

CHAPTER I

INTRODUCTION

1.1. Background of the Project

MSMEs (Micro, Small, and Medium Enterprises) are businesses run by individuals, groups, small business entities, or households. As a developing country, Indonesia makes MSMEs the main foundation of the community's economic sector. The role of MSMEs is very important to encourage community independence and development, especially in the industrial sector (Gramedia Blog, 2020). MSMEs refer to business activities formed by citizens, both in the form of individual businesses and business entities (Wilantara, 2016). Micro, small, and medium enterprises have a huge contribution to the country's economy as they play an important role in improving the community's economy. The existence of MSMEs is crucial in national economic growth and can provide benefits in the distribution of community income (Vinatra, 2023).

The importance of MSMEs is further clarified by their significant contribution to the national economy. According to the Ministry of Cooperatives and Small and Medium Enterprises, MSMEs contributed 61.1% to Indonesia's Gross Domestic Product (GDP) in 2018, demonstrating their important role in supporting the country's economic stability and growth (Arimurti et al., 2023). MSMEs also create jobs, increase income, and are able to adapt quickly to market changes thanks to their flexibility and innovative nature, making them important players in the economy.

MSMEs are critical to raising incomes, creating jobs, and supporting national economic growth. MSMEs vary in size and form, ranging from small home-based businesses to more advanced medium-sized enterprises. Moreover, MSMEs are often more agile and innovative compared to large enterprises, allowing them to adapt quickly to market changes. As such, MSMEs form the backbone of economies in many countries, including Indonesia, and are the main

focus of various government initiatives and policies aimed at encouraging entrepreneurship and regional economic growth. With their ability to create jobs and their contribution to economic growth, the role of MSMEs in the economy cannot be underestimated. However, MSMEs also face various challenges in maintaining and developing their operations, especially in the face of increasingly fierce competition in the era of globalization and information technology.

In today's digital era, digital marketing has become one of the effective strategies to increase product sales. This also applies to MSMEs, which are an important sector in the Indonesian economy. MSMEs can utilize digital marketing as a means to market their products and expand market reach. The internet has changed the basic rules of traditional marketing to digital marketing Az-Zahra, 2021 (in Sari and Rosa, 2023).

Digital marketing is one of strategic for MSME to market this product(s) or service(s) on mobile apps, websites, computers, and interactive devices using the Internet. In other words, digital marketing is putting all marketing efforts on mobile apps, computers, tablets, and other mobile devices using the internet to attract potential customers. The notion of digital marketing is defined as the “use of electronic data and applications for planning and executing the conception, distribution, and pricing of ideas, goods, and services to create exchanges that satisfy individual and organizational goals” (Strauss et al, 2001).

Social media allows to interact directly with customers, build loyal communities, and increase brand visibility. By leveraging platforms like Facebook, Instagram, Twitter, and LinkedIn, companies can promote their products or services through engaging visual content, paid campaigns, and personal interactions. In addition, data analysis generated from social media activity can provide valuable insights into consumer behavior, market preferences, and the effectiveness of marketing campaigns. Thus, companies can make better decisions and adjust their strategies in real-time to optimal results. The integration of these various digital marketing techniques not only helps in attracting more customers but also strengthens the company's position in a competitive market.

Polbeng Business Expo is an event organized by Politeknik Negeri Bengkalis to provide a platform for MSME (Micro, Small and Medium Enterprises) players to promote their products to the wider community. This event serves as a strategic means to introduce local products and encourage regional economic growth. At this event, MSMEs will showcase various types of products, such as food, beverages, and handicrafts, which reflect the creativity and superior potential of the local community.

In this case, the Author chose Warung Sate Aulia as an MSME that will join the Polbeng Business Expo. This selection is based on the potential of Warung Sate Aulia as a micro, small and medium enterprise (MSME) that has a superior product in the form of lontong satay, which has been recognized for its distinctive taste. By participating in the Polbeng Business Expo, it is hoped that Warung Sate Aulia can increase its business visibility, expand its marketing network, and introduce its superior products to a wider audience. This is also a strategic opportunity to encourage business growth and development in the future. Sate Aulia is a culinary venture that has a lengthy history dating back to

