

# **CHAPTER I**

## **INTRODUCTION**

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

Exhibitions have become an integral part of modern business strategies, serving as an important medium to connect businesses with their target audiences. These events provide a structured and interactive space where businesses can showcase their innovations, products and services directly to consumers and stakeholders. In particular, exhibitions are highly beneficial for Micro, Small, and Medium Enterprises (MSME) as they create opportunities to build brand awareness, foster business relationships, and penetrate a wider market.

Expo stands for Exposition which means exhibition or presentation. In general, Expo is defined as a trade fair or trade exhibition. Expo is a unique form of promotion because it promotes products on a large scale Supadilah (2022). Expo according to Indriani (2022) Expo stands for Exposition which means exhibition or can be interpreted as a trade exhibition. This trade show or Expo is an effective and unique form of marketing to advertise a product and work. In expo activities, business people exhibit their business products with various purposes and urgencies. Among them are increasing the brand, getting target consumers, as product marketing, increasing visibility or just expanding business network relationships. For business people who are starting their business, expo activities are needed as a product introduction to the public so that people recognize the products being sold. From the consumer side, business exhibition activities have benefits as knowledge and entertainment. People can come to the expo to just wal k around or enjoy the exhibition.

According to KBBI, the meaning of bazaar is a market that is deliberately organised for a period of several days. Another meaning of bazaar is the exhibition and sale of handicraft goods, food, and so on with the proceeds going to charity. Bazaar is a form of economic and social activity that has existed since

ancient times and has a long history in various cultures around the world. Bazaars are usually held in conjunction with special occasions such as holidays, religious celebrations, cultural festivals, or as part of social and charitable activities. Historically, bazaars have been an integral part of community life. In the past, bazaars were often the main trading centres in cities and towns, where merchants from different regions gathered to sell their products

Small and medium-sized enterprises (MSME) and their essential role in the economic activities of different countries, especially developing ones, have been recognised by experts Manzoor (2021) and economic policymakers in Neaoyuki Yoshino, Ehsan Rasoulinezhed, Han phoumin and Farhad Taghizadeh Hezari (2023). Emphasises the importance of policies that support the development of MSME through improving access to resources and fostering entrepreneurship. Micro, Small and Medium Enterprises (MSME) have a very significant role in the Indonesian economy. The contribution of MSME to the country's Gross Domestic Product (GDP) reaches more than 60%, and absorbs around 97% of the total national workforce. This data shows that MSME are the backbone of the Indonesian economy, providing a major impact on economic growth and social stability. The role of MSME is not only seen in economic contribution, but also in community empowerment. Through MSME, many individuals and communities, especially in rural areas, are able to improve their standard of living by creating their own businesses that match local potential and needs. This helps to reduce dependence on the formal sector which may be limited in certain areas.

Tea drinks especially in bengkalis there are many MSME that sell tea drinks, one of which is the Es Teh Rindu MSME, the Es Teh Rindu business was founded in 2023, the beginning has been running for about a year more, the Teh Rindu MSME has 6 branches in bengkalis, although the income is not too much but in one day there must be something sold, the Rindu tea MSME starts opening from 8:00 to 10:30 pm, open every day, currently still has 5 variants of tea, one of which is jasmine tea and original tea with the same price, all of which are 5 thousand. this business was founded by Mr Winaldi Satria, an entrepreneur who






was inspired by the trend of modern tea drinks among young people and they also have a cellphone business so while opening a cellphone while selling tea drinks. The name ‘Es Teh Rindu’ was chosen because it has a deep philosophy; the word ‘rindu’ gives a strong emotional impression, reminding customers of the warmth and nostalgic feelings that want to be presented through The author chose Es Teh Rindu MSME for the Polbeng Business Expo event because this business has interesting potential to be displayed and studied further. Es Teh Rindu has managed to attract the attention of the public with its refreshing tea drink product innovation, offering a wide variety of flavors, and maintaining affordable prices for the community and students. Es Teh Rindu is also a viral drink in bengkalis and there are certainly those who buy it. UMKM stall can be seen in Figure 1.1 below:



**Figure 1.1 MSME stall Es Teh Rindu**  
Source: Documentation 2024

Es Teh Rindu MSME has grown rapidly by opening 5 branches spread across various strategic locations in Bengkalis. These branches include the city center, near schools, this growth shows the success of the business in meeting consumer needs, as well as having a positive impact on the local community through job creation. Here are 5 branches of MSME Es Teh Rindu in Bengkalis in Table 1.1:

**Table 1.1 five Branches of MSME Es Teh Rindu**

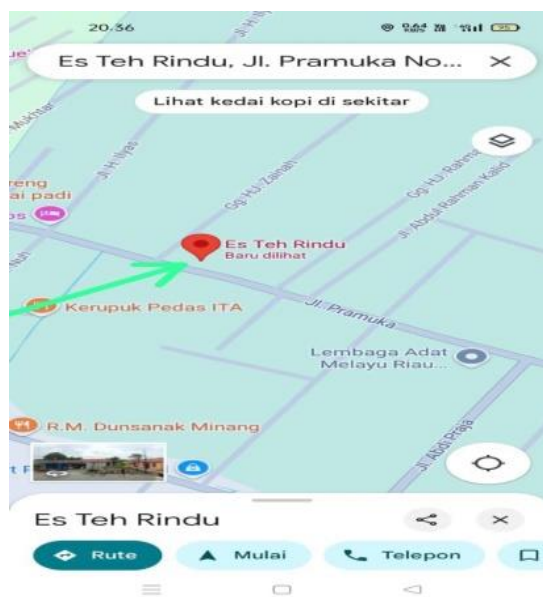
No	Branch	Address	Location
1	Branch 1	JL.Rimbis Sekampung	
2	Branch 2	Jl.Panglima Minal	
3	Branch 3	JL .Wonosari Tengah	
4	Branch 4	JL.Bhatin Alam	
5	Branch 5	JL.Pramuka	

