

CHAPTER I

INTRODUCTION

The title of this project thesis is **“Polbeng Business Expo (Case Study on the Liaison Officer and Business Consultant Role on Corndog Ricky MSME)”**

1.1 Background of the Project

The effort to improve the quality and competitiveness of MSME, innovation and effective marketing strategies need to be implemented. One way to improve the quality and competitiveness of MSME is through Expos, exhibitions, culinary and digital marketing. Expos and exhibitions are platforms that allow MSME to display their products more widely and expand market reach. Thus, MSME can increase sales and income through more effective marketing strategies. Expo or exhibition is a good medium for Micro, Small and Medium Enterprises (MSME). Because this Expo can be used as a medium for education, promotion and transactions for the public and MSME. The Expo provides a good and strategic opportunity to promote all products from MSME players, so that visitors will be able to freely see and observe MSME products displayed at each stand. Micro, Small and Medium Enterprises (MSME) have an important role in the Indonesian economy.

In the final project, author will discuss the role of Liaison Officer and Business Consultant at the Polbeng Business Expo with a case study on Corndog Ricky MSME. This is one of the MSME that operates in the culinary sector and has experienced various challenges in developing its business. As Liaison Officers, our role is to connect MSME with business opportunities, investors and potential partners. We also provide the information needed to optimize their participation in the expo. Meanwhile, as Business Consultants, we provide assistance in terms of management, marketing and product development. Through this case study, we will analyze how the role of Liaison Officer and

Business Consultant can help MSME face challenges and increase their competitiveness. We will also discuss strategies and concrete steps that have been taken to Corndog Ricky achieve its goals.

The background to this thesis focuses on improving the quality and competitiveness of MSME (Small and Medium Enterprises) through Expo (Exhibition) and culinary exhibitions. MSME are an important part of the national economy, as they make a significant contribution to economic growth and poverty reduction. However, MSME also face several challenges, such as limited resources, limited access to markets, and limited marketing capabilities. The development of the MSME (Micro, Small and Medium Enterprises) industry in Indonesia over the last few years has shown a significant increase. MSME have become the backbone of the national economy, contributing more than 60% of Indonesia's GDP and absorbing more than 97% of the workforce. However, there are still many MSME that have not been able to take advantage of various opportunities to develop their businesses to the maximum. MSME are businesses that help the Indonesian economy by creating new jobs and increasing the country's foreign exchange through corporate taxes (Rudjito, 2022).

Defines culinary as the art of blending ingredients, cooking skills, and processing technology to create quality dishes with market value, while preserving local wisdom and food traditions. Describes culinary as the art of cooking and serving food that is unique, high-quality, and has distinctive flavors. It involves creativity in transforming ingredients into delicious and appealing dishes (Wartini, 2022).

In this report, we will discuss how Expos and culinary exhibitions can help improve the quality and competitiveness of MSME Corndog Ricky. Expos and culinary exhibitions are platforms that enable MSME to display their products more widely and expand market reach. In this way, MSME Corndog Ricky can increase sales and income through more effective marketing strategies. Apart from that, this report will also discuss how MSME Corndog Ricky can improve the quality of their products through the use of better raw materials and MSME Corndog Ricky can increase customer satisfaction and increase competitiveness

in the market. Digital marketing as an effective marketing strategy allows MSME to reach more customers and increase sales. In this way, MSME can improve quality and competitiveness through the use of more modern digital technology.

This the final project aims and is useful to improve the quality and competitiveness of MSME Corndog Ricky through Expo and culinary exhibitions. Thus, the MSME Corndog Ricky can become one of the most successful MSME in the snack food sector. This seminar also aims to increase public awareness about the importance of MSME and their role in improving the quality and competitiveness of MSME and can increase opportunities to improve business quality, increase sales opportunities, increase export opportunities, increase opportunities to reach more customers, increase opportunities to improve product quality, increasing opportunities to increase the competitiveness of the Indonesian food and beverage industry, increasing opportunities to improve business quality, increasing opportunities to improve operational efficiency, increasing opportunities to increase business productivity, increasing opportunities to improve business quality, and increasing opportunities to increase competitiveness through various available strategies and programs.

