

CHAPTER I

INTRODUCTION

1.1 Background of the Project

In current rapidly evolving business landscape, challenges and obstacles continue to increase, affecting various sectors, including the food and beverage industry. The food sector, particularly in small-scale culinary businesses, has experienced notable growth. This growth presents a significant opportunity for entrepreneurs to expand by implementing effective business strategies that address the unique challenges of this industry. The expansion of this sector underscores the need for a sustainable approach to development, especially as competition intensifies in local markets.

In Indonesia, Micro, Small, and Medium Enterprises (MSMEs) play a fundamental role in economic growth, contributing significantly to employment and economic stability. MSMEs are essential to local communities, supporting livelihoods and fostering economic resilience at the grassroots level. Their impact extends beyond individual businesses, as they help strengthen local economies and create job opportunities, particularly in rural and semi-urban areas where other employment options may be limited. MSMEs are business activities that are able to expand employment, provide economic services widely to the community, play a role in the process of equitable distribution and increase of community income, encourage economic growth, and play a role in realizing national stability. (Asmaira Munthe, 2023).

Amidst the challenges of intensifying competition in the ever-evolving dynamics of the digital era, Micro, Small, and Medium Enterprises (MSMEs) are facing an urgent need to formulate and implement digital marketing strategies that are not only effective in the short term but also sustainable to support their business growth in the long term. (Andriya Risdwiyanto, et al, 2023).

Utilizing digital platforms such as Instagram, Tiktok, and WhatsApp allows MSMEs to increase brand awareness, engage with customers, and expand their business networks. These platforms help MSMEs connect directly with their target

audience, promoting products in a more personalized way. Effective use of digital media also enables MSMEs to reach customers beyond their immediate geographic area, creating opportunities for business growth and competitive advantage.

Business exhibitions, or expos, provide MSMEs with unique opportunities to showcase and promote their products to a larger audience. These events are strategically designed to bring together MSMEs, allowing them to present their offerings to potential customers, partners, and investors. Expos play a crucial role in raising public awareness of local products, fostering community pride, and promoting support for local businesses. Such events can stimulate regional economic growth by attracting attention to local MSMEs and the products they offer.

In regions like Bengkalis, business expos can have a significant impact on the local economy, particularly within the food sector. Local food products like *Nini Kebab* and *Keripik Pak Rahul*, which are popular in the region, showcase the cultural heritage and culinary diversity of Bengkalis. These foods highlighting the unique flavors and culinary traditions of the area. Business expos allow MSMEs in the food sector to gain greater visibility and potentially increase their customer base by reaching a wider audience.

Nini kebab is an MSME in Bengkalis which is having three branches located at three points including, Jl. Wonosari Tengah, Jl. Rimbas Kampung, and Jl. Gatot Subroto. The coordinate point of this MSME is F4H7+MG9 *Nini Kebab*, Jl. Wonosari Tengah, Wonosari, Kec. Bengkalis, Kabupaten Bengkalis, Riau 28713.



Figure 1. 1. Coordinate Point of Nini Kebab MSME
Source: Google Map 2025)



Figure 1. 2. Location of Nini Kebab MSME
Source: Author 2025

Meanwhile, *Keripik Pak Rahul* MSME sell using motorcycles and usually stop in front of the Bengkalis Regent Office on Jl. Jend. Ahmad Yani. Pak Khusaini, or familiarly known as Pak Rahul, started *Keripik Pak Rahul* business in 2010 by selling chili chips. He pedals a bicycle every day to go around the village offering his products. His business started in a very simple way and with limited capital. Even though his initial income was small, Mr. Rahul still saved from his sales. With that savings, he was finally able to buy a house and then buy a motorbike to make it easier for him to work. This chili chip business developed thanks to the perseverance and discipline of Mr. Rahul, who always tries to move forward even though he starts from scratch. The coordinate point of this MSME is F4F7+669 Kantor Bupati Bengkalis, Jl. Ahmad Yani, Bengkalis Kota, Kec. Bengkalis,

Kabupaten Bengkalis, Riau 28713.



Figure 1. 3. Coordinate Point of Keripik Pak Rahul MSME

Source: Google Map 2025



Figure 1. 4. Location of Keripik Pak Rahul MSME

Source: Google Map 2025

However, despite the promising potential, food MSMEs like *Nini Kebab* and *Keripik Pak Rahul* also face significant challenges. Competition in the food industry is intense, requiring constant innovation and high-quality standards to attract and retain customers. In addition, maintaining a consistent supply of high-quality ingredients is essential for business continuity. Digital marketing strategies and product differentiation are vital tools for these businesses, enabling them to navigate the competitive landscape and stand out in a crowded market.

