

CHAPTER I

INTRODUCTION

1.1. Background of the Project

In recent years, there has been a significant increase in the growth of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia. These enterprises are vital to the national economy, as they contribute to Gross Domestic Product (GDP) and create jobs. Within this framework, the Polbeng Business Expo is a strategic place to showcase MSME products, such as Kue Mak Ulfa and Es Jagung Lumer. The exhibition aims to increase consumer awareness of local products and strengthen the presence of MSMEs in the market.

MSME means a business or business carried out by individuals, groups, small business units, and households. Indonesia as a developing country produces MSMEs as the main foundation of the community's economic sector, this is done to encourage independence in community development, especially in the financial sector Munte et al., (2023). MSME stands for micro, small, and medium enterprises. These are terms used in Indonesia to talk about companies that are owned by individuals or business entities and meet certain criteria. MSMEs are quite important to the Indonesian economy as they create jobs and increase the number of businesses, ultimately reducing unemployment according to Suwarsi et al., (in Perdana, 2023).

National exhibitions display and promote MSME and entrepreneurial products, as well as being a forum for developers and professionals to share knowledge, experience, and innovations Salim et al., (2024). Another opinion (Mahya, 2023) suggests that business exhibitions serve as a channel for the communication of commercial value, or the introduction of new products or services. As such, exhibitions can be considered an effective platform for building relationships between commercial actors and audiences. This in turn increases product visibility and facilitates the development of relationships that can support business growth.

Social media is a media platform that focuses on the existence of users and facilitates them in their activities and collaboration. Therefore, social media can be seen as an online medium (facilitator) that strengthens the relationship between users as well as a social bond. The special characteristics found in social media include (1) the network is an infrastructure that connects computers and other hardware, (2) Information becomes an important entity in social media because social media users create representations of their identities, produce content, and interact based on information, (3) archives for social media users, the archive becomes a character that explains that information has been stored and can be accessed at any time and through any device, (4) Social media forms a network between users that does not only expand friendships or followers, but must built with the interaction between these users and (5) social media has a character as a medium for society to take place in the virtual world (Amperawati, 2022).

MSMEs are part of the development of Polbeng Expo, which plays an important role in the development of Polbeng Business Expo. This event is organized by International Business Administration students to promote local products and provide a platform for MSMEs to showcase their products to the public. This expo is not only an exhibition, but also attracts enthusiasm from various groups and serves as a means of education and interaction between students, business people, and all levels of society. This expo aims to promote micro, small, and medium enterprises (SMEs) in Bengkalis. It is strategically located to reach more consumers. The event aims to raise awareness among the Bengkalis community about the importance of supporting local SMEs, which are one of the pillars of the economy in Bengkalis Regency.

In Bengkalis, an area rich in MSMEs in the food and beverage sector, there has been an increase in the number of micro, small and medium enterprises (MSMEs) that have successfully obtained halal certificates. The existence of this Halal Certification indicates the serious commitment of business actors to the quality and halalness of their products (Sari and Rosa, 2024). The rapid development MSMEs in Bengkalis City has a very positive impact, not only increasing employment but also increasing the income of the surrounding community. Examples of MSMEs in this field are Kue Mak Ulfa and Es Jagung

Lumer. Kue Mak Ulfa was founded by Mrs. Lita in 2017, Kue Mak Ulfa offers a variety of interesting donut flavors so that buyers can choose according to their individual tastes. Donuts themselves are one of the favorite foods of many people so they are suitable for snacks in leisure time. The reason the Author chose this MSMEs as an expo project is because donuts are widely known, and donuts are very popular with children because interesting donut variations make people interested in buying.

Es jagung Lumer is a refreshing drink that is perfect for quenching thirst, especially in the heat of the day. Es Jagung Lumer was made by Mrs. Nurhafiza and was established in 2023. Es Jagung Lumer has a fresh and sweet taste, combined with soft grains of corn as a filling that gives it a unique added value. The reason the Author chose this MSMEs is because Es Jagung Lumer has a combination of sweetness and freshness of corn so it is suitable to be enjoyed while relaxing, as a snack when gathering with friends, and as a thirst quencher when the sun is hot.

Kue Mak Ulfa and Es Jagung Lumer are two MSME products that have great market potential. Kue Mak Ulfa offers unique flavors and quality, while Es Jagung Lumer offers a fresh drink innovation. Although both have advantages, there are still challenges in attracting consumer interest. Therefore, by conducting media promotions through social media, it is hoped that it can provide useful insights into product development and better marketing strategies. Therefore, the above MSMEs such as Kue Mak Ulfa and Es Jagung Lumer are suitable choices to take part in the Polbeng Business Expo Chapter II exhibition because there are many enthusiasts from among culinary lovers of sweet food and drinks. Then the hot weather during the day the community was certainly look for drinks or ice that can refresh their thirst, so melted corn ice is the right choice. This exhibition was held with the aim of advancing Micro, Small, and Medium Enterprises (MSMEs) around Bengkalis. This activity is expected to make a significant contribution.

