

CHAPTER 1

INTRODUCTION

1.1 Background of the Project

Expo stands for “exhibition” and usually refers to a large-scale event that brings together a diverse group of participants to showcase the latest products, services and innovations in a particular industry or topic. Historically, the concept of a world's fair evolved from large-scale exhibitions such as the World's Fair that began in the 19th century. The first famous fair was the Universal Exhibition held in London in 1851, which aimed to showcase the industrial and technological advances of the Industrial Revolution. In Indonesia, exhibitions often take the form of fairs that focus on specific areas such as education, technology, tourism, trade and art. Since then, international exhibitions known as World Exhibitions have become very popular and are held in various countries. Some of the most famous World Exhibitions are: Paris World Exhibition (1889) This World's Fair is famous for introducing the Eiffel Tower as a symbol of new architecture.

Current and upcoming trade shows include Expo 2010 (Shanghai, China) Expo 2015 (Milan, Italy) Expo 2020 (Dubai, United Arab Emirates) (Postponed to 2021 due to the COVID-19 pandemic) Expo Covers the Contemporary Expo to be held in Osaka in 2025 Various topics that continue to be relevant to various areas of life, such as technological innovation, sustainability, culture, science, etc. Typical features of a trade show include Large Format Trade shows typically attract a large number of participants from both the business and institutional sectors and showcase a wide array of products and innovations.

Special theme or focus Each trade show usually has a specific theme. For example, education exhibitions, technology exhibitions, MSME exhibitions, or health exhibitions aim to showcase products and innovations in these sectors. Educational and Promotional Purposes Apart from being a promotional event, exhibitions also have educational purposes. That is to inform and educate the public about the latest developments in the field on display. Socialization and Networking

Exhibitions provide opportunities for participants and visitors to socialize, build business relationships, and expand collaboration and partnership opportunities. Variety of Activities Exhibitions often host accompanying events such as seminars, workshops, panel discussions and product demonstrations that can provide added value to visitors. Through trade shows, participants can increase their company's visibility and potential, and visitors can gain new information and inspiration from the innovations on display.

Objectives and Benefits of Exhibitions, exhibitions have various objectives that have evolved over time. Below are some of the main purposes of exhibitions, i.e. Exhibition of technological and scientific advancements. Exhibitions are widely used to showcase the latest innovations in technology, industry, and science. Early fairs were places to showcase new technologies such as steam engines, electricity, and even airplanes. Today, these trade shows showcase innovations in green technology, renewable energy, transportation, robotics, artificial intelligence, and space exploration. Promotes knowledge exchange It is an opportunity to exchange knowledge between countries, companies, and experts.

Businesses play an important role in the economy and society in a variety of ways. Businesses are major job creators, providing a wide range of employment opportunities that help reduce unemployment and improve people's well-being. Businesses are also a key driver of economic growth through the production of goods and services, which increases income and purchasing power. In addition, businesses often lead in innovation and technology, investing in research and development. Businesses meet consumer needs by providing goods and services. The competition created by businesses in the marketplace drives efficiency, lowers prices, and improves the quality of products and services, while spurring innovation. and services, while spurring innovation. Businesses play an important role in advancing the economy, improving the quality of life, and shaping the social and economic structure of society. social and economic structure of society.

Through exhibitions, seminars and discussions during the Expo, participants will be able to learn from innovations, approaches and research from other countries and apply them in their own countries. Showcasing culture and national identity

Aside from the technical aspects, the Expo is also an opportunity for countries to introduce their culture to the world. Expos are also culturally diverse events, with each country's pavilion usually showcasing its unique culture, art, cuisine and national character. Promoting international cooperation The Expo provides a platform for countries to build better relationships and international cooperation in areas such as business, education, science and technology. It is a diplomatic event that focuses on cooperation for common development.

According to Irhash Abdul Hakam, et al (2023) Micro, Small and Medium Enterprises (MSMEs) have an important role in Indonesia's economic growth. However, behind the contribution of SMEs, Indonesia's economic growth still faces many challenges SMEs face challenges in their development internally or externally. Therefore, the development strategy of This becomes important for better SME development. So far, the problem that often occurs in SMEs is the small quality of human resources.

According to Asmaira Munthe, et al (2023) Micro, Small and Medium Enterprises (MSMEs) are business activities that are able to expand employment, provide broad economic services to the community, play a role in the process of equalizing and increasing people's income, This important role has encouraged Indonesia to continue to strive to improve the competitiveness of SMEs in facing the Asean Economic Community (AEC). MSME is a form of business that consists of micro, small and medium enterprises and has a very important role in the economy. MSMEs contribute significantly to job creation, income growth, and strengthening local communities. In Indonesia, MSMEs are the backbone of the economy, accounting for more than 99% of all businesses and employing more than 97% of the workforce in sectors such as hospitality, fashion, handicrafts, and technology. In recent years, MSMEs in the food and beverage industry have experienced rapid development, especially in developing innovative products that attract the public. Culinary MSMEs not only prioritize quality and taste, but also adopt today's product trends and business concepts. This is done to attract more consumers, especially among young people who want to try unique food and comfortable places.

