

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Micro, small, and medium enterprises (MSMEs) are business activities that are able to expand employment opportunities and provide broad economic services to the community. Small and medium businesses are able to play a role in the process of equalizing and increasing people's income, as well as encouraging economic growth and playing a role in achieving national stability (Hastuti, 2020: 158) In Putra et al (2021).

Novian et al (2024) Explain the exhibitions are one of the media that are considered effective for promoting a product. Through exhibitions, producers or sellers can directly offer their products to the public or consumers and see the direct response to the product. In organizing an exhibition, producers need a stand or booth to display their products.

The MSME Expo activity held at the Bengkalis State Polytechnic aims to introduce products from Bengkalis so that they are better known by the public. This activity also provides opportunities to increase income, especially for MSME actors in Bengkalis. This event is expected to foster a sense of empathy and attention from the academic community of the Bengkalis State Polytechnic towards MSME in Bengkalis, as well as support sustainable development that will help increase product value through digital marketing.

This activity is expected to be a new experience to increase knowledge, International Business Administration, and concern for social life. Almost the importance of digital marketing for businesses that are run that can provide motivation and innovation in the field of digital marketing. The increasing competition in business, business people must be smart in managing digital marketing in order to stay ahead in business.

The business "Kedai Seblak Aulia Prasmanan" has been established since 2022, located at Capcin Jl. General Sudirman, Bengkalis. This business is an individual business owned by residents of Jl. Bantan Senggoro, gg. Arta's name is Aulia. For more than 3 years the business "Kedai Seblak Aulia Prasmanan" has been selling various kinds of food and drinks.

Kedai Seblak Aulia Prasmanan, the search for raw materials in Bengkalis is carried out carefully to ensure quality and freshness. The crackers used are obtained from experienced local producers, thus providing the right texture for seblak. Spices such as onions, chilies, kencur and other typical spices are sought after at the Bengkalis market, where the owner chooses fresh ingredients directly from the market or supermarket. Vegetables are also sourced locally, ensuring freshness and nutritional value. Apart from that, proteins such as meatballs,

sausages and eggs are purchased from trusted suppliers in the area, to ensure cleanliness and quality. In this way, Kedai Seblak Aulia Prasmanan is committed to serving delicious, high-quality seblak, while supporting the local economy.

Based on the background that has been explained, the author is interested in conducting research entitled "Feasibility Study of Seblak Prasmanan Angkringan Business in Boyolali." from the above background, the author will raise the title, namely, **Polbeng Business Expo (Case Study on Kedai Seblak Aulia Prasmanan MSMS)**.

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 implementation the Polbeng Business Expo on Kedai Seblak Aulia Prasmanan MSMS?

1.3 Purpose of the Project

This project aims to analyze the business potential of Kedai Seblak Aulia Prasmanan through a case study in the Polbeng Business Expo, focusing on marketing strategies, operational management, and challenges faced. The results are expected to provide recommendations to improve efficiency, consumer appeal, and business growth, as well as provide insights for shop managers and other entrepreneurs.

1.3.1 General purpose of the project

The general of the project to be achieved in this final assignment is to expand the reach and increase sales at Kedai Seblak Aulia Prasmanan MSMEs through organizing a Polbeng business expo.

1.3.2 Specific purpose of the project

The specific objectives of the Polbeng Business EXPO (Case Study On Kedai Seblak Aulia Prasmanan) are as follows :

1. Create MSME profiles to increase 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. Created MSME product catalogs to provide complete and easily accessible information to consumers.
4. Made videos, the first a promotional video for MSMEs, the second a video about MSME activities at the expo.

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 benefits obtained from participating in this activity are as follows :

1.4.1 For Writers

This thesis can be used as additional experience, insight, and guidance in completing this final thesis, which is one of the International Business Administration courses. Apart from that, to find out and solve problems related to projects, which is useful as a way to implement the knowledge that has been obtained.

1.4.2 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 creativity in facing future challenges, especially in the MSMEs business.

1.4.3 For Other Parties

This project is expected to provide more knowledge for other institutions. Like because it is able to encourage MSMEs 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 jobs.

1.5 Project Place and Time

The implementation time of the polbeng business expo will be held for 2 days, namely in Oktober 2024. The preparation of this project takes 6 months since July till November 2024. The implementation location is at the State Polytechnic of Bengkalis.

1.6 Writing system

The writing system project are:

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, as well as the systematics of writing the project report, are explained in the project.

CHAPTER 2 : LITERATURE REVIEW

Taking references from books or journals as a complement or encouragement for the project being carried out.

CHAPTER 3 : METHOD AND COMPLISHMENT PROCESS

In this chapter, the author will explain the plan for the "Polbeng Business Expo (Case Study on Kedai Seblak Aulia Prasmanan MSMEs)," then use descriptive qualitative research methods. Through interviews and surveys, user needs were identified, and a system was designed. A team of project managers and qualitative researchers aimed to increase efficiency and user satisfaction. Then proceed with a schedule of estimated costs incurred to make the Expo 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 : CONCLUSION AND SUGGESTION

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

REFERENCES

APPENDICES

BIOGRAFHY