This Project is important to contribute to the development of MSMEs in Bengkalis, especially in the context of marketing. By analyzing social media as Promotional Media, it is hoped that MSMEs can increase their competitiveness in local and national markets. Thus, based on the background description above, the

Authors are interested in holding an exhibition entitled **“Polbeng Business Expo Chapter II (Case Study on Kue Mak Ulfa and Es Jagung Lumer MSMEs)”**.

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.

1. How to Implement Polbeng Business Expo Chapter II make the event a success?

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 general purpose represents the overall goal of the project, while the specific purposes describe detailed objectives that support the achievement of the general purpose. The purposes of the project are as follows:

1.3.1. General Purpose

1. To successfully organize Polbeng Business Expo Chapter II using social media as a promotional medium for MSMEs.

1.3.2. Specific Purpose of the Project

The specific objectives of this project are designed to support the achievement of the general objectives and ensure that the project is implemented in a structured and effective manner.

1. To create a profile for Polbeng Business Expo MSMEs.
2. To create 30 promotional videos for Kue Mak Ulfa and Es Jagung Lumer MSMEs.
3. To create 30 product catalogs for Kue Mak Ulfa and Es Jagung Lumer MSMEs.
4. To post promotional Videos to social media for Kue Mak Ulfa and Es Jagung Lumer MSMEs.
5. To create QRIS for Kue Mak Ulfa and Es Jagung Lumer MSMEs.
6. To create financial reports for Kue Mak Ulfa and Es Jagung Lumer MSMEs.
7. To create financial Ratio Analysis of MSMEs

1.4. Significance of the Project

1.4.1 Benefits for Authors

1. **Building Creative Skills:** Writers must harness their creative energies to create visually appealing and informative content.
2. **Improve Writer Penetration Efficiency:** Product descriptions and profiles can help writers become more productive and make information more understandable and interesting to readers.

1.4.2 Benefits for Students

1. **Benchmarking Practices in Business:** Product catalogs and online marketing help students learn how to manage a business in the digital age.
2. **Multimedia Content Creation:** Students can practice developing multimedia content, such as editing videos and creating visually appealing content, by creating short films.

1.4.3 Benefits for MSMEs

1. **Increased Visibility:** This project helps MSMEs to increase their visibility. visibility of their products in the market, thereby attracting more customers.
2. **Product Marketing:** Through exhibitions or promotions, SMEs can introduce melted corn ice and donuts to the wider community, increasing sales.
3. **Network Development:** This project enables MSMEs to build networks with other business actors, which can open up opportunities for future collaboration.

1.5. Time and Place of Project Implementation

The project implementation period, from the preparation stage to the completion stage, was organized and carried out in accordance with the plan agreed upon by all relevant parties. This project activity will take place over three days, from May 20 to 22, 2025. The entire series of activities will be carried out around the Bengkalis State Polytechnic campus, specifically next to the commercial

administration building located in Sungai Alam, utilizing the campus facilities as the main venue for the activities.

1.6. Writing System

The systematic writing of the final project report of the specific Purpose of the Project, Specific Objectives of the Project at Polbeng Business, (Case Study on Kue Mak Ulfa and Es Jagung Lumer MSMEs is as follows:

CHAPTER I: INTRODUCTION

The Author explains the project background, visit, objectives and benefits, place and time, and procedures for writing a bachelor's thesis report in this chapter.

CHAPTER II: LITERATURE REVIEW

This chapter discusses theories that are relevant to the subject matter of the Final Project. They discuss how job descriptions and descriptions are applied. Specifications of the operations and marketing divisions.

CHAPTER III: METHODS AND ACCOMPLISHMENT PROCESS

This chapter was start with a project diagram and then discuss the implementation plan and procedures, as well as the project implementation report. Next, the Author was discussing the schedule and estimated costs incurred during the project, including the estimated cost of the thesis.

CHAPTER IV: RESULTS AND DISCUSSION

The Author was providing a project profile and activity implementation report in this chapter. This profile includes project preparation, activity implementation, implementation report, and implementation report.

CHAPTER V: CONCLUSIONS AND SUGGESTIONS

This chapter contains a summary of the writing results from the previous chapters in the form of conclusions, as well as criticism for improvement.