

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Expo, or trade shows, are events held to promote the products and services of various companies in a particular industry. The main aim is to bring together producers and consumers, as well as providing an opportunity for companies to observe competitors and market trends. These exhibitions can be general or limited to members of the industry, and often serve as a platform for Micro, Small and Medium Enterprises (MSMEs) to showcase innovations and products their flagship

In order to be able to compete with other MSMEs, MSMEs need to improve their social media marketing capabilities or digital marketing, so that their growth potential increases, MSMEs must increase their adaptability to marketing technology to marketing technology that is developing rapidly at the moment, such as social media capabilities or digital promotions. social media promotion function to support business growth, increase reach, sales and growth significantly.

MSME (Micro, Small, and Medium Enterprises) are very important to Indonesia as they account for most of the economic growth in Indonesia and also provide employment for a large portion of the Indonesian population. MSMEs are also very important for economic development in the regions, especially in rural and remote areas, as they can help strengthen local economies and reduce poverty levels. In addition, MSMEs are also a source of innovation and creativity, which can help accelerate economic growth and improve Indonesia's competitiveness at the global level.

Therefore, efforts to help MSMEs adapt to digital technology and expand their access to markets through online platforms are crucial to Indonesia's overall economic develop Indonesia is a country with abundant natural resources, but these abundant resources have not been able to improve the

progress of the national economy and especially raise the standard of living of the people as a whole. This can be seen from the high poverty rate of the population, inadequate employment opportunities, and high unemployment, as well as many other problems that still accompany the nation's journey towards economic prosperity. To increase the prosperity of the community, improvements are needed in various sectors, especially those that directly affect the improvement of community welfare.

Perdana (2023) Micro small and Medium Enterprises (MSMEs) play a central role in economic development in many countries, and are a major source of entrepreneurial skills, innovation and employment, accounting for the majority of businesses worldwide (Gherghina et al., 2020; Pedraza, 2021; However, MSMEs face various challenges, including limited access to funding, low levels of education and expertise, difficulties in obtaining permits, lack of access to capital, and lack of infrastructure support (Suwarsi et al., 2022).

Akhundofa (2023) Event tourism is one of the most dynamically developing sectors in the tourism industry, representing a distinct form of travel where participation in or observation of various events and celebrations becomes the primary motivation. Tourists choose specific destinations and events to gain unique experiences, immerse themselves in the event atmosphere, and engage with its cultural context. The classification of event tourism types is an essential aspect for understanding the diversity of this tourism form and developing effective strategies for managing tourism resources.

Bakso Bakar Bandar and *Mie Level Capcin* MSMEs is a culinary business that combines two people's favorite foods, namely grilled meatballs and spicy noodles with selectable levels of spiciness. This business is here as a solution for fans of spicy and spicy foods, who are always looking for new variations in enjoying their daily culinary delights. This concept offers distinctive local flavors with a modern touch, thereby attracting customers from various circles.

Bakso Bakar Bandar is one of the main menus offered. These meatballs are made from a mixture of chicken, shaped into rounds, then grilled over hot

coals. Before being grilled, the meatballs are smeared with special seasonings, such as soy sauce, hot chili sauce and spices. When cooked, the meatballs have a texture that is slightly crispy on the outside but remains soft on the inside. This dish is usually served with the addition of chili sauce and a sprinkling of fried onions, giving it a delicious and alluring taste sensation.

Apart from grilled meatballs, level noodles are another mainstay menu. These noodles are served with a level of spiciness that can be adjusted by the customer, starting from level 1 (slightly spicy) to extreme level for true spicy lovers. The spicy seasoning used is made from fresh chilies and selected spices, producing a spicy taste that is appetizing. This noodle is also equipped with various toppings, such as shredded chicken, meatballs, eggs, sausages, naget and fresh vegetables, so that it becomes a complete and filling dish

The reason to choose *Bakso Bakar Bandar* MSMEs is because grilled meatballs are a food that is very popular among various groups, from children, adults, to the elderly. The taste is distinctive with a combination of savory meat and flour, pervasive spices, grilled meatballs also have an appeal because of the burnt sensation which adds to the taste, making it more delicious.



Figure 1.1 Coordinates of Bakso Bakar Bandar
Source: Google Map 2025



Figure 1.2 Location of Bakso Bakar Bandar
Source: Author 2025

The reason to choose MSMEs *Mie Level Capcin* is because noodle level is a food that is currently viral in the city of Bengkalis, with a variety of flavors and levels of spiciness that can be adjusted to consumer tastes. This provides a unique experience for customers. Level noodles are much sought after by young people and adults who like food with a variety of flavors.