Donuts are sweet snacks that are loved by all ages. The flavored donut was established in 2019. Initially, classic donuts usually only have one flavor or simple icing. However, along with the development of the food industry, MSME players began to develop creative donut innovations tailored to market tastes. Popular types of donuts commonly offered in MSMEs are Classic Donuts, Donuts sprinkled with powdered sugar and donuts sprinkled with toppings. This type of donut is favored by many people but still has a simple and classic taste. Chocolate Cheese Donuts This flavor is very popular due to its blend of sweetness and interesting taste. Matcha Donuts: Made with local matcha (green tea), these donuts have a unique flavor and a beautiful green color. “Red Velvet Donut” is a very popular donut with a luxurious red color and soft coating. Donuts with unique toppings In addition to classic toppings such as meses, donuts are now often decorated with innovative toppings such as muesli, sweets, nuts and fruit.

Warung Nongkrong Pajero is one of the MSMEs in Bengkalis. This MSME started its business in 2019. The products sold by this MSME are Kampung Fried Rice, Red Fried Rice, Fried Sago Noodles, Sago Kuah Noodles, Yellow Fried Noodles, Level Noodles, Fried Kwetiau, Seblak, and Several Ice Tea Drinks, Warm Milo, Warm Milk and Various Syrups. To introduce its products, Warung Nongkrong Pajero utilizes social media. Promotion through social media is very important because of its wide reach and cost-effectiveness. With a large and diverse audience, social media allows businesses to reach consumers not only locally but also in distant locations. local but also in distant locations with a relatively low budget compared to compared to traditional promotion methods. Direct interaction with consumers becomes easier, allowing businesses to answer questions and receive feedback in real-time while building a more personalized relationship. Social media helps increase brand awareness through consistent posts and campaigns, and provides analytical tools to measure and optimize promotional effectiveness. Engaging content on social media also has the potential to go viral, amplifying the impact of promotions organically. Based on the background description above, the author is interested in holding an expo entitled

“POLBENG BUSINESS EXPO CHAPTER II (Case Study at Warung Nongkrong Pajero and Kue Donat Varian Rasa Azkia MSMEs)”.

Google Maps and MSME Locator are very useful features to help Micro, Small and Medium Enterprises (MSMEs) increase the visibility and accessibility of their business. By registering their business location on Google Maps through services such as Google My Business, MSMEs can make it easier for customers to find their place of business accurately through location search.

Google Maps allows customers to view important information such as address, operating hours, phone number, customer reviews, and even photos of products or business premises. In addition, customers can directly use the navigation feature to get to the MSME location, thus increasing convenience. Maps location link <https://maps.app.goo.gl/qFbrE16h75ZbXjwTA> Here is the link from google maps:

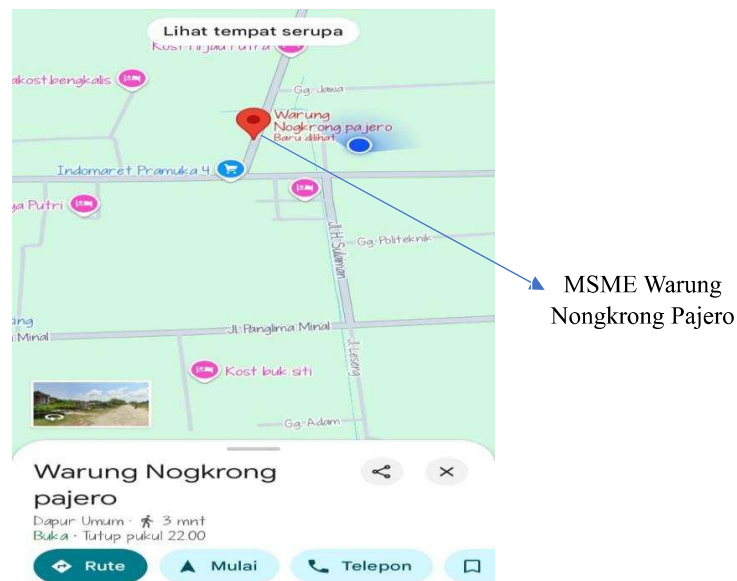


Figure 1.1 MSME Location Via Google Maps
Source : Processed Data (2025)

