

CHAPTER I

INTRODUCTION

1.1 Background of the Project

The Polbeng Business Expo Chapter II activity is a continuation of the previous chapter's activities. This activity was organized by the State Polytechnic of Bengkalis. International Business Administration Study Program Batch 22 with various events and sales tenants of MSMEs (Micro, Small and Medium Enterprises) in the Bengkalis area. This event aims to promote products and services from local MSMEs, provide a platform for them to showcase their products to the wider community and is designed to provide support to MSMEs in an innovative way. Thus, this Expo can help promote MSMEs in the local and regional market. This event also strengthens the relationship between the Bengkalis State Polytechnic and the business world, with the hope of creating collaborations in the form of mentoring, business development programs, or joint projects that are mutually beneficial.

The word Expo is an abbreviation for exposition, meaning exhibition or fortification. The Expo has a strong transformative in shaping the perception of the nation and culture, increasing the awareness of hosts and visitors by shaping and improving the image and reputation of the nation (Riyandi., 2022). An expo is a trade show that aims to promote products and services, introduce new products, as well as retain existing consumers. The benefits are to increase business visibility and provide clear information to consumers, improve brands to be better known and build public trust and attract target consumers through promotions in public places, reaching people who are interested in the event.

In Indonesia, many people rely on trading for a living. Examples of products sold range from clothing, electronic goods, to daily necessities. One of the sales business categories in Indonesia is MSMEs. MSMEs are a category of businesses that are grouped based on the amount of assets and turnover. One of them is in Riau

province, especially in Bengkalis itself.

There are many MSME business units selling. In Bengkalis, there are many well-known entertainment venues and there are places that sell their products such as food, drinks and also rental services such as games. One of the popular places is a large field in the middle of Bengkalis city called *Lapangan Tugu*. Bengkalis Monument Square is one of the entertainment venues in Bengkalis where many traders sell their merchandise for profit and satisfaction for customers. Many of them provide products such as street food and also facilities that are a comfortable place for buyers to feel comfortable and satisfied. MSMEs play an important role as a potential sector and maintain general economic stability, considering that small and medium enterprises have a very high level of vulnerability to labor and improve people's welfare (Al Farisi et al., 2022).

At the event there will be tenants who sell various types such as street food, for example the Tahu Gejrot food located on Jend Sudirman, Bengkalis Monument Square field which has been selling for more than 3 years. This food is one of the typical Indonesian foods originating from Cirebon, West Java. This food is made from fried tofu pieces served with a sauce that has a distinctive sweet, sour, and spicy flavor. The sauce is made from a mixture of brown sugar, soy sauce, shallots, garlic, cayenne pepper, and tamarind which are roughly kneaded to give a different flavor. The fresh and appetizing taste makes tahu gejrot popular with local residents and tourists who want to taste traditional Indonesian food.

Es teler is one of Indonesia's traditional beverages that has gained widespread popularity, especially as a refreshing drink during hot weather. This beverage is known for its blend of fresh fruits such as avocado, young coconut, jackfruit, and various types of jelly, served with shaved ice, coconut milk, and sweet syrup. As time goes on and consumer preferences evolve, es teler has undergone several innovations, one of which is the creation of es teler creamy a modern variation that offers a richer and creamier taste while maintaining its traditional elements. Both MSMEs have participated in many exhibitions.

The reason I chose these MSMEs as tenants is because these two MSMEs sell in Tugu field, which is very well known by the Bengkalis community, and they also

often participate in various other events. In addition, because they have seen the previous Polbeng Business Expo event, they want to participate to follow the previous Polbeng Business Expo event.

In the Polbeng Business Expo Chapter II, the role of the Liaison Officer (LO) for MSMEs is very important as a link between the organizing committee and MSME tenants to ensure the smooth implementation of the entire event. The liaison officer is responsible for conveying information related to schedules and venues during the event. In addition, the liaison officer also assists MSME participants in introducing their products to visitors by providing guidance on product presentation, promoting products through social media, and delivering relevant information so that the products can be widely recognized, attract visitor interest, and increase sales opportunities. Thus, the role of the liaison officer not only ensures the technical smoothness of the event but also directly contributes to enhancing the exposure and competitiveness of MSME products. Thus, liaison officers play an important role in creating productive synergies and supporting the growth of MSMEs through strategic and planned collaboration.