Considering these factors, this project proposes a thesis titled **"Project Implementation of Facilitating Assistances as Liaison Officer and Business Consultant for *Nini Kebab* and *Keripik Pak Rahul* Msmes at Polbeng Business**

Expo Chapter II”.

Through this project, it is expected to gain insights into the effectiveness of expos in supporting MSMEs and contributing to local economic development.

1.2 Identification of the Project

Based on the background described above, the project identification that discussed in this project is “How to implement facilitating assistances as a Liaison Officer and Business Consultant for *Nini Kebab* and *Keripik Pak Rahul* MSMEs at the Polbeng Business Expo Chapter II?”

1.3 Purpose of the Project

1.3.1 General Purpose of the Project

General purpose of this project is to implement Polbeng Business Expo Chapter II.

1.3.2 Specific Purpose of the Project

The specific purposes of Polbeng Business Expo Chapter II are:

1. To create profile of *Nini Kebab* and *Keripik Pak Rahul* MSMEs.
2. To determine the concept of digital marketing of MSMEs for 30 days.
3. To create profile video of MSMEs, and video of tenant activity during the Expo.
4. To create QRIS for MSMEs.
5. To create 30 catalogs and 30 promotional videos of MSMEs.
6. To create financial report of MSMEs.
7. To create financial report from the Expo.

1.4 Significance of the Project

The significances of conducting the Polbeng Business Expo Chapter II are:

1. For the author:

In writing this project, the author aims to gain valuable knowledge and practical experience regarding business marketing strategies for MSMEs, specifically in the food sector. This study provides insights into the stages of

preparation, implementation, and evaluation of the Polbeng Business Expo Chapter II, enhancing the author's understanding of event management and digital marketing within the MSME context.

2. For Students:

This thesis can inspire and increase the creativity of students, especially those interested in the development and marketing of MSMEs in Bengkalis. It can serve as a reference for students working on similar projects, providing a practical case study on leveraging business expos and digital marketing to promote local food businesses.

3 For MSMEs:

The *Nini Kebab* and *Keripik Pak Rahul* MSMEs are part of the local food culture in Bengkalis, and this project can help enhance the recognition and growth of these businesses. By participating in the Polbeng Business Expo Chapter II, these MSMEs can attract more customers, improve their market visibility, and foster economic development in the region.

1.5 Time and Place of Project Implementation

1.5.1 Time of Project Implementation

The time of implementation of the Polbeng Business Expo Chapter II activities was held in 20th – 22nd May 2025. The activity was carried out for 3 days.

1.5.2 Place of Project Implementation

The expo took place in Bengkalis State Polytechnic, particularly around the business administration building. Activities such as the digital marketing process, creation of catalogs, and production of promotional videos conducted at the locations where *Nini Kebab* and *Keripik Pak Rahul* MSMEs are operated, ensuring that the promotional materials accurately represent the products and their environment.

1.6 Writing Systematics

The systematic writing of the Project Implementation of Facilitating Assistances as Liaison Officer and Business Consultant for *Nini Kebab* and *Keripik Pak Rahul* Msmes at Polbeng Business Expo Chapter II project report is as follows:

CHAPTER I: INTRODUCTION

This chapter provides an overview of the background of the project, including project identification, objectives, significance, and the location of the project implementation. Additionally, the systematics of the report writing is outlined in this chapter.

CHAPTER II: LITERATURE REVIEW

In this chapter, the author discusses relevant theories and concepts related to the project. The literature review includes both general theories about MSMEs and digital marketing, as well as specific theories applicable to the food industry and business expos.

CHAPTER III: METHODS AND ACCOMPLISHMENT PROCESS

This chapter describes the detailed plans for the project, including project preparation, implementation, and completion. The author also discusses project reporting plans, which encompass activity reports, financial reports, schedules, and cost estimates related to the project.

CHAPTER IV: RESULT AND DISCUSSION

In this chapter, the author presents the profile of the MSMEs involved in the project, such as *Nini Kebab* and *Keripik Pak Rahul*. It also includes a detailed discussion of the implementation of project activities, from preparation to execution, along with a critical analysis of the outcomes.

CHAPTER V: CONCLUSION AND SUGGESTION

The final chapter offers a summary of the findings from the previous chapters, drawing conclusions based on the project results. It also provides recommendations and suggestions for future improvements at the project site, especially in relation to the MSMEs involved.

REFERENCES

APPENDICES

WRITER BIOGRAPHY