

CHAPTER I

INTROCDUCTION

1.1 Background of the Project

Expo is an abbreviation of Exposition which means exhibition or display. In general, Expo is defined as a trade fair or trade exhibition. Expo is a unique form of promotion because it promotes products on a large scale (Supadilah, 2022). Expo activities can be an effective tool for increasing brand awareness, launching new products, increasing sales and carrying out promotions so that people who are initially unknown know that the product exists.

According to (Aquino, 2022), an exhibition is an activity of presenting works of fine art to be communicated so that they can be appreciated by the wider community. So the definition of an exhibition is a form of meeting service business. What brings together producers and buyers, but the further definition of an exhibition is a promotional activity carried out by a producer, group, organization, certain association in the form of displaying product displays to potential relations or buyers.

Indonesia is a country that has great potential in the field of micro, small and medium enterprises (MSMEs). The existence of MSMEs cannot be eliminated from today's society. Because MSMEs play a very important role in distributing community income. MSMEs can also produce creativity that is equivalent to efforts to use and develop maintaining cultural and traditional elements in local communities (Aggraeni et.al, 2013 (Rosyidah et.al.2023).

The role of micro, small and medium enterprises (MSMEs) is very large in the growth of the Indonesian economy, with their number reaching 99% of all business units. In 2023, MSME business actors will reach around 66 million. The contribution of MSMEs reaches 61% of Indonesia's Gross Domestic Product (GDP), equivalent to IDR 9,580 trillion. MSMEs absorb around 117 million workers (97%) of the total workforce (Kadin Indonesia, 2024). By participating in

this Expo, small entrepreneurs with limited capital can expand their market network and gain profits from participating in this exhibition.

According to Estu Mahanani (2022) a business is an organization that sells products and services to buyers or consumers or other businesses, to make a profit. Business is a complex whole in the fields of industry and sales, basic industry, processes and manufacturing industry. Meanwhile, according to Dr. Gusti Ketut Purnaya (2016) business is an activity aimed at making a profit. Therefore, apart from the types of business/enterprises varying according to the various needs of society, based on the motives they contain, there will be businesses whose motive is to seek profit and there are also businesses whose motive is not to seek profit. In essence, business is an effort to meet the needs of humans, organizations and society at large.

According to Dede Solihin, Ahyani & Siti Aprilliani (2023), one of the businesses in the culinary sector is meatballs. Meatballs are a processed meat product that is usually served hot and have high nutritional value because they are rich in animal protein which is very necessary for the human body, especially for growth. Meatballs are the most popular food in Indonesia, this is because it is very easy to find meatball sellers from villages and cities, from traveling vendors, street vendors, to restaurants, meatballs are also in demand by many people, from children to the elderly.

So from the above background, the author will raise the title, namely **“Polbeng Business Expo (Case Study On The Liaison Officer And Business Consultant Role On MSME : Bakso Prasmanan Naura).**

1.2 Identification of the Project

Based on the background explained above, the identification of the project that will be discussed in this activity is how is the process of implementing the **“Polbeng Business EXPO (Case Study On The Liaison Officer And Business Consultant Role On MSME : Bakso Prasmanan Naura)”?**

1.3 Purpose of the Project

1.3.1 General Purpose

The general objective to be achieved in this final project is to expand the reach and increase sales of micro, small and medium enterprises (MSMEs) at Bakso Prasmanan Naura through holding the Polbeng business exhibition. It is intended that by presenting this exhibition, Bakso Prasmanan Naura will get more recognition in the community, draw in more clients, and eventually boost sales.

1.3.2 Specific Purpose

The specific objectives of the “Polbeng Business EXPO (Case Study On The Liaison Officer And Business Consultant Role On MSME : Bakso Prasmanan Naura)” are as follows :

1. Creating the profile of EXPO and Bakso Prasmanan Naura MSME
2. Create video promotion of tenant
3. Creating desain booth of tenant
4. Create strategy digital promotion and digital marketing of MSME
5. Creating catalog of Bakso Prasmanan Naura MSME
6. To creating Qris payment method of MSME Bakso Prasmanan Naura
7. Creating financial report of the Bakso Prasmanan Naura MSME

1.4 Significance of the Project

Everything that is done must have a benefits obtained from participating in this activity are as follows :

1. For Yourself

This thesis can be used as additional guidance for me in completing the final assignment for one of the International Business Administration courses. I was also able to meet various business people, opening up opportunities for collaboration and getting lots of inspiration and ideas from the various products and innovations on display as well as implementing the knowledge I had gained.

2. For Students

This thesis can be used to increase practical knowledge about the business world directly from MSME players. This Expo activity can inspire students to start their own business or develop their business ideas.

3. For the Community

This project is expected to provide support for local products in improving the regional economy. The public can also get to know products that they may have never known about and can buy or try these products, so they know the quality and superiority of local products.

1.5 Time and Place of Project Implementation

The implementation time for this project of **“Polbeng Business EXPO (Case Study On The Liaison Officer And Business Consultant Role On MSME : Bakso Prasmanan Naura)”** is :

1.5.1 Time and place

Time and place of the project implementation will be in the ninth week of the odd semester of 2024, the activity will last for two days and the project preparation process takes 3 month.

1.5.2 Project activities

Expo activities will be carried out in the are around the Bengkalis State Polytechnic, precisely in the vicinity of the commerce administration building. Digital marketing, catalog, video making process activities will be carried out at the Bakso Prasmanan Naura MSME residence.

1.6 Writing System

The writing system is as follows :

CHAPTER 1 INTRODUCTION

In this chapter, the author explains the project background, project identification, project objectives, and benefits. The place and time of the project, as well as the systematics of writing the project report, are explained in the project.

CHAPTER 2 LITERATURE REVIEW

Taking references from books or journals as a complement or encouragement for the project being carried out.

CHAPTER 3 ACHIEVEMENT METHODS AND PROCESSES

In this chapter, the author will explain the plan for the “**Polbeng Business EXPO (Case Study On The Liaison Officer And Business Consultant Role On MSME : Bakso Prasmanan Naura)**”, then use descriptive qualitative research methods. Through interviews and surveys, user needs were identified, and a system was designed. A team of project managers and qualitative researchers aimed to increase efficiency and user satisfaction. Then proceed with a schedule of estimated costs incurred to make the Expo a success.

CHAPTER 4 RESULTS AND DISCUSSION

In this chapter, the author will present a profile of project activities and reports on the implementation of project activities, which include project preparation, project reporting, and financial reports on the implementation of project activities.

CHAPTER 5 CONCLUSIONS AND RECOMMENDATIONS

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