

# **CHAPTER I**

## **INTRODUCTION**

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

Exhibitions are a great way for new businesses to build their brand awareness and visibility, especially if they are still testing their products in front of many people. Sometimes it is also referred to as a business exposition. Since the purpose of this activity is to promote products to the public to get them interested and then buy them, business promotion and other forms of advertising are usually launched as outreach media as cited in (Maharani et al., 2022).

The purpose of holding this Micro, Small, and Medium Enterprises (MSMEs) Exhibition event on the Bengkalis State Polytechnic campus to help showcase products and make the city of Bengkalis better known in all circles. In addition, the existence of this event can help generate income, especially for Bengkalis Micro, Small, and Medium Enterprises (MSMEs). In addition, this exhibition activity is to increase the concern of the Bengkalis State Polytechnic at international business administration.

Mubarak in Yumono (2022), Explaining that Digital Marketing is an effective and efficient way to increase sales. Digital Marketing can also help Micro, Small, and Medium Enterprises (MSMEs) in promoting their products, interacting with customers, and increasing customer loyalty. However, not all MSMEs have sufficient knowledge and experience in using digital media for product placement. Quoting a statement from (Ashlihah, 2021) As cited in (Rahmadien, 2022) This kind of digital marketing can help small business owners increase product sales and highlight the importance of the internet world in advancing business operations.

Sugiana et al (2023), Affirming that digital media can help Micro, Small, and Medium Enterprises (MSMEs) in promoting their products. MSME products owned by local communities. Similar opinions were also found by Achmad et al (2020) As cited in Ranti, (2023). Whatever the main issue, the tendency to understand and utilize digital marketing as an effective tool for promoting MSME products, By integrating

the use of social media, significant social changes are expected, such as increased market accessibility and local economic growth. In addition Jasin et al., (2022) also revealed that however, there are still many business owners, especially owners of small and medium enterprises (MSMEs), who do not fully understand the benefits of using technology to help them grow their business. Meanwhile, a journal conducted by Ashlihah et al., (2021) as cited in a journal conducted by Rahmadien et al., (2022) Stating that indicates that this kind of digital marketing can help small business owners increase product sales and highlight the importance of the internet world in advancing business operations.

Polbeng Business Expo organized by Bengkalis State Polytechnic, serves as a platform for students and entrepreneurs to showcase and promote their products. The event provides MSMEs with the opportunity to test market feasibility, attract consumers, and sell their products directly. In addition, this Polbeng Business Expo also involves local MSMEs to strengthen the business ecosystem.

The main objective of the Polbeng Business Expo event is to increase brand recognition, increase sales, and introduce MSME products to a wider audience. Through proper planning and public education, the Polbeng Business Expo event ensures that participants gain knowledge about business resources and procedures. In addition, this Polbeng Business Expo event also serves as a learning experience for students and community members who aspire to start their own businesses, ultimately contributing to economic growth and job creation.

One of the MSMEs invited to participate in the Polbeng Business Expo is Flourish Kitchen, a Flourish Kitchen business founded by Mrs. Sintha Mathira in 2022. Located on Jalan Pramuka, Gg.Cemara Bengkalis, Flourish Kitchen is known as an MSME that offers quality cake and donut products with a soft texture and delicious taste. This business offers a variety of interesting flavors, such as original, cheese, matcha, red velvet, taro, cappuccino, chocolate meses, shredded, and sponge donuts. All of these variants are sold at a very affordable price, which is only 10 thousand rupiah per cup.

Flourish Kitchen has a good reputation among the local community because of its consistent product quality and innovation in creating new flavors. Flourish Kitchen's presence at the Polbeng Business Expo provides an excellent opportunity to introduce its superior products to a wider audience. In addition, participation in this event can also be an inspiration for other MSMEs in terms of branding, product innovation, and marketing strategies. A liaison officer is a person serves as a liaison between the delegation and the arresting party.

