

CHAPTER I

INTRODUCTION

1.1 Background of the Project

MSMEs are businesses that can support the community economy by creating jobs, increasing income, and helping economic growth. These businesses can be started with small capital and directly benefit the surrounding community. According to Farisi, Al et al (2022) MSMEs are one type of small business that plays a very important role in improving and growing the community's economy. Because the existence of MSMEs is able to survive in any situation to achieve community welfare. The resilience of MSMEs was proven when the 1998 monetary crisis occurred, many large businesses fell, but MSMEs survived and even increased in number. Meanwhile, according to Sudrartono et al (2022) MSMEs are business activities carried out by individuals, households, or small-scale business entities. Usually, MSME businesses are classified by revenue per year, number of employees, and assets owned. Assets owned.

Expo is an event designed to introduce products to the wider community. This event aims to introduce a MSMEs product that can be traded. For MSMEs, this activity is a suggestion to promote and offer their products to consumers who come to the exhibition so as to increase brand awareness of their business. According to Jannah and Rosa (2024) in the business world, customer satisfaction is one of the strong drivers for a business, customer satisfaction is a determining factor for whether or not there is a subsequent repeat purchase or at the same time to maintain customer and entrepreneur relationships. This of course will improve the quality of the business and provide benefits for entrepreneurs if customers are satisfied both in terms of service or communication with customers. Service quality is one of the most important aspects in the service sector considering that consumers today are increasingly wise and critical of the level of service they receive. Thus, the success of a promotional activity such as an exhibition is not only measured by the number of visitors, but also by the level of customer satisfaction that impacts the image of the organizing institution. This is in line with Aisyah's (2023) the success of an

event has an impact on improving the image of the institution. A good image of an institution affects public trust in the institution and can benefit the institution.

According to Gunawan (2022) Expo or Business Exhibition is an activity held for a business to showcase or show their product or service business. The benefits, urgency, and role of business exhibitions for business people and entrepreneurial startups are that this exhibition can be a means for business people to introduce products to customers, increase brand awareness for new business people. In addition, this business exhibition can be used to see other competitors by observing and studying competitors. With this exhibition, business people can also see the trends that are happening and are being liked by the public. With this event, business people can understand the development of products that are in demand by the public. For the public, this event also provides an opportunity to learn about business directly from the actors, as well as gain new insights that may be useful. Meanwhile, for consumers, this event is an opportunity to find out the needs and interests of the market, as well as being able to compare various products from various businesses that are present to find the most suitable one. In addition, for the government, this event functions as a gathering place for prospective young business people who have the potential to have a positive impact on the Indonesian economy.

Politeknik Negeri Bengkalis plays an important role in supporting the development of MSMEs, one of which is through the Polbeng Business Expo activity. Polbeng Business Expo is an opportunity for MSMEs to get new business opportunities. This exhibition is a forum for MSMEs to interact with various parties, in order to increase their competitiveness and contribution to the economy. By being part of the Polbeng Business Expo, MSMEs not only get benefits but also establish strategic partnerships and open wider markets. This activity was organized by International Business Administration students as an effort to promote local products and introduce MSMEs to the public. This exhibition is not only a promotional event, but also a means of education and collaboration to encourage the growth of MSMEs in Bengkalis.

Through the Polbeng Business Expo, students and business people can establish collaborations that generate new and innovative business ideas. This exhibition also helps increase the competitiveness of local products in a wider market, thus providing tangible benefits for MSMEs in expanding their consumer reach. In addition, this activity strengthens the relationship between students, business actors, and the community, which is expected to support student career development and encourage local economic growth in Bengkalis Regency.

The development of MSMEs in Bengkalis shows that market competitiveness in their operations continues to increase. For example, Bakso Arema Rajawali and Es Teler Sultan are able to survive and thrive in the culinary field by innovating their products. These innovations make their businesses more attractive to customers, so they are able to compete with other businesses. This success not only provides benefits for business owners, but also creates jobs and helps increase the income of the surrounding community. This shows that good competitiveness can drive local economic growth.

MSMEs Bakso Arema Rajawali was founded in 2023 by Herman, an entrepreneur who has a strong determination to earn a living to meet his life's needs. Seeing the growing market opportunities, Bakso Arema Rajawali is here to provide delicious and quality meatballs. The culinary trend that is currently popular is pentol, a variation of meatballs that are smaller and more practical to enjoy. Seeing this potential, Bakso Arema Rajawali developed a pentol product with interesting flavor innovations, while maintaining a traditional taste. This business is an option for those who want delicious and affordable meatballs, without sacrificing quality and authenticity of taste.

