

CHAPTER I

INTRODUCTION

1.1 Background of the Project

The MSME Expo is purposeful exhibition For promote product or service from business micro, small and medium. With this Expo become very effective tool For support development of MSMEs with various method For promote products, expanding markets, building network, access financing, increasing capacity and knowledge, introducing technology new, get bait come back consumers and improve sale.

In some years lastly, the bakery industry in Indonesia shows significant growth. Change style increasingly community life Busy push request to product practical and ready food consumption. Bakery products such as bread, cakes and pastries become a popular choice among people consumer various age.

Afra bakery is an MSME that produces and markets bread. this business has been established since 2022. the owner of this afra bakery shop is named Maya Dian Sari. The beginning of this Afra Bakery business at home was founded by the owner's mother, at that time the recipe used was derived from her parents and passed down to her son who is currently the owner of Afra Bakery.

At present, Afra Bakery already has 1 (one) shop called Afra Bakery which is located in Bengkalis and has employees who are divided into 2 (two) production employees and 1 (one) cashier employee. Afra bakery produces various types of bread, sponge cake and donuts kind of feeling, at the moment This donuts become a product that is in great demand customers and become best selling product at Afra bakery.

In the business world, competition is things that don't avoided. Lots of it uniformity products available on the market make consumer faced with many choice purchase. For introduce its products and improve sales, Afra Bakery utilizes social media platforms like Instagram as a marketing strategy. In facing the competitive market situation and conditions this is necessary effective and

innovative approach in promote bakery product with using Instagram, Afra Bakery can displays taking pictures evocative product appetizing and interesting attention candidate consumer. Additionally, Instagram Stories and Reels are used For share moment behind screen, bread making process, as well testimonial customers, all of whom works For build connection more near with audience. Contents creative like recipes, culinary tips, and contests are also offered For increase interaction and engagement user.

In optimizing sales and market opportunities, Afra Bakery also takes advantage features analytics on Instagram for understand behavior consumers and adjust marketing strategies in accordance with existing trends and preferences. Campaign targeted promotions, such as discount special for Instagram followers or collaboration with food influencers, is also implemented For expand market reach and attractiveness more Lots customer potential. With approach integrated and leveraged marketing digital technology effective, Afra Bakery tries For still superior in market competition, increase sales, and strengthening presence brand in the bakery industry.

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.

Organized exhibitions provide a great opportunity for Afra Bakery to introduce and market its products to the public. Through its participation in these exhibitions, Afra Bakery can not only increase consumer interest, but also foster their curiosity about the various products on offer. With a well-thought-out marketing strategy, Afra Bakery displayed informative and engaging posters and arranged its products in an attractive manner. This visually appealing approach aims to captivate the attention of consumers,

According to the journal entitled Micro, Small and Medium Enterprises (MSME'S)

activities are a business sector that is classified as independent and can develop and be consistent in the national economy. With strategies created by each company or MSME'S, companies can compete more effectively to become superior in their market scope. This research aims to determine the competitive strategy set by MSME's ID Cake and Bakery in Bukittinggi City in running their business to be able to face competition. This research uses a qualitative approach with a case study method. Data collection was carried out through interviews and documentation. The research results show that the attraction of buyers to MSME's ID Cake and Bakery is that the prices offered are relatively cheap or affordable with standard to good quality, MSME's ID Cake and Bakery gets raw materials from local suppliers using a pre-order system. New competition has quite an influence on MSME's ID Cake and Bakery, so MSME's ID Cake and Bakery carries out market analysis. MSME's ID Cake and Bakery promotional media is through social media Instagram and Facebook. The economic factor that affects the company is inflation which causes the price of goods to rise, so MSME's ID Cake and Bakery has to increase the price of goods. MSME's ID Cake and Bakery carry out marketing strategies by utilizing technology such as social media. (Lestari, S. A. (2024).

From various research and title, research This Not yet Once researched previously. Based on monitoring carried out to a number of things that influence purchasing decisions consumer in purchase Afra bakery food ie price offered, quality Afra bakery products and locations, based on description the so project This given title **“Polbeng Business Expo (Case Study of Afra Bakery Bengkalis)”**

1.2 Identification of the 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 Afra Bakery?”**

1.3 Purposes of the Project

1.3.1 The general of the project 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 Afra Bakery

business in order to realize a project that is in accordance with the plan.

1.3.2 The Specific of the Project purpose

Specific goals project that can expected can achieved in writing task end
This is as following :

1. Creating Business Profile of Afra Bakery
2. Preparing Tenant For Polbeng Business Expo
3. To creating 30 video Promotion
4. To Creating 30 Catalog Promotion
5. Post Marketing Promotiom Through Social Media
6. Creating Financial Reports of Tenant

1.4 Significances of the project

Important meaning in project is as following :

1. For Writer

Project benefits This for writer is for growing soul of an entrepreneur who is independent, creative, innovative, responsible, disciplined or not easy give up
For do matter positive

2. For Student

Project benefits for student is for giving outlook about businessman and creating businessman generation young ready innovate and confront challenge business.

3. For MSMEs

Project benefits for MSMEs is, to become event promotion owned business they so more Again known to the wider community.

4. For State Polytechnic of Bengkalis

The advantage of this project for the polytechnic is that it makes this project a forum for promoting the campus's profile to the wider community and opens up opportunities for collaboration between the campus and MSME

1.5 Time and Place of Project Implementation

1.5.1 Time of Project Implementation

Polbeng Business Expo was held at the Bengkalis State Polytechnic Campus for 2 days on October 30-31, 2024 in the courtyard of the ADM building.

1.5.2 Place of Project Implementation

EXPO activities were held at the Bengkalis State Polytechnic in the courtyard of the administration building commerce MSME video making will done at MSME locations

1.6 Writings system

By systematic its contents filled as following :

CHAPTER 1: INTRODUCTION

In this chapter, the writer explain background behind projects, visits project objectives and benefits project place and time projects and systematics writing report project in A thesis bachelor.

CHAPTER 2: LITERATURE REVIEW

In this chapter, the writer explain relevant theories with material main in The final assignment is explain implementation description work and specifications work from the Marketing and Operations Division

CHAPTER 3: METHOD AND ACCOMPLISHMENT PROCESS

In this chapter, the writer will explain plan implementation and implementation process, plans implementation and projects report implementation. Then continue with schedule and estimates cost incurred during period project

CHAPTER 4: RESULTS AND DISCUSSION

In this chapter, the writer will explain profile projects and reports implementation consisting of activities from preparation project, implementation activities, reports implementation and activities report implementation

CHAPTER 5: CONCLUSIONS AND SUGGESTION

This chapter containing summary the results of the writing in the chapter previously written conclusion as well as suggestions for repair as a substitute for writing.