

CHAPTER I

INTRODUCTION

1. 1 Background of the Project

One of the economic sectors deemed autonomous and capable of sustained growth within the national economy is micro, small, and medium-sized enterprises (MSMEs). Additionally, MSMEs have the ability to provide profitable jobs for the community. Despite the labor-intensive nature of MSME operations, launching a firm demands bravery, inventiveness, and ingenuity. MSMEs in Indonesia account for 28% of the country's GDP. It has long been stated that SMEs are a sector that is crucial to Indonesia's economic growth. This is due to the fact that the vast majority of people are uneducated and rely on small and medium-sized businesses, both in the traditional and modern sectors.

Micro, small, and medium-sized enterprises (MSMEs) in Indonesia are developing more quickly and sophisticatedly. Micro, small, and medium enterprises (MSMEs) are trading companies run by people and business entities that satisfy the requirements set forth by Law Number 20 of 2008 for microenterprises. One of the main pillars of the government's efforts to boost the economy is MSMEs. It is anticipated that the presence of MSMEs will boost Indonesia's economy or revenue. The government offers business capital loans and credits in an effort to support the growth of MSMEs in Indonesia.

Cakealamanja is a micro, small, and medium enterprise (MSME) founded in 2022 by Nurhayati, focusing on natural culinary products with a home-based concept. This business offers a variety of superior products, such as donuts made from natural ingredients without preservatives and date milk drinks that are healthy and nutritious. *Cakealamanja* was established in 2022. Carrying the vision of becoming a leading local MSME known for its product quality, *Cakealamanja* continues to strive to provide the best service to customers while educating the public about the importance of a healthy lifestyle. In its role at the Polbeng Business Expo, *Cakealamanja* not only introduces products to a wider

audience but also builds new business networks to support the growth and sustainability of its business.

Women like the owner of *Cakealamanja* who combine the responsibilities of motherhood and business ownership are known as mompreneurs. To prioritize their families while pursuing their entrepreneurial goals, they often launch their own enterprises, such as traditional cake businesses. These mompreneurs demonstrate their capacity for innovation, resource management and business sustainability in the face of social and economic issues through conventional cake businesses. These mothers have special difficulties and obligations as they have to manage household chores and take care of their children's needs in addition to running a profitable business. The mothers manage their businesses with tremendous resources and perseverance despite these obstacles. They utilize the resources they have effectively and imaginatively by inventing. In the opinion of (Baker & Nelson, 2003; Yuliana, Y, 2023).

The Polbeng Business Expo was held because it would be a forum for students of the international business administration study program to practice business promotion skills, not only educating students academically but also preparing them to face the world of work with entrepreneurial skills to improve a good campus image. This expo is also a forum for *Cakealamanja* MSMEs to introduce their products to a wider audience, opening a new local business community. The purpose of the Polbeng Business Expo is to strengthen the growth of the Micro, Small, and Medium Enterprises (MSME) sector in the Bengkalis district and strengthen the relationship between business owners, entrepreneurs, and the general public. This exhibition provides an opportunity for business people to practice entrepreneurship, showcase superior products, and build a wider business network.

The purpose of *Cakealamanja* MSME tenant at the Polbeng Business Expo was to reach a larger audience and advertise its better products, which include donuts prepared with natural ingredients and date milk. The tenant reflects the brand identity and naturalness of the product by using eco-friendly elements in a straightforward yet appealing decoration idea. The tenant not only

acts as a point of sale but also facilitates direct customer engagement, educating consumers about the advantages of healthy products and fostering strong personal bonds. In addition to boosting sales and brand awareness, *Cakealamanja* involvement in the expo created chances to grow business networks and obtain insightful feedback for future ventures. So from the above background, the author will raise the title, namely **Polbeng Business Expo (Case Study On Cakealamanja MSME In Bengkalis)**.

1. 2 Identification of The project

Based on the background described above, the project identification that will be discussed in this project is how the process of implementing the Polbeng Business Expo on *Cakealamanja* MSME?

1. 3 Purpose of The Project

As for The overall goal of this project is to improve product promotion, strengthen the marketing network, and provide opportunities for employees to participate in the development of their company:

1. 3. 1 General of The Project

The general objective to be achieved in this final assignment is to expand the reach and increase sales at *Cakealamanja* MSMEs through organizing a Polbeng Business Expo.

1. 3. 2 Specific Purpose of The Project

The specific purpose of this project “Polbeng Business Expo (Case Study on Cakealamanja MSME in Bengkalis)” are as follow:

1. Create MSME profiles to increases understanding of their businesses and support promotions.
2. Create digital marketing campaigns for MSMEs for one month to increase online visibility and reach more potential consumers.
3. Create MSME product catalogs to provide complete and easily accessible information to consumers.

4. Create video profile for *Cakealamanja* Space MSMEs.
5. Prepare financial reports to monitor and evaluate financial performance during the Expo.
6. Making MSME transactions using QRIS.

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 Cakealamanja MSME in Bengkalis) are as follows:

1. 4. 1 For writers

This final project is expected to increase knowledge and insight into MSMEs, as well as provide consideration for the government and MSME players in developing effective business strategies. This final project is one of the requirements to complete the International Business Administration study program.

1. 4. 2 For students

Moreover, the Expo serves as a platform for MSMEs to explore potential collaborations, increase their market visibility, and enhance their competitiveness in both local and global markets. It also provides an opportunity to understand consumer preferences and trends, which can be leveraged to refine their products and services.

1. 4. 3 For MSMEs

Expo offers a multitude of promotional activities that may be used to effectively brand MSME products in terms of branding and promotion. Furthermore, it helps MSMEs to create useful networks, get input from the market, and present their inventions to a larger audience.

1. 5 Time and Place of The Project

The Time and location of the project were determined based on strategic planning, ensuring a strategic location and the right time to reach the

Target audience in the best way:

1. 5. 1 Time of The Project

The two-day Polbeng Business Expo is planned for the ninth week of the seventh semester in 2024. From July to November, a rigorous three-month training period will culminate in this event. During this period, organizers will coordinate various efforts, including planning, promotion to guarantee a successful and effective event. This longer preparation period shows dedication to offering a structured environment for MSMEs, students, and the community to interact, cooperate, and develop successfully.

1. 5. 2 Place of The Project

At the Bengkalis State Polytechnic, the expo activities were held in the Commercial Administration Building's courtyard, a prime site that made it simple for attendees and participants to get there. This location provided plenty of room for MSME booths, marketing campaigns, and interactive workshops, resulting in a lively and favorable setting for product displays and encouraging participation with guests.

1. 6 Writing System

Based on a systematic approach, there are several important elements that can be summarized as follows:

CHAPTER I : INTRODUCTION

In Chapter 1 explains the background of the problem, project identification, project objective and systematics of writing a project in the final project report.

CHAPTER II : LITERATURE REVIEW

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

CHAPTER III : METHOD AND COMPLISHMENT PROCESS

In Chapter 3 describes the identification of project preparation Plans, project implementation plans, project completion plans and project reporting plans which include project activity.

CHAPTER IV : RESULT AND DISCUSSION

In CHAPTER 4 describes the profile of business activities, project activity implementation reports, which include project prepatation, project implementation, project completion, project reporting, and marketing reports.

CHAPTER V : CONCLUSION AND SUGGESTION

In CHAPTER 5, explaining Conclusions and suggestion, explaining the conclusions of the research that has been conducted.

REFERENCES

APPENDICES

BIOGRAPHY