

CHAPTER I

INTRODUCTION

1.1 Background of the Project

The Polbeng Business Expo Chapter II is an exhibition organized by students of the Commercial Administration department, particularly the International Business Administration program at the State Polytechnic of Bengkalis. The event is designed to support Micro, Small, and Medium Enterprises (MSMEs) by providing booths for entrepreneurs to display their products and explore growth opportunities. It serves as a strategic platform for MSME owners to expand networks, increase sales, and gain essential knowledge and skills for business development. At the same time, the expo contributes to students' learning experience by enhancing their abilities in event organization, marketing, and business management.

previously State Polytechnic Bengkalis or commonly known as polbeng has carried out activities in the form of an expo which aims to promote and introduce various MSMEs in bengkalis district. this activity runs for two days and is held at State Polytechnic Bengkalis at the end of October or more precisely on 30-31 October. This activity was attended by nearly 100 MSMEs in bengkalis district and the owners of these MSMEs showed their enthusiasm in the activity. apart from the MSME owners, the visitors who attended the event were no less enthusiastic. the visitors who attended and enlivened this event were not only bengkalis natives, but there were several travelers who deliberately took the time to attend the event.

based on the enthusiasm of visitors at the polbeng business expo event in the previous year, this year polbeng is again carrying out similar activities and is entitled "polbeng business expo chapter II" and has the theme of local innovation with global impact. this event will be held in May for 3 days at State Polytechnic Bengkalis. In this event various competitions will be held such as fashion shows, singing, coloring, etc. in addition to holding various competitions, this activity also presents various kinds of MSMEs that participate in these activities.

Based on the author's observations, in Bengkalis Regency there are many MSMEs operating, especially MSMEs engaged in the culinary sector. In addition, the author also found that MSMEs in Bengkalis Regency are increasing in number. Of the many MSMEs in Bengkalis Regency, the author chose the Bysan Potato Donuts MSME. Bysan Potato Donuts MSMEs that provide various types of donuts, including delicious donuts. In addition, another MSME that the author included in this activity is an MSME called Cendol Idaman. As the name suggests, this MSME offers a price of Rp. 5,000 for one cap of cendol. The author chose this MSME to participate in the Polbeng Business Expo Chapter II because, according to the author, this MSME is an attractive MSME because it offers its products at low prices and is suitable for all groups. In addition, another reason the author chose this MSME is because this MSME meets the criteria that the author needs. Based on the background that has been described, the authors are interested in conducting research entitled: **“Project Implementation Facilitating donat kentang bysan & cendol idaman At Polbeng Business Expo Chapter II”**.

1.2 Identification of the Project

From the background that has been discussed previously, several issues related to the preparation and implementation of tenant participation in the Polbeng Business Expo Chapter II can be identified. These issues form the foundation of this project and are outlined as follows:

1. create tenants for Polbeng Business Expo
2. create concept promotion videos for tenants
3. To create concept catalogs for tenants
4. To create the video profile for tenants
5. Posting video and catalog of tenants as media promotion through social media with paid content
6. To create QRIS for tenants
7. To create the financial reports for tenants

1.3 Purpose of the Project

1.3.1 General Purpose

The general purpose of this project is to implementation of the Polbeng Business Expo Chapter II in accordance with the plan.

1.3.2 Specific Purpose

The specific purpose of the project that will be carried out for this project are as follows:

1. To invite tenants for Polbeng Business Expo
2. To create concept promotion videos for tenants
3. To create concept catalogs for tenants
4. To create the video profile for tenants
5. Posting video and catalog of tenants as media promotion through social media with paid content
6. To create QRIS for tenants
7. To create the financial reports for tenants

1.4 Significant of the project

Everything that is done must have a benefit, while the benefits of the final project **“Project Implementation Facilitating Tenants Donat kentang bysan & Cendol idaman at Polbeng Business Expo Chapter II”** are as follows:

1. For Writer

The creation of such a prosthesis can enhance learning, offer perspective, and serve as a guide for completing assignments related to the course on international business administration. Understanding how the project was solved and how to put the knowledge that has been acquired to use are two more ways to explain this thesis. Along with meeting different business people and creating opportunities for collaboration, I am also able to put the knowledge I have gained into practice and obtain a lot of inspiration and ideas from the many goods and innovations that are on display.

2. For Student

It is anticipated that this initiative will serve as a medium for developing students' business inventiveness. Students can be encouraged and inspired by this exercise to keep learning and growing creatively in order to meet problems in the future, particularly in the MSME business sector. Through the project, one can gain more hands-on experience in the corporate world by speaking with the actors.

3. For tenants

This project provides significant benefits for the tenants, particularly Donat kentang bysan & Cendol idaman. Through their participation in the Polbeng Business Expo Chapter II, tenants gain valuable experience in promoting and managing their products in a real business environment. They also receive support in improving their business profiles through promotional videos, product catalogs, and social media marketing strategies. Furthermore, the creation of QRIS and financial reports helps them adopt more modern and efficient business management systems, increasing transaction convenience and transparency. Overall, this project enhances their brand visibility and competitiveness in the MSME market.

1.5 Time and Place of Project Implementation

1.5.1 Time of Project Implementation

The project implementation was conducted in 2026, with the main activity taking place over three days during the Polbeng Business Expo Chapter II. and for the project preparation process takes 3 months (March – Mei 2026)

1.5.2 Place of the of Project Implementation

The thesis proposal will be submitted in three stages to two MSMEs. The first MSME is Bysan Potato Donuts located on the main road of Pangkalan Batang at the PLN intersection, Pangkalan Batang, Bengkalis, and the second MSME is Idaman Cendol located on Jl. Simpang Empat Pedekik, Bengkalis City. The Polbeng business exhibition will be held for three days at the Bengkalis State Polytechnic.

1.6 Writing System

Systematics of writing the “Project Implementation Facilitating Tenants Donat kentang bysan & Cendol idaman at Polbeng Business Expo Chapter II” are as follows:

CHAPTER I : INTRODUCTION

At 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 II : LITERATUR REVIEW

At 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 III : METHODS AND COMPLISMENT 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 IV : 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 Keungan on the MSMEs project expo business polbeng.

CHAPTER V : CONCLUSIONS AND RECOMENDATION

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.