

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Expo is a form of exhibition activity that aims to bring together various parties, both individuals, organizations, and companies to promote certain products, services, innovations, or ideas. Expo activities are often organized to encourage economic growth, create business opportunities, and strengthen collaboration between business actors. In the context of education, expos can also be used as a medium for learning and developing entrepreneurial skills. In the modern era, expos have evolved by adopting digital technologies, such as virtual expos, which allow exhibitions to be conducted without geographical boundaries. This has proven effective during the pandemic, when physical activities are limited, but the need for promotion and business interaction remains high.

Through expos, various parties can expand their networks, increase product visibility, and create innovation opportunities. With these benefits, expos continue to be one of the most effective strategies in economic, educational, and technological development. From the consumer side, business exhibition activities have benefits as knowledge and entertainment. People can come to the expo to just walk around or enjoy the exhibition. Besides that, the expo also provides a forum for consumers and the public so that they get information about business and get the product references they want.

With the holding of the Polbeng Business Expo activity which was attended by MSME (Micro, Small and Medium Enterprises) players in Bengkalis District, it is hoped that it can have a positive impact on the local economy. Polbeng Business Expo also provides an opportunity for MSMEs to showcase innovation and creativity in their products. This is an important moment to introduce local products to a wider market. Small and are generally established with limited capital. In the Indonesian economic system, MSMEs have a very important role because they can create jobs and produce creative products and can increase per capita income

(Halim, 2020) in Nur Shaikhut Toharotus Shokhikhah, et.al, (2023). This is because most of the existing businesses, especially MSMEs, are small and medium enterprises that can absorb labor and are able to utilize resources.

Young entrepreneurs play an important role in driving the national economy and development. Through innovation and creativity, they create products and services that suit market needs, which increase efficiency and productivity. Activities such as the Polbeng Business Expo provide opportunities for young entrepreneurs to showcase their work and network with other entrepreneurs. The businesses they establish also help to create jobs, reduce unemployment, and improve community welfare. In addition, young entrepreneurs focus on empowering the local economy by utilizing existing resources. As such, they contribute to competitiveness in the market and apply the principles of sustainability in their businesses. Therefore, young entrepreneurs are expected to be the prime movers in achieving inclusive and sustainable economic development, with the support of the government, inclusive and sustainable economic development, with support from events such as the Polbeng Business Expo.

Criskula and Es Dawet Ayu Izan MSMEs were chosen as research objects because they are interesting examples of local culinary business innovations that have successfully attracted market attention. Criskula carries the concept of crispy chicken skin served with various spices and special sauces, providing a unique and appetizing taste experience for consumers. In addition, this MSME has managed to build customer loyalty through consistent product quality and innovation in presentation, making it one of the favorite choices in the local food segment.

Meanwhile, Es Dawet Ayu Izan offers a refreshing traditional drink with a combination of natural ingredients, such as pandan leaves and brown sugar, which gives it an authentic taste. The success of these MSMEs in maintaining traditional recipes while still adapting to modern tastes makes them a distinctive attraction in the market. Both Criskula and Es Dawet Ayu Izan demonstrate how innovation and quality can create an engaging culinary experience and build a loyal customer base.

However, despite their huge potential, MSMEs such as Criskula and Es Dawet Ayu Izan often face challenges, such as limited access to a wider market,

lack of effective digital marketing strategies, and reliance on conventional promotional methods. Therefore, activities such as expos become very relevant to help these MSMEs increase brand awareness, expand market reach, and build new business networks.

Expo, moreover, provide a platform for MSMEs to introduce their products to a more diverse audience. In this context, Polbeng Business Expo Chapter II acts as a bridge between MSMEs players and consumers, while opening collaboration opportunities that can strengthen the position of MSMEs in local and regional markets. By choosing Criskula and Es Dawet Ayu Izan, this project aims to explore how promotional strategies through expos can improve competitiveness and business sustainability, as well as make a real contribution to the development of the MSMEs sector as one of the economic drivers in bengkalis.

Through this expo, it hopes to have a positive impact on the local economy in Bengkalis District, Bengkalis Regency. This expo aims to increase sales of MSME products, expand business networks, and encourage innovation and improvement in product quality. To start an expo activity, human resources and capital are needed. Human resources play a role in organizing and carrying out the expo to completion. Human resources include participants and organizers.