The Expo event is expected to gain a greater competitive advantage, expand market reach, and contribute more to regional economic growth. But to start an activity, human resources and capital are needed. Human resources serve to organize and carry out the event to completion. The human resources in question are the committee. Then, capital is also needed so that the event can be carried out. Capital can be obtained from sponsors or from personal funds and it is also hoped that this event will not only provide benefits for MSME actors such as Tahu Gejrot and Es Teler Creamy Buk Tuty but also for the wider community.



Figure 1.1 Tahu Gejrot and Es Teler Creamy Buk Tuty Location
Source: Data Documentation, 2025

The author believes that through collaboration and mutual support, we can create a stronger and more sustainable business ecosystem in Indonesia. Therefore, based on the background description above, the author is interested in organizing an event with the title of Final Project **POLBENG BUSINESS EXPO CHAPTER II Case Study on the Liaison Officer MSMEs Tahu Gejrot and Es Teler Creamy Buk Tuty**

1.2 Identification of the Project

Based on the explanation of the background of the problem above, the project identification to be discussed in this project is: How to make the Polbeng Business Expo Chapter II successful and how to organize the Polbeng Business Expo Chapter II through the participation of the MSMEs Tahu Gejrot and Es Teler Creamy Buk Tuty.

1.3 Purpose of the Project

1.3.1 General Purpose of the Project

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

1.3.2 The Specific Purpose

The specific purpose of the project in the Polbeng Business Expo Chapter II are as follows:

1. To organize and manage MSMEs tenant Tahu Gejrot and Es Teler Creamy Buk Tuty for Polbeng Business Expo Chapter II
2. To create the business profile of Polbeng Business Expo Chapter II
3. To create the profile video of MSMEs Tahu Gejrot and Es Teler Creamy Buk

Tuty

4. To create 30 product promotional video of MSMEs Tahu Gejrot and Es Teler Creamy Buk Tuty
5. To create 30 product catalog flayers of MSMEs Tahu Gejrot and Es Teler Creamy Buk Tuty
6. To create concept and implementation of the digital marketing activities at 4 platform social media free, plus 2 content social media paid content
7. To create finacial report of MSMEs Tahu Gejrot and Es Teler Creamy Buk Tuty

1.4 Significance of the Project

This project is expected to be beneficial for various related parties with Polbeng Business Expo Chapter II.

1. For Author

The Author has the opportunity to improve his skills in organizing and managing events through planning, coordinating, and implementing Polbeng Business Expo Chapter II. In addition, this project can add to the author's experience and cooperation with business people, academics, and the community and completing the final project which is one of the requirements for obtaining an Applied Bachelor's degree in the International Business Administration Study Program.

2. For MSMEs

The benefit of this activity for MSMEs is that MSMEs can introduce their products directly to the wider community, including consumers, investors, and partners. Polbeng Business Expo Chapter II also provides benefits for MSMEs in the form of feedback from consumers and an assessment of consumer satisfaction with their products. In addition, MSMEs can also learn to understand market targets and trends, so that they can continue to develop their MSMEs. This event also provides benefits to MSMEs in the form of relationships between communities, helping MSMEs in creating and attracting customers and making it easier for MSMEs to introduce their products.

3. For Other Parties

This project is expected to provide various benefits for related parties by helping the growth of MSMEs and strengthening the local business ecosystem by supporting the growth of MSMEs and creating new jobs.

1.5 Time and Place of the Project

The implementation time of the Polbeng Business Chapter II will be held for 3 days, 20-22 May 2025 with the venue at the Bengkalis State Polytechnic. The time to create the project process is carried out for 3 months. The two tenants taken for the Expo event are located in Ahmat Yani and Jend Sudirman in the Tugu Bengkalis field area.

1.6 Writing System

The systematics of writing that will be carried out for the project are as follows:

CHAPTER I : INTRODUCTION

In this chapter, the author explains the background of the project, the project visit, the objectives and benefits of the project, the place and time of the project, and the systematic writing of the project report in the thesis.

CHAPTER II : LITERATURE REVIEW

In this chapter, the author explains the relevant theories to the main material in the final project, namely explaining about the Business Expo Chapter II and Marketing through Digital Promotion for MSMEs.

CHAPTER III : METHOD AND ACCOMPLISHMENT PROCESS

In this chapter, the author will explain the plan with a project preparation plan, project implementation plan, project implementation report, project implementation schedule, and estimated costs that will be incurred during the project to make the event a success.

CHAPTER IV

: RESULT AND DISCUSSION

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

CHAPTER V

: CONCLUSION AND SUGGESTION

In this chapter, the author will explain the project profile and activity implementation report, which consists of project preparation, activity implementation, and activity completion report

REFERENCE

APPENDICES

WRITER BIOGRAPHY