

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Project

The growth of the culinary industry cannot be separated from the development of social media technology. technology that is now widely used by the public. This technology has become a useful media because it provides many benefits for its users. People use social technology in various aspects such as in education, social relations, character building, and entertainment. character, and entertainment. In addition, digital media technology is widely used for work purposes, buying food, finding health information, and communication media (Rose et al. 2022).

The culinary sector is now showing various efforts to revive after being paralyzed by the emergence of the Covid-19 pandemic in March 2020 in Indonesia. As it is known that the culinary industry is one of the pillars of economic growth and national manufacturing. The culinary industry is believed to continue to excel. Director General of Agro Industry of the Ministry of Industry Putu Juli Ardika said the culinary industry can support the economy during a crisis. According to him this industry continues to grow despite the Covid-19 pandemic. Even the growth rose to 3.68% in the second quarter of 2022 compared to the 2021 period of only 2.95% (Hidayat, 2022). This is certainly a positive opportunity that the culinary industry is still a leading and is expected to continue to grow positively.

The retail industry, as well as the economy as a whole, is heavily impacted by digital advances in globalization. Today's retail markets, large and small, large and micro, have all seen their revenue fall victim to the coronavirus. Despite advertising the convenience of buying, individuals in the digital age are still wary and prefer to make purchases online or via media apps, nonetheless (Tamzil 2021).

The presence of many MSMEs in Bengkalis and using social media promotion strategies, such as Queen Mango Culinary MSMEs located on Jl. Perwira behind Tugu field, Bengkalis sub-district. Queen Mango sells several products such as drinks with various flavours. However, the drinks sold are drinks that are currently viral on social media and have many fans. The product at Queen Mango is a smoothies drink. Therefore, the author intends to bring this MSME to the Polbeng business expo which will be held at Politeknik Negeri Bengkalis. The author is interested in taking this MSME because from the results of the author's observations regarding Queen Mango products, there are many enthusiasts and buyers, especially its target consumers.

Queen Mango MSME was founded in 2023 by Riska Armayani, which has a vision to be the first choice for people who want to enjoy healthy and quality smoothies, by providing innovative flavours that are fresh, natural, and beneficial for health. Queen Mango Innovates in creating various variants of smoothie flavours that are fun and in accordance with customer nutritional needs. Queen Mango has also become a viral smoothie in Bengkalis and someone will definitely buy it. The UMKM stall can be seen in Figure 1.1 below:



**Figure 1.1 MSME Queen Mango**  
*Source :Documentation,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, MSMEs can expand their reach, increase visibility, and facilitate customer access to business

locations, thus having a positive impact on business growth.



**Figure 1.2 MSME location via goggle maps**  
*Source :Documentation 2024*

As shown in the maps above where the selling location of this stall is on Jl.Perwira, Bengkalis Kota, which is very strategic because it is close to Monument Bengkalis Field. The position of the stall is easy to find because it is around the center of the crowd and is often the main route for the community. With its location in this area, the stall has easy access for both pedestrians, motorists, and visitors who often move in the area around Monument Bengkalis. The existence of stalls in this area also provides an advantage because it is surrounded by public facilities and community gathering places, thus increasing the potential for customer visits. Moreover, with the Monument Field icon that is often used as a benchmark, this location becomes better known and makes it easier for people to find the stall.

## **1.2 Identification of the Project**

This project discusses how to build a strong brand image, With the existence of a brand image can determine a product produced by MSMEs that are well known among the public. In addition, a good brand can give a sign of superiority to consumers which leads to favorable consumer attitudes in the form of better sales and financial performance of the company. Identification of project problems often faced by MSMEs is limited access to capital MSMEs may struggle to obtain sufficient capital to expand their operations, increase production capacity, or develop new products.

### **1.3 Purpose of the Project**

The project objectives are divided into two categories: general project objectives and specific project objectives. The project objectives are as follows:

#### **1.3.1. General Purpose**

The general purpose of the project is to implement Polbeng Business Expo. The general objective of this project is to implement the Polbeng Business Expo, which aims to provide a platform for students, and industry to showcase products, innovations, and business opportunities. The Expo is also expected to be a platform for collaboration between the education and business worlds, as well as supporting entrepreneurship development and marketing of local products.

#### **1.3.2 Specific Purposes**

The Special purpose of the project in the Polbeng Business Expo Queen Manggo are as follows:

1. Preparing tenant for Polbeng Business Expo.
2. Creating concept of 30 promotion video of tenant.
3. Creating concept of 30 catalogs of tenant.
4. Creating the profile on tenant.
5. Posting marketing media promotion through social media.
6. Creating Financial reports of tenant.
7. Creating QRIS of tenant.

### **1.4 Significance of the Project**

With the existence of this final project, it is hoped that it will be useful for interested parties or related parties. The benefits of this project are:

1. For Panelists

This thesis can be used as additional experience, insight, and a guide in completing the final project, which is one of the International Business Administrations. Apart from that, to find out and solve problems related to

projects useful as a way to implement the knowledge that has been obtained.

## 2. For Students

This thesis can be used to increase student creativity in the business world. This EXPO can provide inspiration and motivation for students to continue learning and develop their creativity in facing future challenges, especially in the industrial era of 5.0, which is increasingly fast-paced and dynamic.

## 3. For Other Parties

This thesis is expected to provide more knowledge for other institutions. Such as being able to encourage MSME business actors to be more creative and innovative in creating new technology-based products and services. This can spur local economic growth and create new job opportunities.

### **1.5 Place and Time of 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 carried out to carry out the project “Expo of culinary and MSME Study Case: MSME QUEEN MANGGO” are as follows:

#### **CHAPTER 1 : INTRODUCTION**

In this chapter, the author explains the project background, project identification, project objectives, and benefits. The place and time of the project and the systematics of writing project reports are described in the 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 of culinary and Study Case: UMKM QUEEN MANGGO.

### **CHAPTER 3 : METHODS AND ACCOMPLISHMENT PROCESS**

In this chapter, the author will describe plans with project implementation diagrams, then proceed with implementation plans, implementation processes, and project implementation reports. Then proceed with the schedule of cost estimation incurred to make the seminar a success.

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

In this chapter, the author will present a profile of project activities and reports on the implementation of project activities, which include project preparation, project reporting, and financial reports on the implementation of project activities.

### **CHAPTER 5 : CONCLUSIONS AND RECOMMENDATIONS**

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