

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Background of The Project**

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 walk around or enjoy the exhibition. In addition, this exhibition also provides a forum for consumers and the community to get information about business and get references to the products. It is also a bond and connector of various things and various elements that are presented in a space for certain purposes and purposes. The elements in question are works of art, artists, curators, organizers and audiences. The purpose and intention in the definition of exhibitions refer to the types of exhibitions that are divided into several types, characters, tempo, and exhibition locations (Sugeng, 2022).

In this modern era, business development in Indonesia is growing rapidly, causing various types of MSME and business activities to emerge. MSME players need to implement the right strategy to survive in increasingly tight market competition. It needs to be able to attract consumer attention and meet customer expectations. As mentioned by (Repki, 2022), the definition of MSME is a trading

business managed by individuals or business entities and in accordance with business criteria in the scope of small or micro. In accordance with the definition of MSME, the criteria for MSME are differentiated respectively, which include micro businesses, small businesses, and medium businesses. In addition, with this classification, the government also hopes that MSME can play a role in building the national economy, including regional potential-based and market-oriented business development.

According to Ardia & Qadhli (2022) One of the businesses that is now popular among teenagers is the bouquet. Bouquet is a flower arrangement or a collection of several types of leaves arranged in a creative form. A bouquet is a common gift given to complement certain moments to friends, friends and family who are usually given at special moments on certain occasions such as school graduation, weddings, birthdays and anniversary.

Missme Moment Florist Bengkalis, a creative MSME that presents the beauty of flowers in every bouquet, never tires of innovating. By combining modern aesthetics and pocket-friendly prices, Missme Moment has managed to captivate customers. Through social media and various exhibitions, they not only showcase their products, but also create an unforgettable shopping experience. By consistently presenting attractive promos and actively participating in various events.

It is hoped that through this Polbeng Business Expo, creative economy-based MSME can gain a greater competitive advantage, expand market reach, and contribute more to local economic growth. But to start an activity, human resources and capital are needed. The function of human resources is to organize and carry out the exhibition until it is completed. The intended human resources are resource persons, presenters, participants, and organizers. Then capital is needed so that the exhibition can be carried out. Capital can be obtained from sponsors, through participant registration, or from personal funds. Therefore, based on the background description above, the authors are interested in conducting a final project with the title ***"Polbeng Business Expo (Case Study On MSME Missme Moment Florist Bengkalis)"***.

## **1.2 Identification of the Project**

The project identification is: how is the implementation of the Polbeng Business Expo, and how are MSME operating during the Expo?

1. Expo Implementation: compile and implement a plan that involves identifying MSME participants, determining stand locations, preparing event schedules, and coordinating with related parties.
2. MSME operations: Develop effective business and marketing strategies, including market analysis and target customers. Manage finances well and ensure product quality.

## **1.3 Purpose of the Project**

The purpose of the project are:

### **1.3.1 General Purpose**

The general purpose of the project is to to organizing Polbeng Business Expo for 2 days on 30 - 31 October 2024.

### **1.3.2 Specific Purpose**

1. Profiling MSME to improve understanding of their businesses and support promotion.
2. Creating one month of digital marketing for MSME to increase online visibility and reach more potential customers.
3. Create MSME product catalogs to provide complete and easily accessible information to consumers.
4. Making two videos, the first about the expo activities, the second video about Missme Moment MSME at the store.
5. Prepare financial reports to monitor and evaluate financial performance during the expo.

## **1.4 Significance of the Project**

The significance of the project are:

#### 1.4.1 For Author

It is hoped that this project can be used as a means to increase the creativity and innovation of the author and as a means of learning how to have a good marketing strategy. In addition, to fulfill the requirements for the preparation of a thesis to obtain a Diploma IV degree from the International Business Administration Study Program.

#### 1.4.2 For Community

It is hoped that this project can be valuable input and information for the community and provide many benefits, both in terms of economy, society, and culture.

#### 1.4.3 For Other Parties

This project is expected to provide more knowledge for other institutions. Such as being able to encourage MSME businesses to be more creative and innovative in creating new products and services in the industry. This can spur local economic growth and the creation of new jobs.

### 1.5 Time and Place of the Project

Time of the Project are:

#### 1.5.1 Time and Place

The time and place of implementation of the project will be the ninth week of the odd semester of 2024, and the activities will be carried out over two days.

#### 1.5.2 Project Activities

The project activities will be carried out at Politeknik Negeri Bengkalis, precisely in the parking lot of the Commercial Administration department building. The activity consists of a digital marketing process, catalogs, and video making.

### 1.6 Writing Systematics

In order for the writing of this final project report to be neatly organized, systematic report writing is needed. The systematic writing of the report on **“Polbeng Business EXPO (Case Study on MSME Missme Moment Florist Bengkalis)”** is as follows:

## **CHAPTER 1 : INTRODUCTION**

This chapter describes the background of the problem, project identification, project objectives, project benefits, and the systematic writing of the project report.

## **CHAPTER 2 : LITERATURE REVIEW**

In this chapter, the author describes the theory needed to strengthen the reasons for making the project and the design of the project to be discussed regarding an easy and pleasant shopping experience related to the research topic as a reference in discussing the problem.

## **CHAPTER 3 : ACHIEVEMENT METHOD AND PROCESS**

In this chapter, the author will explain the plan with the project **"Polbeng Business EXPO (*Case Study on MSME Missme Moment Florist Bengkalis*)"** and then use descriptive qualitative research methods. Through interviews and surveys, user needs were identified, and the system was designed by a team of project managers and qualitative researchers, aiming to improve efficiency and user satisfaction. Then followed a schedule of estimated costs incurred to make the Expo a success.

## **CHAPTER 4 : RESULTS AND DISCUSSION**

This chapter will describe the profile of MSME, business history, date of establishment, address, business owner, project results report, and discussion consisting of project preparation, project implementation, project completion, project reporting, and financial reporting on the implementation of project activities.

## **CHAPTER 5: CONCLUSIONS AND SUGGESTIONS**

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