Therefore, based on the background description above, the Author is interested in organizing an Expo entitled Final Project on **“Implementation of Digital Marketing As A Marketing Strategy of Criskula and Es Dawet Ayu Izan At Polbeng Business Expo Chapter II”**

1.2 Identification of the Project

Based on the explanation of the background of the problem above, the identification of project problems that will be discussed in the project "Implementation Of Digital Marketing As A Marketing Strategy of Criskula and Es Dawet Ayu Izan MSME At Polbeng Business Expo Chapter II" is: How the implementation of the expo at Polbeng Business Expo Chapter II starting from the planning stage until the implementation is complete?

1.3 Purpose of the Project

The objectives of this project are divided into two, namely general objectives and specific objectives. The following are the objectives of this project:

1.3.1 General Purpose

The general purpose of the project is to implementation Polbeng Business Expo Chapter II:

The general objective of the final project-based research in the Thesis course in the Business Administration Study Program through implementation of a project entitled Polbeng Business Expo Chapter II is to determine the student's ability to implement activities at the stages of the tenant assistance project which include the stages of preparation, implementation and completion of the organization of the Business Exhibition event project.

1.3.2 Spesific Purpose

The specific purpose of the Implementation Digital Marketing as a Marketing Strategy Criskula and Es Dawet Ayu Izan at Polbeng Business Expo Chapter II are as follows:

1. To create business profile for MSMEs
2. To create tenant promotional videos for MSMEs
3. To create tenant catalogs for MSMEs
4. To post marketing media promotions MSMEs through digital marketing social media
5. To assist creating tenant financial reports of MSMEs
6. To assist MSMEs in using and implementing the QRIS payment system
7. Implementation of digital marketing as a strategy to improve MSME marketing performance: evidence from Polbeng Business Expo Chapter II.

1.4 Significance of the Project

The Significance of the "Implementation of Digital Marketing As A Marketing Strategy Of Criskula and Es Dawet Ayu Izan at Polbeng Business Expo Chapter II" are as follows:

1. For the Author

The author can develop organizational and event management skills through planning, coordinating, and implementing the Polbeng Business Expo and various related events. Through this project, the author will also gain practical experience in managing and promoting large events and working with various related parties. The author will have the opportunity to expand his professional network by interacting and working with various businesspeople, academics, and the community.

2. For Students

Students will have the opportunity to develop various soft skills such as communication, teamwork, leadership, and creativity through participation in event planning and execution. Students will gain practical knowledge in event organization as well as a deeper understanding of the MSME industry and its importance in supporting the local economy. This project provides valuable field experience for students to apply theories learned in class to real situations, thus enriching the learning experience.

3. For Other Parties

MSMEs get a platform to promote their products, expand their business network, and share knowledge and innovations with other businesses. The Expo is expected to have a positive impact on the local economy by increasing the visibility and competitiveness of MSME products. The opportunity to get to know and buy quality local products, as well as gain new information and insights about innovations in the MSME industry.

1.5 Time and Place of project Implementation

The time of implementation of the Polbeng Business Expo Chapter II activities will be held in the 9th week of the even semester 2025. The activity will be carried out for 3 days and proposal development lasted for three months for MSMEs located in Jl. Ahmad Yani, Bengkalis Kota, Kec. Bengkalis, Kabupaten Bengkalis and Jl. Wonosari Tengah, Kabupaten Bengkalis.

1.6 Writing System

The systematic writing of the Polbeng Business Expo Chapter II project report are as follows:

CHAPTER 1 : INTRODUCTION

In this chapter, the author explains the background of the project, project identification, project objectives and benefits. The place and time of project implementation and the systematic writing of the project report are explained in the thesis.

CHAPTER 2 : LITERATURE REVIEW

In this chapter, the author explains the theories relevant to the project by taking references from books or journals as a complement to the project being implemented.

CHAPTER 3 : METHODS AND ACCOMPLISHMENT PROCESS

In this chapter, the author will explain the plan with a project diagram, then proceed with the implementation plan and implementation process, implementation plan and project implementation report. Then proceed with the schedule and estimated costs incurred during the project period to make the expo a success.

CHAPTER 4 : RESULTS AND DISCUSSION

In this chapter, the author will present a profile of project activities and reports on the implementation of project activities, which include project preparation, project reporting, and financial reports on the implementation of project activities.

CHAPTER 5 : CONCLUSIONS AND SUGGESTIONS

This chapter contains a summary and the results of writing in the previous chapters which are written in the conclusion section as well as suggestions for improvement as a substitute for writing.

REFERENCES

APPENDICES

WRITER BIOGRAPHY