A liaison officer (LO) must have crucial skills in improving coordination and communication across various organizations or groups. to become a good and responsible partner, it is necessary to have competence, knowledge, and sensibility. Liaison Organizer (LO), also referred to as LO, is one of the two parts of an Event Organizer (EO). LOs are meticulous in understanding every need related to the event. The main function of a liaison officer (LO) is to act as a bridge between the public and private sectors to facilitate communication and coordination in order to ensure the success of the event. The consultant's business role is to assist clients in overcoming inefficiencies in operations. In addition, the consultant needs to identify the probability of solving extra ordinary problems that have not been solved so far.

Based on the current situation, it can be concluded that capacity and quality improvement are crucial for starting Micro, Small, and Medium Enterprises (MSMEs). In this digital era, businesses minimize the need for large market share and resources to achieve sales growth. Therefore, the author will work on a benefit the general public, especially the Bengkalis. project entitled “**Polbeng Business Expo (Case Study on the Liaison Officer and Business Consultant Role on Flourish Kitchen MSME)**” which will benefit the general public, especially the Bengkalis.

## **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 successful.
2. How to run operational activities of Flourish Kitchen MSME.

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

#### **1.3.1 General Purpose**

The main objective of this project is to organize and implement the Polbeng Business Expo.

#### **1.3.2 Specific Purpose**

The specific Purpose of this project in the Polbeng Business Expo Flourish Kitchen are as follows :

1. To accompany and act as an intermediary between tenant and event organize
2. To assist in creating a business profile of Flourish Kitchen MSME
3. To develop promotion Flourish Kitchen MSME through digital marketing (Social Media)
4. To assist in creating a product catalog that contains information about Flourish Kitchen MSME
5. To assist in creating a promotional videos of Flourish Kitchen MSME
6. To assist in creating a financial report of Flourish Kitchen MSME
7. To assist in creating a Qris of Flourish Kitchen MSME

### **1.4 Significance 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 Flourish Kitchen MSME)”** are as follows :

#### **1.4.1 Benefits for the Author**

Expanding creative skills writers should take advantage of being able to increase writer productivity and make it easier to present information in a way that is easy to

understand and interesting for readers. By doing this adding insight you can complete the final project of an applied bachelor's degree from the department of international business administration. To know and solve problems relating to the project.

#### 1.4.2 Benefits for Students

This thesis can be applied to foster greater creativity in international business dealings, particularly in the area of MSME development through digital marketing expertise. The "Polbeng Business Expo" may help students and society's economy, which is why this project's main focus is on students and society.

#### 1.4.3 Benefits for the Community

It is anticipated that this thesis would enlighten other institutions, both internal and foreign. As a project output, this project will also be utilized. This project is also a reference for other scholars who would raise the same topic but with a different point of view.

### 1.5 Time and Place of Project Implementation

The Time and Place of Project will was held on :

#### 1.5.1 Time Project

Implementation time in week 9 of odd semester activities will be carried out for 2 days. Digital marketing activities will be carried out for 1 month.

#### 1.5.2 Activities Project

Activities will be carried out at polytechnic state Bengkalis profile video making activities at flourish kitchen MSME.

### 1.6 Writing System

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

## **CHAPTER I : INTRODUCTION**

In this chapter, the author describes the background of the project, project visits, project objectives and benefits, the place and time of the project and the systematics of writing a project report in an undergraduate thesis.

## **CHAPTER II : LITERATURE REVIE**

In this chapter, the author explains the theories that are relevant to the main material in the final Project is to explain the expo business polbeng on bengkalis MSME.

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

In this chapter, the author explains the plan with a project diagram, then continue with the implementation plan and implementation process, implementation plan and project implementation report. Then continue with the schedule and estimated cost incurred during the project period, to the estimated cost of the undergraduate thesis.

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

In this chapter, the author will describes the project profile and activity implementation report consisting of project preparation, activity implementation, implementation report, and activity implementation report implementation, implementation report, and activity implementation report.

## **CHAPTER V : CONCLUSIONS AND SUGGESTIONS**

This chapter contains a summary of the results of the writings in the previous chapters written in conclusions as well as suggestions for improvement in lieu of writing.

## **REFERENCES**

## **APPENDICES**

## **WRITER BIOGRAPHY**