MSMEs Es Teler Sultan was founded in 2023 by Mrs. Melda, an entrepreneur who is passionate about increasing her family's income. With an unyielding spirit, Mrs. Melda took advantage of the growing market opportunities to present Es Teler Sultan as a choice of fresh and delicious drinks. Es Teler Sultan comes with a distinctive taste, offering drinks that are not only refreshing, but also have the best quality. With good ingredients, Es Teler Sultan hopes to become a favorite drink that is always sought after by customers.

By utilizing existing market opportunities, and to complete either to complete the Polbeng Business Expo, Bakso Arema Rajawali with delicious and innovative emmeatball variations served, and Es Teler Sultan with its freshness becomes the MSME's that the Author chose with the title project "Project Implementation of Digital Marketing for Bakso Arema Rajawali and Es Teler Sultan Msme At Polbeng Business Expo Chapter II". It is hoped that the Report can provide benefits to the community, especially in Bengkalis, by promoting local culinary businesses that are of high quality and easily accessible.

1.2 Identification of the Project

Based on the above background, the problem formulations raised by the author aim to identify the main issues discussed in this study. These problem formulations provide clear direction for the project implementation and help ensure that the study remains focused on its objectives.

How was digital marketing implemented at the Polbeng Business Expo Chapter II as a platform to support MSMEs such as Bakso Arema Rajawali and Es Teler Sultan

1.3 Purpose of the Project

The purpose of this project is divided into two categories, namely the main purpose and the specific purposes. These purposes are formulated to provide a clear direction for the implementation of the project, ensuring that all planned activities align with the expected outcomes. The main purpose represents the overall goal of the project, while the specific purposes describe detailed objectives that support the achievement of the main purpose. The purposes of the project are as follows:

1.3.1 General Purpose

To analyze the implementation of digital marketing strategies at the Polbeng Business Expo Chapter II and their role in helping Bakso Arema Rajawali and Es Teler Sultan MSMEs promote their products and enhance market competitiveness.

1.3.2 Specific Purpose

1. Creating a Polbeng Business Expo Profile

2. To create 30 Promotional Videos for MSMEs Bakso Arema Rajawali and Es Teler Sultan
3. To create 30 Product Catalogs for Bakso Arema Rajawali and Es Teler Sultan.
4. Posting promotional videos to social media for MSMEs Bakso Arema Rajawali and Es Teler Sultan
5. To create QRIS for MSMEs Bakso Arema Rajawali and Es Teler Sultan.
6. To create financial reports and bookkeeping for MSMEs Bakso Arema Rajawali and Es Teler Sultan

1.4 Significant of the Project

This project is expected to provide significant benefits for all parties involved, such as writers, students, MSMEs, and the community. Through digital marketing, this project not only helps develop MSME businesses, but also provides learning experiences for students and helps the community become more familiar with local products. Therefore, the benefits of this project are as follows:

1. Benefits for Authors

Sharpening creativity helps writers develop their imagination to produce engaging and informative content, while increasing writer productivity through creating product descriptions and business profiles allows information to be conveyed more clearly, effectively, and attractively to readers.

2. Benefits for Students

Studying comparative business allows students to gain practical experience in managing a digital business through product catalogs and online marketing, while visual content development through creating short videos and flyers provides them with valuable opportunities to learn new skills in video editing and produce engaging visual content.

3. Benefits for Society

Access to more complete information through product catalogs and MSME profiles allows the public to obtain in-depth details about products offered by MSMEs such as Meatball Arema Rajawali and Es Teller Sultan, while the

increased consumer awareness generated helps strengthen public appreciation for local products and supports the growth of surrounding MSMEs.

1.5 Time and Place of Project Implementation

The project, from the preparation stage to completion, was carried out based on a previously agreed plan. The project lasted for three days, namely May 20, 21, and 22, 2025, and was carried out in the area around the Bengkalis State Polytechnic Campus located in Sungai Alam.

1.6 Writing System

The writing system in this project is done for the Case Study “Polbeng Business Expo Chapter II: Project Implementation of Digital Marketing for Bakso Arema Rajawali and Es Teler Sultan Msmes At Polbeng Busines Expo Chapter II

CHAPTER I : INTRODUCTION

In this chapter the author describes the project background, project identification, objectives and benefits of the project.

CHAPTER II : LITERATURE REVIEW

In this chapter, the author outlines theories relevant to the general theoretical basis of the project, the theoretical basis and the specific framework of the project.

CHAPTER III : METHODS AND ACCOMPLISHMENT PROCESS

In this chapter, the author was describe the methods and processes for completing the project, project preparation plan, project implementation plan, and project completion plan, project reporting plan, schedule and cost estimates, and project reporting cost estimates.

CHAPTER IV : RESULTS AND DISCUSSION

In this chapter, the author describe the project activity profile and project activity implementation report which includes project preparation, project implementation,

project completion, project reporting, and project activity implementation financial report.

CHAPTER V

: CONCLUSION AND SUGGESTIONS

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