

## **CHAPTER I INTRODUCTION**

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

Polbeng business expo is an event organized by students majoring in commercial administration, international business administration study program to introduce and promote student innovation and creativity in the business field. In the expo activities that will be carried out by Polbeng students, students also carry out exhibitions on art, culture and education which will be held together with the MSME bazaar. The theme for the expo activities to be held is "Culinary business and MSMEs", which focuses on the important role of the culinary sector and MSMEs in the local and national economy. This expo is not only an exhibition event, but also a learning platform for students in understanding market dynamics and applying business administration knowledge directly.

Exhibitions provide a platform to showcase works, innovations, and ideas to the public. Exhibitions serve as a medium of expression and appreciation that is able to introduce works. Exhibitions in the business sector are often used as strategic marketing and promotional tools, helping MSMEs introduce new products, attract customers, and build brand images. The expo exhibition which will be organized by Polbeng will help MSMEs and culinary businesses to promote products, and innovations and help build the brand image of MSMEs.

Micro, Small and Medium Enterprises (MSMEs) are productive businesses owned by individuals or business entities that have been categorized as micro enterprises. More clearly, the definition of MSMEs is regulated in Law of the Republic of Indonesia No. 20/2008 on MSMEs. The law states that MSMEs are types of micro, small and medium enterprises. With small capital, MSME actors spearhead the economy of the community in an area and have a good impact on the region. Indonesia's economy is largely supported by the MSME sector (Firmansyah, *et al.*, 2019). This is supported by the existence of those who specifically manage MSME actors, namely the Ministry of Cooperatives and SMEs, and the Ministry of Tourism and Creative Economy (Kemenparekraf). There is a strong reason why there are two ministries that participate in the management of MSMEs, namely

MSMEs can absorb approximately 97% of the national workforce (Firmansyah, *et al.*, 2019).

Based on the observations of researchers about the culinary business, that many MSMEs or culinary businesses in bengkalis do marketing or media promotion of their products through social media, this is also known as digital marketing. Digital marketing is an activity, institution, and process facilitated by digital technology in creating and communicating, and delivering values to consumers and other interested parties.

There are very many MSMEs in bengkalis that use social media promotion strategies, such as UMKM Bos salad. Boss salad is one of the MSMEs in the culinary field in bengkalis, Boss salad, which was founded in 2018, has succeeded in establishing a business that provides various variants of salads that are not only healthy but also delicious and affordable, not only that over time boss salad has also created new innovations, not only salads but there are also other culinary delights such as fruit smoothies, brownies, puddings, and cookies. the success of this business is driven by several factors. new innovations and digital marketing. Researchers intend to enter this MSME into the expo of culinary and MSMEs which will be organized by the bengkalis state polytechnic. researchers are interested in taking this MSME because there are so many enthusiasts and buyers of bos salad products.

## 1.2 Identification of the project

Based on the explanation in the background above, it can be concluded that the problem is:

- 1           How to make the culinary expo and Bos salad products a success through digital promotion media
- 2           How is the operation of MSMEs Bos salad in polbeng business expo activities

## 1.3 Project Objective

### 1.3.1 General Purpose

The general objective of this project was to organize an expo of culinary and MSMEs.

### 1.3.2 Special Purpose

The specific objectives of this expo of culinary and MSMEs are as follows:

1. To accompany and act as an intermediary between tenant and event organizer.
2. To develop promoting strategy Bos salad MSME through digital marketing media (Social Media).
3. To assist in creating business profile of MSME Bos salad
4. To assist in creating product catalog of MSME Bos salad
5. To assist in creating promotional video of MSME Bos salad
6. To assist in creating financial report of MSME Bos salad
7. To assist in creating design booth of MSME Bos salad

### 1.4 Significance of the project

Every thing 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 MSMEs Bos salad)**" are as follows:

1. For Entrepreneurs  
This research can be used as a material consideration in making decisions about a product's marketing strategy to increase the sales volume of bos salad and other products, especially in the same field.
2. For Researchers  
This study can be used as additional experience, knowledge, and as a guide to the completion of final project that became one of the requirements for completing the Diploma IV in its International Business Administration study program, majoring in Business Administration. It is hoped that this final project can be used as a means to increase the development of author creativity and innovation.
3. For the Community  
This research is expected to provide insight in the form of a final project that can be used to increase knowledge in studying the activities of a product's marketing process.

### 1.5 Place and time of project implementation

Based on identification, the implementation time of this culinary and UMKM expo project will be carried out for 2 days, 1 week before the odd semester midterm exam (Semester 7) in October and the location of its implementation on the bengkalis state polytechnic campus.

### 1.6 Writing System

The systematic writing of this culinary and UMKM expo project (Case study: Boss Salad) is as follows.

#### **CHAPTER I: INTRODUCTION**

In CHAPTER 1 describes the background of the project, project formulation, project objectives, project benefits, time and place of project implementation and systematic report writing.

#### **CHAPTER II: LITERATURE REVIEW**

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

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

Chapter 3 describes the identification of project preparation plans, project implementation plans, project completion plans, and project reporting plans which include reports on the implementation of project activities and financial reports on the implementation of project activities.

#### **CHAPTER IV :RESULTS AND DISCUSSION**

Chapter 4 describes the business activity profile, project implementation report which includes project preparation, project

implementation, project completion, project reporting and marketing report.

## **CHAPTER V :CONCLUSIONS AND RECOMMENDATIONS**

Chapter 5 outlines the conclusions and suggestions following the project.