

CHAPTER I

INTRODUCTION

1.1. Background of the Project

Polbeng Business Expo is an activity organized by students of the International Business Administration study program, Politeknik Negeri Bengkalis (Polbeng). The goal is to promote local Micro, Small, and Medium Enterprises (MSMEs) that can provide opportunities for MSMEs in the Bengkalis area to introduce their products to the wider community, as well as provide opportunities for students to apply business theory in real practice. Polbeng Business Expo is held on a larger scale and involves more MSMEs and as part of the Merdeka Learning program.

In simple terms, the expo itself is a means to introduce and improve sales and product quality, where sellers or entrepreneurs can meet directly with consumers or customers with a predetermined schedule and place (Wardana & Susilo, 2022). Through expo, entrepreneurs can also expand their business networks, learn about the latest market trends, and get direct feedback from consumers, all of which can help with product development as well as marketing strategies in the future.

A business exhibition or expo is a way or activity to introduce and display products and services to the general public. In this exhibition, there can be many sellers who market their products to potential buyers which will later produce two-way communication activities between sellers and buyers. Through this exhibition, sellers can inform their products or goods in an intuitive, complex, clear, and visual manner so that potential buyers will later understand the usefulness and benefits of the goods or services (Zahra, 2023).

In the expo, there are usually MSMEs that offer a variety of local creative products that are interesting to visitors. Micro, Small, and Medium Enterprises (MSMEs) are business fields that include small to medium businesses that play an important role in reviving a country's economy. MSMEs involve a number of

diverse businesses, including production, trade, and services, which are generally managed by individuals or families. The MSMEs I chose are R Food Gallery and Roti Pao Sopo Nyono, which will also enliven the Polbeng Business Expo. These two MSMEs are located in Bengkalis district and are ready to introduce their superior culinary products to visitors.

R Food Gallery is a business that offers grilled meatballs with various delicious and flavorful fillings. R Food Gallery provides a wide selection of stuffed grilled meatballs to suit different customer preferences. All products are sold at affordable prices, making them accessible to all. As an MSME, R Food Gallery not only serves offline purchases but also provides online ordering services, making it easier for customers to enjoy our grilled meatballs anytime and anywhere.

Meanwhile, Roti Pao Sopo Nyono provides buns with various flavor variants that tempt the taste, such as chocolate, meat, green beans, red beans, and srikaya. Buns are snacks that can fill the stomach and are made of quality ingredients, with a soft texture that adds pleasure in every bite. Each flavor variant is formulated with a distinctive flavor that makes this bun even more in demand, making it a practical and delicious snack choice for all ages.

The reason the author chose these two MSMEs is because the author feels interested in the uniqueness and potential of Cah Ayu Culinary and Roti Pao Sopo Nyono. These two MSMEs offer distinctive culinary products and have a great opportunity to grow in the market.

Therefore, based on the background that has been explained earlier, the researcher intends to conduct a project that aims to analyze and explore the potential and challenges faced by MSMEs in increasing their competitiveness. This project is titled **"Project Implementation Facilitating Tenants R Food Gallery and Roti Pao Sopo Nyono at POLBENG Business Expo Chapter II "** which aims to provide deeper insights into business strategies and MSME development in the culinary sector.

1.2. Identification of the Project

Based on the above background, the main issues that will be discussed in this project are:

- 1.2.1. How to implement the Polbeng Business Expo Chapter II?
- 1.2.2. How is the society perception in Polbeng Business Expo Chapter II?

1.3. Purpose of the Project

The objectives of this project include general objectives and specific objectives. Here are the details of the objectives:

1.3.1. General Purpose

The general purpose of the project is to implementation Polbeng Business Expo and to find out the society's perception of Polbeng Business Expo, including their assessment of the content of the event, its benefits, and its organizers.

1.3.2. Specific Purpose

The specific purpose of this activity is to support MSMEs in preparing for Polbeng Business Expo Chapter II. The specific of the project are:

- 1. Assist MSMEs in making business profile videos for one month before the expo
- 2. Creating and posting 30 promotion strategy MSMEs digital marketing through social media for each tenant
- 3. Assist MSMEs in compiling and creating 30 product catalogs for each tenant
- 4. Assist in preparing financial reports before, during and after the expo
- 5. Assist MSMEs in the process of creating QRIS to make payments easier

1.4. Significant of the Project

Everything that is done must have a benefit, while the benefits of the final project are as follows:

1.4.1. For the Author

This thesis can be an additional experience, insight, and useful guidance in completing the final project for the International Business Administration course.

In addition, to understand and solve problems related to the project, as well as to practice the knowledge that has been learned.

1.4.2. For Student

This thesis can be a means to increase creativity in business, especially in increasing MSME insights related to promotion through digital marketing. The use of the "Polbeng Business Expo" is expected to be able to improve the economy of students and the community and make them the main target of this project.

1.4.3. For Other Parties

This thesis is expected to provide broader knowledge to other institutions, both inside and outside. This project will also be used as an output of research. This project will be a valuable reference for other researchers who plan to discuss similar issues but with different perspectives.

1.5. Time and Place of Project Implementation

The time and place of the project will be on:

1.5.1. Time and Place

Time and place of project implementation in the ninth week of the even semester of Mei 2025, activities will last for three days.

1.5.2. Project Activities

Expo activities will be held in the area around the Bengkalis State Polytechnic. The digital marketing process, catalogs, and videos will be carried out at MSMEs locations, namely R Food Gallery and Roti Pao Sopo Nyono.

1.6. Writing System

CHAPTER II: INTRODUCTION

In this chapter, the author describes the background of the project/MSMEs, the goals and benefits of the project, the location and time of implementation, and the systematics of writing project reports in the thesis.

CHAPTER II: LITERATURE REVIEW

In this chapter, the author explains the theories that are relevant to the main material in the project/MSMEs and outlines the implementation of the job description and the task specifications of the Marketing and Operations division.

CHAPTER III: METHODS AND ACCOMPLISHMENT PROCESSES

In this chapter, the author will explain the project plan and its diagrams, the planning and implementation process, and reports related to project planning and implementation. Furthermore, this chapter also includes the schedule and estimated costs incurred during the project period, including the estimated cost for the preparation of the thesis.

CHAPTER IV: RESULTS AND DISCUSSION

In this chapter, the author will explain the project profile and activity implementation reports which include project preparation, activity reports, and MSME financial reports in the Polbeng Business Expo project.

CHAPTER V: CONCLUSIONS AND SUGGESTIONS

This chapter contains a summary of the results of the previous chapters presented in the form of conclusions, as well as suggestions for improvement as input for future development.

REFERENCES

APPENDICES

BIOGRAPHY WRITER