Source: Processed Data 2024

The first branch is located at Rimbis Sekampung road, an area known for its bustling commercial activities. The presence of Es Teh Rindu at this location provides a refreshing alternative beverage for the local community and visitors who are active around the area. Next, the branch at Panglima Minal road was

established to serve customers in the area. At Wonosari Tengah road, Es Teh Rindu opened another branch to reach out to the community in the area. The branch on Bhatin Alam road was established to meet the demand of customers in the area. With a cozy atmosphere and friendly service, this branch has become a favorite place for many people to relax while enjoying refreshing tea drinks. Finally, the main branch located at Pramuka road serves as the operational and management center for the entire Es Teh Rindu network in Bengkalis. With the presence of these five branches, Es Teh Rindu is committed to contributing to local economic growth through job creation and empowerment of local communities.

The author focuses on the MSME Es Teh Rindu on Pramuka road because it is the main branch of the five branches in Bengkalis. The location of MSME Es Teh Rindu via Maps can be seen in Figure 1.2 below:



**Figure 1.2 MSME Locations Via Goggle Maps**  
Source: Processed Data 2024

Google Maps also allows easy integration with social media or business websites. MSME owners can share their location link to make it easier for potential customers to find the physical location of the business. With this convenience, customers can not only locate the business, but also plan their visit with the information available directly on their device. By using Google Maps,

MSME can expand their reach, increase visibility, and facilitate customer access to business locations, thus having a positive impact on business growth.

Es Teh Rindu is an MSME located on Pramuka street, precisely on the Sahidun alley, located in front of a fruit stall. To find the location of Es Teh Rindu on Google Maps, you can search with the keywords “Es Teh Rindu Pramuka street or can also narrow the search by adding details such as ‘near alley Sahidun’ for more accuracy, besides being able to see reviews and photos from other customers on Google Maps to get an idea of the atmosphere and menu offered.

## **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 the project "Polbeng Business Expo (Case study on MSME Es Teh Rindu) is How to conduct a polbeng business expo and make the event a success.

## **1.3 Purpose of the Project**

The objectives of this project are outlined to provide a clear understanding of its overall direction and specific intent. These objectives are divided into two categories, namely general objectives and specific objectives, as described below:

### **1.3.1 General purpose**

The general objective of this project is to implement the Polbeng Business Expo as a platform to showcase and promote local MSME (Micro, Small, and Medium Enterprises).

### **1.3.2 Specific purpose**

The specific purposes of this project are focused on achieving targeted outcomes that align with its overall objectives. These purposes include the following:

1. Preparing tenant to participate Polbeng Business Expo.
2. Creating the profile of MSME Es Teh Rindu

3. Creating concept of 30 promotion video of MSME
4. Creating concept of 30 catalogs of MSME.
5. Posting marketing media promotion through social media.
6. Creating Financial reports of MSME.
7. Creating QRIS of MSME.

#### **1.4 Significaat of the Project**

Everything that is done must have a benefit ,while the benefits of the final project”Polbeng Business Expo (case study on MSME Es Teh Rindu)”are as follows

1. Benefit for Entrepreneurs  
From this project, it can help develop the profile of Es Teh Rindu business to be more recognized for capital references for the owner.
2. For Authors  
The results of this project are additional knowledge in applying theoretical knowledge obtained during practical lectures specifically in the field of entrepreneurship or managing an event.
3. For Universities It is hoped that the result of this project can be used as an additional reference for further research on the same topic.

#### **1.5 Time and place project implementation**

The implementation time of the polbeng business expo will be held for 2 days, namely on October 30-31, 2024, held at the bengkalis state polytechnic campus.

#### **1.6 Writing system**

Systematics of writing projects Aspects of Product Marketing Teh Rindu this is as follows:

## **CHAPTER I: INTRODUCTION**

In chapter 1 explains the background of the problem, project Identification, project objectives and the systematics of writing a project in the final project report

## **CHAPTER II: LITERATURE REVIEW**

Chapter 2 describes general and specific theories in the final project report, namely for general theory explaining the identification of business planning, and for specific theory explaining marketing identification.

## **CHAPTER III: METHOD AND ACCOMPLISHMENT PROCESS**

Chapter 3 describes the identification of project preparation plans, project implementation plans, project completion plan sand project reporting plans which include project activity implementation reports and project activity implementation financial reports.

## **CHAPTER IV: RESULT AND DISCUSSION**

Chapter 4 describes the profile of business activities, project activity implementation reports, which include project preparation, project implementation, project completion, project reporting and marketing reports.

## **CHAPTER V: CONCLUSION AND SUGESTION**

Chapter 5 describes the conclusions and suggestions after the project has been implemented