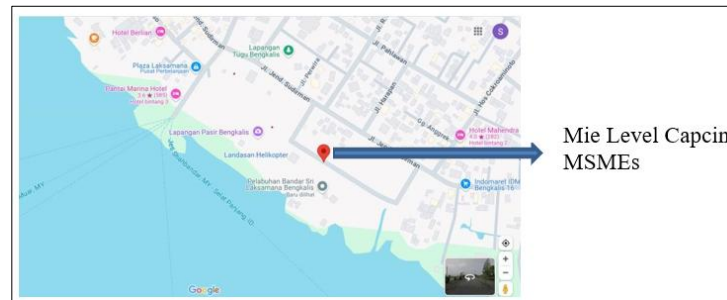


Figure 1.3 Coordinates of Mie Level Capcin
(Source: Google Map 2025)



Figure 1.4 Location of Mie Level Capcin
Source: Author 2025

1.2 Identification of the Project

Based on the background above, the problem formulation that the author raises is “How to conduct Polbeng Business Expo Chapter II (Case Study on *Bakso Bakar Bandar* and *Mie Level Capcin* MSMEs)?”

1.3 Purpose of the Project

1.3.1 General Purpose

To Implement Polbeng Business Expo Chapter II (Case Study on *Bakso Bakar Bandar* and *Mie Level Capcin* MSMEs).

1.3.2 Specific Purpose

The specific purpose of this project at the Polbeng Business Expo *Bakso Bakar Bandar and Mie Level Capcin* are as follows:

1. To create video profile for *Bakso Bakar Bandar* and *Mie Level Capcin*
2. To create design and digital implement marketing for MSMEs offer appriate of 30 days
3. To create product 30 catalogs and 30 promotional video
4. To create a MSMEs profile video and activity videos during the expo.
5. To prepare financial transaction report
6. To create financial reports of MSMEs transaction during the Expo.
7. To compaile pose expo financial report based on proformamce during the event.

1.4 Significance of the Project

The project of Polbeng Business Expo has several benefits of the final project "Polbeng Business Expo (Case Study on The *Bakso Bakar Bandar* and *Mie Level Capcin*)"

1. For the Author

This project helps the author develop creative skills that writers must utilize to increase writing productivity. Through this project, the author gains a deeper understanding of how to organize ideas systematically and present information clearly. In addition, it helps the author improve writing techniques so that the content becomes more engaging, structured, and easier for readers to understand. These skills are expected to be useful for future academic and professional writing activities.

2. For Students

This project can be used to foster greater creativity among students, particularly in the context of international business transactions. It provides students with insights into how creative communication and digital marketing skills can support business development. Moreover, the project encourages students to apply their knowledge to the development of

MSMEs by utilizing digital platforms effectively. As a result, students can enhance both their academic competence and practical skills relevant to the modern business environment.

3. For the Institute

This thesis can provide valuable insights and references for the institute in developing similar academic or practical programs. It can also serve as a reference for other institutions, both domestic and foreign, that aim to improve creativity and digital-based learning methods. Furthermore, the findings of this thesis may contribute to the institution's academic development and enhance its reputation in producing applied and relevant research.

1.5 Time and Place of Project Implement

1.5.1 Time of Project Impement

To achieve its goals effectively, the project has a clear schedule and location:

Implementation Duration : 3 Days

Implementation month : 20 – 22 May 2025

1.5.2 Place of Project Implement

Activities was held carried out at state Politeknik Negeri Bengkalis profile video making activities at *Bakso Bakar Bandar* and *Mie Level Capcin*

1.6 Writing System

Systematics of writing the project Polbeng Business Expo Chapter II (Case Study on *Mie Level Capcin* and *Bakso Bakar Bandar*)

CHAPTER I: INTRODUCTION

This chapter will explain the background, project identification, project objectives, project benefits, place and time of project implementation and the systematics of writing project reports.

CHAPTER II: LITERATURE REVIEW

This chapter will explain the theory that is relevant to the

subject of the final project which is divided into 4 previous studies, general theory and special theory of the final project.

CHAPTER III: METHODS AND ACCOMPLISHMENT PROCESS

This chapter will explain the project preparation plan, project implementation plan, project completion plan and project reporting plan

CHAPTER IV: RESULTS AND DISCUSSION

In this chapter, the author will explain the project activity profile and project implementation report, which includes project preparation, project implementation report which includes project preparation, project implementation, project completion, completion of project activities, and project financial completion.

CHAPTER V: CONCLUSIONS AND SUGGESTIONS

This chapter will explain the conclusions and recommendations of the project implementation results in the previous chapters.