Warung Nongkrong Pajero is one of the MSMEs in Bengkalis. This MSME started its business in 2019. The products sold by this MSME are Kampung Fried Rice, Red Fried Rice, Fried Sago Noodles, Sago Kuah Noodles, Yellow Fried Noodles, Level Noodles, Fried Kwetiau, Seblak, and Several Ice Tea Drinks, Warm

Milo, Warm Milk and Various Syrups, Figure A.2 MSME be seen in Figure A.2 below :



Figure 1.2 MSME Warung Nongkrong Pajero

Source : Processed Data (2025)

Google Maps and MSME Locator are highly beneficial tools for Micro, Small and Medium Enterprises (MSMEs) to increase visibility and ease of access to their businesses. The location of Kue Donat Varian Rasa Azkia is located at Jln. Pramuka, Bengkalis, By utilizing services such as Google My Business, MSMEs can mark the exact location of their business on Google Maps, making it easier for customers to find and visit the place of business. This feature allows customers to search for locations more accurately, get important information such as operating hours, photos, MSMEs reach more customers effectively. Maps location link <https://maps.app.goo.gl/YvozK3H9pd3qJPUT7> Here is the link from Google Maps:

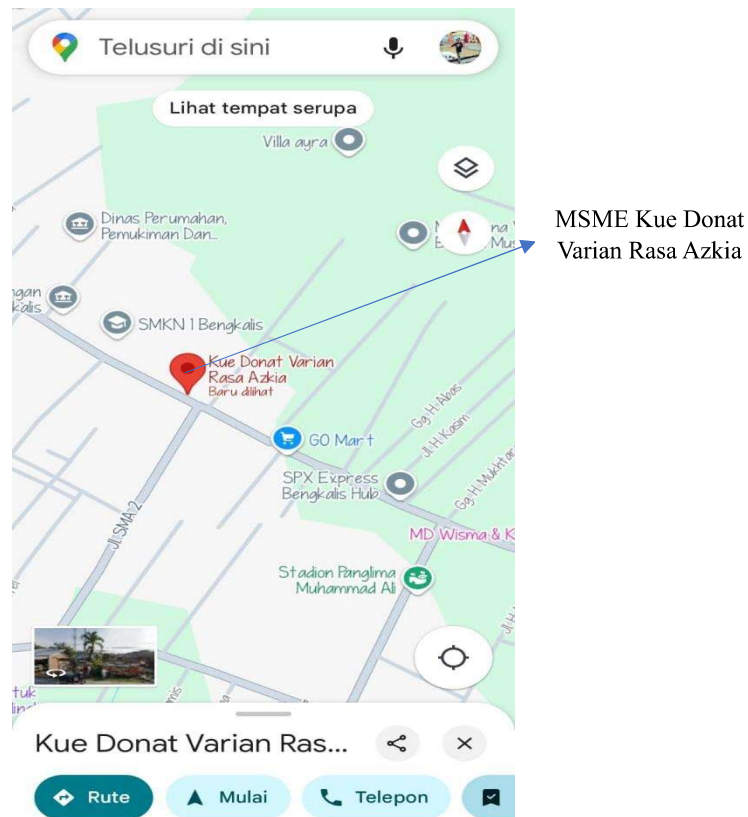


Figure 1.3 MSME Location Via Google Maps
Source : Processed Data (2025)

Kue Donat Varian Rasa Azkia has been pioneering innovation in the donut industry since its inception in 2019. In its early days, classic donuts usually only had one basic flavor, such as sprinkled sugar, or used simple icing such as chocolate or vanilla. However, seeing the growing culinary trends and increasingly varied market demands, MSME players, including Azkia, began to create more creative and diverse donut innovations.

Donuts have long been one of the most popular snacks for various groups, from children to adults. The unique shape with a hole in the middle and the alluring sweetness make donuts continue to survive as a favorite snack in many countries.

Kue Donat Varian Rasa Azkia understands that market tastes are constantly changing along with the development of lifestyles and consumer needs. Therefore, Azkia not only offers donuts with classic flavors, but also a variety of new and

appetizing flavors. Flavor combinations such as matcha, red velvet, tiramisu, to unique toppings such as mesis, cheese, and others. Figure A.3 MSME be seen in Figure A.3 below :



Figure 1.4 MSME Kue Donat Varian Rasa Azkia
Source : Processed Data (2025)

1.2 Identification of the Project

Based on the background that has been described, expo business activities have great potential to help Warung Nongkrong Pajero and Donat Varian Rasa Azkia MSMEs in their efforts to increase sales and expansion. The expo can also be an effective platform for Warung Nongkrong Pajero and Kue Donat Varian Rasa Azkia MSMEs to gain more customers and increase awareness of their existence in the community. Based on the background that has been described, there are several problems Formulation, namely:

1. How to make the Polbeng Business Expo event a success through participation MSMEs Warung Nongkrong Pajero and Kue Donat Varian Rasa Azkia MSMEs.