2020 and is located in Bengkalis. Aulia Sate was founded to provide the neighborhood with scrumptious and diverse cuisine. Warung Sate Aulia took part in the Bengkalis State Polytechnic's internal Polbeng Business Expo events in an attempt to broaden its consumer base. Business expos like Polbengi Business Expo provide MSMEs with an efficient platform to launch products, draw in new clients, and boost revenue. The location of Warung Sate Aulia, which is close to the Polbeng Campus, allows visitors to enjoy the cool academic atmosphere while enjoying delicious and varied dishes. The reason for choosing Warung Sate Aulia MSMEs to participate in Polbeng business expo activities is to increase their recognition among the public. In addition, this participation aims to attract customers while encouraging the growth of Warung Sate Aulia sales.

Therefore, based on the background that has been explained, the researcher intends to conduct a study with the title **“Polbeng Business Expo (Case Study on MSME Warung Sate Aulia)”**. This research is expected to provide an overview of the role and benefits of Polbeng Business Expo in supporting the development

of MSMEs, especially Warung Sate Aulia, and identify strategies that can be used to improve competitiveness in the market.

1.2. Identification of the Project

Project identification is how the Polbeng Business Expo will be implemented and how MSMEs will operate during the expo?

1.3. Purpose of the Project

The objectives of this project outline the key goals and objectives to be achieved through its implementation. By clearly defining the objectives, the project aims to provide direction, ensure alignment with stakeholder expectations, and effectively address identified issues or opportunities. The following the general of the project are :

1.3.1. General Purpose

The general purpose of the project is to implement Polbeng Business Expo

1.3.2. Specific Purpose

Project-specific objectives detail the targeted results that are expected to be achieved. The following are the specific of the project are:

1. Looking tenant to participate in polbeng business expo.
2. Creating the profile on Msme.
3. Creating 30 video promotion of Msme.
4. Creating 30 catalogs of Msme.
5. Posting marketing me dia 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 highlights the importance of this project and the impact it is expected to have. The following are important aspects of the project:

1.4.1. For Writer

Preparing this thesis can increase experience, insight, and provide guidance in completing the final assignment, which is part of the International Business Administration course. Apart from that, this thesis aims to understand and solve problems related to the project, as well as as a means to apply the knowledge that has been obtained.

1.4.2. For Campus

Politeknik Negeri Bengkalis supports the development of student creativity in the business world through innovative final project work. This exhibition is a source of inspiration and motivation for students to continue learning and developing their creativity in facing future challenges, especially in the MSME sector. With this initiative, the campus is committed to producing a generation that is creative, innovative, and ready to contribute to the nation's economy.

1.4.3. For Other Parties

It is hoped that this project will provide additional insights for other institutions. By encouraging MSMEs to be more creative and innovative in creating technology-based products and services, this project can spur local economic growth and create new jobs.

1.5. Time and Place of Project Implementation

The project time and place provides important information about when and where the project will be implemented. This ensures clarity and sets a clear framework for its implementation. Time and place the project are :

1.5.1. Time and place

Activities carried out on October 30-31, 2024, at Polytechnic of Bengkalis.

1.5.2. Project Activities

Expo activities will be held in the area around the Bengkalis State Polytechnic, specifically around the business administration building. Digital marketing process activities, catalogues, video creation will be carried out at the area of the MSME Warung Sate Aulia.

1.6. Writing System

The writing system describes the structure and methodology used to document and organize projects effectively. This ensures clarity and consistency throughout the process. The writing system project are:

CHAPTER 1 : INTRODUCTION

In this chapter, the author outlines the background of the project/MSMe, the objectives and benefits of a project, the location and timing of projects, as well as the systematics of the writing of project reports in the undergraduate thesis.

CHAPTER 2 : LITERATURE REVIEW

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

CHAPTER 3: METHODS AND ACCOMPLISHMENT PROCESS

In this chapter, the author will explain the plan with the project diagram, then proceed with the execution plan and execution process, the report of the plan of execution 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: RESULT AND DISCUSSION

In this chapter, the Author will explain the profile of the project and the report on the implementation of activities consisting of the preparation of projects, reports on activities, and reports of Keuangan on the MSMEs project expo business polbeng

CHAPTER 5: CONCLUSIONS AND SUGGESTION

This chapter contains a summary of the texts in the previous chapters written in the conclusion as well as suggestions for improvement as a substitute for the text.