

## **CHAPTER I INTRODUCTION**

### **1.1 Background of the Project**

Micro, Small and Medium Enterprises (MSMEs) one of the important to organization that monitors a country's economy. However, there are many challenges in managing MSMEs, especially during the pandemic when people's purchasing power decreased drastically. Decreasing transactions will affect cash flow, which may negatively impact the downward movement of MSMEs. The risk of loss can be reduced with good money management, and MSME businesses can continue to run smoothly (Rohmat et al, 2024). Moreover Small and Medium Enterprises (SMEs) are the elements that support the most in a country's economy. MSMEs are a pillar of the availability of employment opportunities, especially for residents in developing country. Indonesia is a developing country which has a number of MSMEs which contribute 57% of the country's GDP (Yetty et al, 2022).

An exhibition is a community event organized by an independent organization and open to the public. Exhibitions are intentionally designed to bring them to the attention of the general public. In Indonesia, exhibitions are an external PR activity. Generally, exhibitions that are open to the public are advertising media. "Based on the purpose of the exhibition itself, an exhibition is an opportunity to introduce a product to the public so that they are interested in it" (Nurhayati (2022). In simple terms, an exhibition is a meeting activity where products and services are displayed, by inviting buyers and or in order to improve the image of the products or services displayed (Pertiwi et al, 2023). In the end, the exhibition helps businesses connect with their target audience and become more visible in the market by giving guests a chance to view and touch items directly, obtain insightful feedback.

The Author chose Roti Pao Sopo Nyono MSME at the Polbeng Business Expo because it has been operating for approximately 12 years and has entered the desired criteria, thus showing experience and credibility in producing quality products. With a variety of flavors, this product provides many options for

customers to choose their preferred flavor at an affordable price, only IDR 5,000 per piece. Roti Pao Sopo Nyono is a typical Bakpao that made from wheat flour, water and yeast which is made through the kneading, fermentation and steaming stages. Gluten is the main protein in wheat flour which is a determining factor in dough characteristics such as dough strength, extensibility and dough stability, resistance to stretching, tolerance to kneading and ability to hold gas (Khoerunnisa 2022).

Moreover Bakpao is served in various flavors of chocolate, green beans, red beans and meat. The difference is usually in the color of the dot on the bun. The dough for buns is made from wheat flour, yeast, sugar, and water, and is allowed to rise before being filled with the desired filling. According to Ananto (2012) livvy (2023), the bread is then steamed until cooked and soft. In Indonesia, bakpao is often eaten as a snack or snack, and can be found in many food stalls and street restaurants. There are also variations of buns filled with sweet fillings, such as chocolate or bean paste red. The MSME bakpao business has good potential, considering that this food is popular and has a large market in Indonesia.

A bakpao home business has great economic potential, especially for those with limited resources. Bakpao is an ideal product for community empowerment as it is easily accessible and does not require advanced technology. Training in bakpao making can also help in marketing the product both locally and through e-commerce, which is increasingly popular in Indonesia Hudiah et al (2020) in Qur'ani et al (2024).

Roti Pao Sopo Nyono can improve marketing with effective digital and offline strategies. Through social media such as Instagram, Facebook, and TikTok, products can be promoted with interesting content to reach more customers. In addition, Roti Pao Sopo Nyono conducts a marketing strategy by selling in a mobile cart, which allows the product to be more accessible to customers in various strategic locations such as markets, schools, offices, and other crowded centers. This strategy not only increases brand visibility, but also builds direct interaction with customers, allowing them to try the products firsthand. With this approach, Roti Pao Sopo Nyono can expand its market reach and increase sales significantly.

Therefore, based on this background, the researcher intends to do a project with the title **Polbeng Business Expo (Case Study on Roti Pao Sopo Nyono MSME)**. This research is expected to provide an overview of the role and benefits of Polbeng Business Expo in supporting the development of MSMEs, especially Roti Pao Sopo Nyono, and identify strategies that can be used to improve competitiveness in the market.