2. How to carry out MSME operational activities on Warung Nongkrong Pajero and Kue Donat Varian Rasa Azkia MSMEs during Polbeng Business Expo Event.

1.3 Purpose of the Project

1.3.1 General Purpose

The general objective of this project is to expand the reach and increase the sales of MSMEs Warung Nongkrong Pajero and Kue Donat Varian Rasa Azkia sales of Warung Nongkrong Pajero and Kue Donat Varian Rasa Azkia MSMEs through organizing the Polbeng Business Expo. This exhibition This expo is expected to expand the market network and increase consumer awareness of the products offered by MSMEs Warung Nongkrong Pajero and Kue Donat Varian Rasa Azkia. consumers of the products offered by MSMEs Warung Nongkrong Pajero and Donat Varian Rasa Azkia. To organize and Implementation Polbeng Business Expo Chapter II (Case Study Warung Nongkrong Pajero and Kue Donat Varian Rasa Azkia MSMEs) make the event a success?

1.3.2 Spesific Purpose

The specific objectives of the project at Polbeng Business Expo Chapter II Warung Nongkrong Pajero and Kue Donat Varian Rasa Azkia are as follows:

1. To prepare 2 Tenant to participate Business expo
2. To create the Profile of Warung Nongkrong Pajero and Kue Donat Varian Rasa Azkia MSMEs
3. To create concept of 30 Promotion Video and 30 Catalogue MSMEs
4. To create Video Profile and Video of MSME activities at the Expo
5. To create Posting Marketing Media Promotion trough Social Media
6. To create Financial Reports of MSMEs
7. To create Qris MSMEs

1.4 Significance of the Project

Everything that is done must have benefits, as for the benefits of the final project **"POLBENG BUSINESS EXPO CHAPTER II (Case Study at Warung Nongkrong Pajero and Kue Donat Varian Rasa Azkia MSMEs).**

1.4.1 For Writers

The benefits for writers can help improve public speaking and good communication skills. Then gain experience from expo activities, and by participating in expo activities can show my ability and potential to others to build a positive self-image.

1.4.2 For Entrepreneurs

Expo activities provide an opportunity for MSMEs to introduce their products and brand products to a wider audience. By participating in exhibitions, entrepreneurs can interact directly with consumers and get feedback on their products or services, which is very useful for quality improvement.

1.4.3 For Other Parties

The benefits are to introduce MSMEs products and brands to the wider community. As well as allowing MSMEs to expand business networks such as meeting potential customers, distributors, investors, and other business partners. That way they can sell their products directly to consumers.

1.5 Time and Place of Project Implementation

1.5.1 Project Implementation Time

This exhibition will be held approximately in the even semester of 2025, the activity will be estimated to last for 2 or 3 days at Bengkalis State Polytechnic.

1.5.2 Project Implementation Place

The place of implementation is at Bengkalis State Polytechnic, Bhatin Street Alam, Sungai Alam Village, Kec. Bengkalis precisely in the main courtyard Building.

1.6 Writing System

The systematics of writing the **POLBENG BUSINESS EXPO CHAPTER II project (Case Study at Warung Nongkrong Pajero business and Kue Donat Varian Rasa Azkia MSMEs)** are as follows:

CHAPTER I: INTRODUCTION

Background describes the business profile and micro, small and medium enterprises. Explains the main and specific objectives of the expo activities as well as the benefits for entrepreneurs, students, and writers.

CHAPTER II: LITERATURE REVIEW

Literature Review explains the general and specific theoretical basis containing journal articles relevant to the final project, and also contains theories sourced from books or articles from the last 10 years. A framework that contains the basic concepts underlying the research taken from the theory that has been referenced.

CHAPTER III: METHODS ACCOMPLISHMENT AND PROCESS

Methodology and Completion Process describes the project preparation plan, project implementation, steps to be taken to complete the project, puts forward the project reporting plan, contains the implementation schedule plan and project cost estimate, puts forward the detailed cost budget to be spent.

CHAPTER IV: RESULTS AND DISCUSSION

This chapter contains a profile of the product produced, the results of preparation, implementation, completion and project reports. Project results are made in the form of tables, graphs,

photos/images or other forms so that it can be easier to follow the discussion description.

CHAPTER V: CONCLUSIONS AND SUGGESTION

Contains conclusions and suggestions from the project that has been carried out.