

CHAPTER 1

INTRODUCTION

1.1. Background of the Project

In this era of globalization, competition in the business world is increasingly fierce, thus requiring every individual and organization to continue to innovate in order to survive and thrive. Moreover, the development of information and communication technology has created new opportunities and challenges in marketing products and services. One effective way to increase the visibility and appeal of a product is through organizing an exhibition or expo. Exhibitions not only serve as a means of promotion, but also as a place to share ideas and inspiration, build networks, and introduce new innovations to the wider community.

Based on Salsabilah (2022) Expo stands for Exposition which means exhibition or trade show, expo is a unique form of promotion because an entrepreneur promotes his product or service on a large scale. There are many types of expos, such as book expos, culinary expos, automotive expos, property expos, and other expos. Furthermore, he also said that the benefits of exhibitions for business people and budding entrepreneurs are as an effective means to introduce products or services directly with a large scale of potential customers, a place to strengthen the image of companies and business ventures by instilling image.

Based on Yan Christin Br Sembiring (2024), MSME stands for Micro, Small and Medium Enterprises. According to Law No. 20 of 2008, the definition of MSMEs is a small business owned and managed by a person or group of people with a certain amount of wealth and income. MSMEs have a very important role in building the community's economy, especially in Indonesia. Through MSMEs, communities can create jobs, improve welfare, and contribute to economic growth. This is related to what was said by Evi Sirait et al., (2024) that micro, small and medium enterprises (MSMEs) are a very crucial sector for economic welfare in Indonesia, this is because MSMEs play an important role in absorbing labor, increasing community income, creating new business opportunities, increasing

economic equity, and preserving local culture and wisdom. In addition, MSMEs also play an important role in job creation, increasing regional economic growth, increasing innovation and creativity, stimulating regional economic growth, economic diversion, and contributing to taxes and state revenues. In this increasingly advanced era, digital marketing has become a very important tool for MSMEs to reach a wider market. As we know, MSMEs have a big role in the economy, and with the support of the right marketing strategy, they can compete better in the midst of global competition.

Apart from that, Hurdawaty and Tukiran (2024) MSMEs are essential drivers of economic growth, poverty reduction, and job creation. Furthermore, MSMEs help reduce regional disparities and promote inclusive development. They also contribute to the gross domestic product, tax revenue, and promote competition and market efficiency. MSMEs are vital for the overall stability, prosperity, and equity of a nation's economy. They provide opportunities for entrepreneurship and innovation, particularly for marginalized groups and individuals with limited resources. In addition, the MSMEs sector helps to create a more balanced and equitable distribution of economic activities across different regions of the country. Through their significant contributions to employment, income generation, and GDP, MSMEs are a critical driver of economic growth.

Keripik Aminah is an MSME established in 2014 by Aminah, an entrepreneur from Senggoro Village, Bengkalis. Starting from home with limited capital, Aminah has a great passion to introduce quality chips to the community. Her business offers various types of chips, such as savory cassava chips, crunchy chicken claws, banana chips with natural sweetness, and temptingly spicy chili chips. The product is not only marketed through direct orders, but is also available at various local shops, making it easily accessible to consumers. Keripik Aminah has many advantages that make it a top choice for consumers. The product is made from fresh and high-quality raw materials, resulting in delicious and healthy chips. With a distinctive blend of spices, each variant of chips offers a unique flavor that is different from other products. In addition, the affordable price allows various groups of people to enjoy these chips without having to spend a lot of

money. Prioritizing quality, innovation and customer satisfaction, Aminah continues to strive to develop this MSME so that it becomes a successful example for other small businesses. She hopes that Keripik Aminah will not only be a source of income for her family but also contribute to advancing the regional economy and inspiring people to become entrepreneurs.

Es Doger Mak Andak was founded by Jarimiah in 2022 in Tameran Village. Every day, Jarimiah sells fresh ice doger in front of her house, and every Wednesday she takes her wares to the always-crowded Wednesday Market. This ice doger is famous for its fresh and delicious taste, made from quality ingredients such as soft ice, tape, and coconut milk that are processed directly to maintain the flavor. The taste is sweet but not overwhelming, with a soft texture that makes anyone addicted. Es Doger Mak Andak is also loved for its affordable price and generous portion. This drink is suitable for all groups and can be enjoyed at any time. With its quality taste and friendly service, Es Doger Mak Andak has attracted customers from all over the world.

Based on the existing situation, it can be concluded that product quality is very important for starting and developing MSMEs. Keripik Aminah and Es Doger Mak Andak are examples of MSMEs that successfully utilize limited resources by prioritizing product quality and innovation to meet market needs. Both MSMEs also manage to offer quality products at affordable prices, allowing them to reach a diverse range of consumers. In the digital age, businesses like these are able to reduce the need for large market shares and vast resources to achieve sales growth. Therefore, I chose to highlight these two MSMEs in the project A Study on the MSME Growth of Keripik Aminah and Es Doger Mak Andak at POLBENG Business Expo Chapter II which is expected to benefit the community, especially in Bengkalis, and become a successful example in small business development.

