion, involving participants and the committee. As a supporter, capital is also needed so that activities can be carried out well, which can be obtained from sponsors or personal funds.

Therefore, based on the background description above, the author is interested in creating a title entitled The Final Project “**Polbeng Business Expo (Case Study on MSME *Pisang Uhuyy* Bengkalis)?**”.

1.2 Identification of the Project

Based on the background that has been explained previously, the focus of this project identification is to examine how the implementation process is carried out. “Polbeng Business Expo (Case Study on MSME *Pisang Uhuyy* Bengkalis)?”.

1.3 Purpose of the Project

1.3.1 General Purpose

The general objective to be achieved in this final assignment is to hold a business exhibition to increase the popularity and profitability of the pisang uhuyy business, so that this project can be implemented according to the planning that has been prepared.

1.3.2 Specific Purpose

The specific objectives of the expected project, namely to increase the exposure and growth of Pisang Uhuyy in the MSME market, and carry out performance and financial report, are as follows:

1. Preparing tenant for Polbeng Business Expo
2. Creating concept of 30 promotion 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 benefit, while the benefits of the final project **“Polbeng Business Expo (Case Study on MSME Pisang Uhuyy Bengkalis)”** are as follows:

1. For Panelists

This thesis has significance for the panelists because it provides in-depth insight into how Pisang Uhuyy faces and exploits opportunities at the Polbeng Business Expo MSME. This allows panelists to evaluate Pisang Uhuyy business strategy and performance holistically, as well as provide insight into best practices in facing challenges in the MSME market.

2. For Students

This thesis is important because it provides an opportunity to learn from real case studies about how an MSME business can increase exposure and growth through initiatives such as tenant profiling, digital marketing, and financial analysis. It also provides practical experience in applying the concepts learned in a real-world context.

3. For Other Parties

This thesis has important value for other parties such as potential customers, business partners, and other stakeholders, to provide insight into Pisang Uhuyy products, facilitate access to information about the products offered, and strengthen trust in the brand through marketing and promotional strategies. effective. It also provides a clear picture of Pisang Uhuyy financial performance, which can provide additional confidence in interacting with the company.

1.5 Time and Place of Project Implementation

The time and place for the implementation be held in the 9 week of the odd semester 2024. The activity will last for 2 days at the Bengkalis State Polytechnic, specifically around the business administration building. Digital marketing process activities, catalogues, video making will be carried out at the residence of MSME Pisang Uhuyy Bengkalis.

1.6 Writing Systematics

The writing systems of the project "Polbeng Business Expo (Case Study on MSME *Pisang Uhuyy* Bengkalis)" are :

CHAPTER I : INTRODUCTION

In this chapter, the author explains the project background, project identification, project objectives, and benefits. The place and time of project implementation as well as the systematics of writing project reports are explained in the thesis.

CHAPTER II : LITERATURE REVIEW

In this chapter, describes general and specific theories in the final project report, namely for general theory explaining the identification of business planning, and for specific theories explaining marketing identifications.

CHAPTER III : METHOD AND ACCOMPLISHMENT PROCESS

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

CHAPTER IV : RESULTS AND DISCUSSION

In this chapter the author will present a profile of project activities and a report on the implementation of project activities, which includes project preparation, project

reporting, and financial reports on the implementation of project activities.

CHAPTER V : CONCLUSIONS AND RECOMMENDATIONS

This chapter contains a summary and results of the writing in the previous chapters which are outlined in the conclusion section, as well as suggestions for improving the place of writing.