## **1.2 Identification of the Project**

Based on the background above, the identification of project problems that will be discussed in the project is how the Polbeng Business Expo will be implemented and how MSMEs will operate during the Expo?

## **1.3 Purpose of the Project**

The aim of this project is to provide clear guidance to achieve optimal results in accordance with the established needs and vision.

### **1.3.1 General Purpose**

Polbeng Business Expo aims to support MSMEs and students in promoting products and expanding business opportunities. The general purpose of the project is to implement Polbeng Business Expo.

### **1.3.2 Spesific Purpose**

To achieve the goal of Polbeng Business Expo, this project is designed with various aspects that support its progress and success. The specific of the project are:

1. Looking tenant to Participate in Polbeng Business Expo
2. Creating the profile of MSME
3. Creating 30 promotion video of MSME
4. Creating 30 catalogs of MSME
5. Posting marketing media promotion through social media
6. Creating financial report of MSME
7. Creating QRIS of MSME

## **1.4 Significant of the Project**

The significance of this project is to ensure each step is purposeful and delivers benefits in line with the set objectives.

### **1.4.1 For the Author**

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, and apply the knowledge that has been obtained.

### **1.4.2 For Campus**

Politeknik Negeri Bengkalis supports students to develop creativity in the business world through innovative final project work. This exhibition is a place of inspiration and encouragement for students to continue to learn and be creative in facing future challenges, especially in the MSME sector. With this step, the campus is determined to produce a generation that is creative, innovative, and ready to build the nation's economy.

### **1.4.3 For Other Parties**

This thesis is expected to provide real contributions and more knowledge to other institutions both internally and externally. This project will also be used as an output of the project. This project can also be a reference for other researchers who will raise the same issue but with a different perspective. Thus, this thesis is not only useful as an academic document, but also as a guide for future development and implementation.

## **1.5 Time and Place of Project Implementation**

The time and place where the project will take place has been determined to ensure effective and planned implementation. Careful preparation and coordination are essential to achieve the desired outcomes.

### **1.5.1 Time and Place**

The Project Implementation was carried out on October 30-31, 2024, in front of the Commercial Administration building of Politeknik Negeri Bengkalis.

### 1.5.2 Project Activities

Expo activities will be carried out in the around the Bengkalis State Polytechnic, precisely in the vicinity of the commerce administration building. Digital marketing, catalog, video making process activities will be carried out at the Roti Pao Sopo Nyono MSMEs residence.

## 1.6 Writing System

The writing system in this project is structured to facilitate understanding and delivery of information. The writing is done based on a predetermined format, so that each part is neatly arranged and according to standards.

### **CHAPTER 1: INTRODUCTION**

In this chapter, the author describes the background of the project/MSME, the goals and benefits of the project, the place and time of the project, as well as the systematics of writing project reports in undergraduate theses.

### **CHAPTER 2: LITERATURE REVIEW**

In this chapter, the author explains theories relevant to the main material in the project/MSME and explains the implementation of job descriptions and job specifications from the Marketing and Operations divisions.

### **CHAPTER 3: METHOD AND ACCOMPLISHMENT PROCESS**

In this chapter, the author will explain the plan with the project diagram, the proceed with the execution plan and execution process, the report of the plan of executive and project execution. Then proceed to the schedule and cost estimates issued during the project period, up to the estimate of the cost of the undergraduate thesis.

### **CHAPTER 4: RESULTS AND DISCUSSION**

In this chapter, the author will explain the project profile and activity implementation report consisting of project preparation, activity reports, and financial reports on the Polbeng Business Expo project MSMEs.

## **CHAPTER 5: CONCLUSIONS AND SUGGESTIONS**

This chapter contains a summary of the results of the writing in the previous chapters, which is written in the conclusion, as well as suggestions for improvements as a replacement for the writing.

## **REFERENCES**

## **APPENDICES**

## **WRITER BIOGRAPHY**