1.2. Identification of the Project

MSMEs are vital to the economy but face marketing challenges. Polbeng Business Expo helps them showcase their products and expand their network. Proper planning and evaluation of MSME participation, such as

Keripik Aminah and Es Doger Mak Andak, is essential. The formulation of the problem is:

1. How to organize a successful Polbeng business exhibition.
2. How does digital promotion influence purchasing decisions for Keripik Aminah and Es Doger Mak Andak products at POLBENG Business Expo Chapter II?

1.3. Purpose of the Project

1.3.1 General Purpose

1. To organize a successful Polbeng business exhibition
2. To does digital promotion influence purchasing decisions for Keripik Aminah and Es Doger Mak Andak products at POLBENG Business Expo Chapter II?

1.3.2 Specific Purpose

The specific objectives of the Polbeng Business Expo project for Keripik Aminah and Es Doger Mak Andak MSMEs. are as follows:

1. Assisted in making 1 profile video for Keripik Aminah and Es Doger Mak Andak MSMEs.
2. Creating and posting 30 attractive promotional videos for Keripik Aminah and Es Doger Mak Andak MSMEs.
3. Creating 30 product catalogs to attractively display the products of Keripik Aminah and Es Doger Mak Andak MSMEs.
4. Digital marketing development for one month before the exhibition to increase the reach and attractiveness of MSMEs on social media.
5. Prepare financial reports and conduct transaction bookkeeping during the exhibition.
6. Assisted in the creation of QRIS for each tenant

1.4 Significance of the Project

Everything that is done certainly has a beneficial value. Likewise with the Final Project “Project Implementation Facilitating Tenants Keripik Aminah and Es

Doger Mak Andak at Polbeng Business Expo Chapter II”. The benefits of this final project are as follows:

1. Benefits for the Author

The Polbeng Business Expo project activities provide many benefits for the author, where the author can gain direct experience in managing and organizing a business event. This helped the author hone his skills in planning, time management, and communication with various parties. In addition, the author also learned about how to promote products and improve analytical skills to evaluate business development. This experience is an invaluable asset for career development in the business or entrepreneurial world.

2. Benefits for Students

Polbeng Business Expo provides great benefits for students to see firsthand how businesses are run and promoted by MSMEs. Students can learn about marketing strategies implemented by MSME players, as well as how they overcome challenges in running a business. In addition, this expo teaches the importance of participating in events that support local economic development and opens up opportunities to improve business skills in the real world.

3. Benefits for the Community

Polbeng Business Expo provides positive benefits to the community by introducing quality local products from MSMEs. The community can buy and support local products, which helps strengthen the regional economy. In addition, this expo opens opportunities for MSMEs to expand markets and increase sales, which in turn has a positive impact on the development of small businesses in the surrounding community.

1.5 Time and Place of Project Implementation

1. Implementation Time

This activity will be held in April even semester for 3 days. Meanwhile, digital marketing activities will last for 1 month.

2. Project Activities

This project will be carried out at Politeknik Negeri Bengkalis, by making profile videos and documentation of activities at Keripik Aminah and Es Doger Mak Andak MSMEs.

1.6 Writing System

The Systematic Writing of the Project Implementation Facilitating Tenants Keripik Aminah and Es Doger Mak Andak at Polbeng Business Expo Chapter II is organized into several chapters as follows:

CHAPTER I: INTRODUCTION

This chapter provides an initial overview of the project, starting with a background that explains why it is important that this project be undertaken. In addition, this chapter also includes the identification of the problems that form the basis of the project, the objectives to be achieved, the expected benefits, as well as information about the location and time of project implementation. This section closes with a brief explanation of the overall systematic writing of the project report.

CHAPTER II: LITERATURE REVIEW

This chapter contains a collection of relevant theories and concepts to support the discussion in the project. It contains several previous studies as references, followed by general theories that are broadly related to the project topic, and specific theories that will further explore the subject matter of this project.

CHAPTER III : METHOD AND ACCOMPLISHMENT PROCES

This chapter describes the steps taken to complete the project, starting from the project preparation plan, planning the implementation process, to the project completion method. In addition, it also explains how the project will be reported to provide a complete picture of all the steps taken.

CHAPTER IV: RESULTS AND DISCUSSION

This chapter describes the results obtained from the project implementation, and discusses in detail the activities carried out during the project. The discussion includes project preparation, project implementation, completion of each activity, and a final report on the financial completion of the project. With this, readers can understand the entire course of the project from start to finish.

CHAPTER V: CONCLUSIONS AND RECOMMENDATIONS

This final chapter presents conclusions based on the project results that have been achieved and provides suggestions or recommendations for the development or implementation of similar projects in the future. This section concludes the project report by presenting the core results obtained from each stage of implementation.

WRITER BIOGRAPHY

REFERENCES

APPENDICES