In attendance are many MSME in Bengkalis and use social media promotion strategies, such as the MSME Corndog Ricky Culinary, which is located Lapangan Tugu in Bengkalis. This MSME sells Corndog Ricky with various flavors, so it goes viral and is in great demand. Therefore, the author intends to include these MSME in the Polbeng business expo activities which will be held at the State Polytechnic of Bengkalis.

Bengkalis State Polytechnic of Bengkalis (Polbeng) plays an active role in supporting the development of MSME through various programs. One of these programs is the Polbeng Business Expo which aims to bridge MSME with the wider market and provide guidance in various aspects of business. So, the author is interested in pursuing MSME because from the author observations of

Corndog Ricky products, there are very many enthusiasts and buyers, especially since the target consumers are teenagers and adults.

Based on the background that has been described, the Author are interested in conducting a study entitled: **“Polbeng Business Expo (Case Study on the Liaison Officer and Business Consultant Role on Corndog Ricky MSME)”**

1.2 Identification of the Project

Based on the background above, the problem formulation that the author will raise are:

1. How to conduct a Polbeng business expo and make the event a success full.
2. How to run operational activities of MSME Corndog Ricky.

1.3 Purpose of the Project

1.3.1 General Purpose

The main objective of this project is to organize Polbeng Business Expo (Case Study on the Liaison Officer and Business Consultant Role on Corndog Ricky MSME).

1.3.2 Special Purpose

The special purpose of the project in the Polbeng Business Expo Corndog Ricky are as follows:

1. To creating business profile of expo and Corndog Ricky MSME.
2. To creating promotional video of Corndog Ricky MSME.
3. To creating product catalog of Corndog Ricky MSME.
4. To post marketing promotion of Corndog Ricky through digital marketing (social media).
5. To creating QRIS payment method of Corndog Ricky MSME.
6. To assist in creating financial report of Corndog Ricky MSME.

1.4 Significant of the Project

Everything that is done must have a benefit, while the benefits of the final project **“Polbeng Business Expo (Case Study on the Liaison Officer and Business Consultant Role on Corndog Ricky MSME)”** are as follows:

1. For Researchers

The author can use this as additional experience, knowledge and as a guide in completing assignments which is one of the requirements for completing the Bachelor of Applied International Business Administration. It is hoped that this final assignment can be used as a means to increase the development of the writer creativity and innovation. Writers can also display good communication and observation skills.

2. For Entrepreneurs

Participation in expos and exhibitions provides opportunities for MSME to introduce their products or services to a wider audience and can study market trends, they can see innovations, marketing strategies and new products from competitors and other business players. They can also improve their business skills, such as digital marketing, financial management, and others.

3. For Campus

Campuses can improve their reputation in the eyes of the public and prospective students. This shows that the campus is active in external activities relevant to industry and the community. Campuses can also build networks and strategic partnerships that are beneficial for internship programs, collaborative research, and employment opportunities for. The results of this project can also be used as additional reference for future research.

4. For Other Parties

It is hoped that the results of this paper will be helpful and can be used as reference material for implementing subsequent projects with the same project.

1.5 Time and Place of Project Implementation

1.5.1 Time of Project Implementation

The implementation time of the Polbeng business expo will be held for 2 days, namely in the 9th lecture week, for the project preparation process takes 3 months.

1.5.2 Place of Project Implementation

The location for this Expo will be held around the Bengkalis State Polytechnic campus.

1.6 Writing System

Systematics of writing the project Polbeng Business Expo (Case Study on the Liaison Officer and Business Consultant Role on Corndog Ricky MSME) is as follows:

CHAPTER I : INTRODUCTION

This chapter will explain the background, project identification, project objectives, project benefits, place and time of project implementation and the systematics of writing project reports.

CHAPTER II : LITERATURE REVIEW

This chapter will explain the theory that is relevant to the subject of the final project which is divided into 4 previous studies, general theory and special theory of the final project.

CHAPTER III : METHOD AND ACCOMPLISHMENT PROCESS

This chapter will explain the project preparation plan, project implementation plan, project completion plan, project reporting plan and schedule and budget of the project.

CHAPTER IV : RESULT AND DISCUSSION

This chapter will explain the business profile, project implementation reports, namely: project preparation, project implementation, project completion and financial reports.

CHAPTER V : CONCLUSIONS AND SUGGESTIONS

This chapter will explain the conclusions and recommendations of the project implementation results in the previous chapters.