

CHAPTER I

INTRODUCTION

1.1 Background of the Project

The title of undergraduate thesis proposal is “Polbeng Business Expo Case Study on the Liaison Officer and Business Consultant Role on MSME Umi Syifa Canteen”.

The definition of Liaison Officer is a profession whose job is to mediate relations between one company/organization and another. Can also play a role in organizing activities at an event. In other words, liaison officers are part of the committee structure.

Liaison officer is familiarly abbreviated as LO. Even though it is not the most core part of the organizational structure, it turns out that LO has a quite prominent role. The reason is, whether an organizational structure is good or not depends on the LO.

For those of you who don't know what a LO is, the person whose job is to welcome guests is a liaison officer. Not only that, the Liaison officer is the person who asks about the needs and requirements of the guest speaker or resource person needed, then the LO is in charge of conveying it to the committee team.

The following are some of the duties of an LO at an event or events, especially large events.

1. Build communication and establish good relationships with all parties involved in the event.
2. Understand the needs and expectations of each party, and ensure they are met properly.
3. Be the main point of contact for all parties, and always be available to answer questions and resolve problems.
4. Facilitate coordination between parties, and ensure all parties work well together.
5. Monitor the progress of the event and ensure everything goes according to plan.

6. Handle problems that arise promptly and professionally.

Due to the quite difficult task of being a bridge for the parties involved in the event, an LO must have the following abilities :

1. Good communication skills, both verbally and in writing.
2. Strong interpersonal skills, in order to build good relationships with various parties.
3. Good problem solving skills, so that you can solve problems effectively.
4. Good time management skills, so you can complete all tasks on time.
5. Ability to work under pressure, as events often have tight deadlines.

Umi Syifa Canteen, owned by Umi Sulistiasari, is a food and beverage establishment located at Jl. H. Sulaiman Gg. Bubut RT 01 RW 01, Sungai Alam. Established on January 4th, 2023, the business has been operational for approximately 1 year and 2 months as of now. The canteen operates as a privately owned shop, specializing in daily turnover of 500,000. It is licensed under the number 2802240126544, ensuring compliance with local regulations. However, a notable constraint is that the canteen experiences reduced sales during semester breaks when Umi's primary customer base, presumably students, is away. Despite this seasonal challenge, Umi Syifa Canteen serves as a vital hub for the local community, offering essential food and beverage services throughout the year.

Exhibition management is a complex process, the success of an exhibition depends on close coordination between three main stakeholders, namely organizers, exhibitors and visitors (Kresse, 2023). The exhibition organizer acts as the main driver in planning and implementing the event. Their duties include selecting locations, organizing logistics, promoting the event, and ensuring that all technical and administrative needs are met. They are also responsible for the safety and comfort of all involved. To achieve success, organizers must have strong project management skills, effective communication skills, and good negotiation skills to deal with various parties, including vendors and sponsors. Exhibitors are companies or individuals who participate to showcase their products or services. Their success at exhibitions depends heavily on careful preparation, from attractive booth designs, informative promotional materials, to

effective marketing strategies during the event. Exhibitors need to understand their goals in attending the exhibition, whether to increase brand awareness, launch new products, or gain new business prospects. Their active involvement in interacting with visitors is also key to attracting attention and building sustainable relationships. Visitors are the main target audience for the exhibition. Visitor satisfaction is greatly influenced by their experience during the event. Organizers must ensure that visitors receive sufficient information before the event, easy access to the exhibition location, and comfort while in the exhibition area. Visitors come with various expectations, such as looking for new information, establishing business relationships, or looking for opportunities to collaborate. Therefore, organizers and exhibitors must work together to create an engaging and interactive environment, which can meet visitors' expectations and provide added value for them.

Exhibitors are increasingly likely to doubt the efficacy of a show the higher the percentage of non-buyers. The staging of shows and the participation of exhibitors is only justified if there are enough buyers and buyers (Kresse, 2023). A basic guarantee of success is provided by the organizer who can persuade a large number of potential customers to visit the exhibition (Chan, 2023). Industry and Academia both share this viewpoint (Kick, 2023). Innovation is the creation of something new, a new answer, a new method, a useful new product, service or approach. Innovation helps someone somewhere solve a problem. Innovation activities must consider the specific context that influences an actor, in addition to an actor's behavior when conducting a comprehensive assessment. To study the innovation process, it usually carried out within the framework of an innovation system, which is determined by certain institutions, interactions and division of innovative work (Chaminade, et.al., 2023; Freeman, 1987; Lundvall, 1988).

Theoretically there is potential for competition between exhibitors selling the same or similar goods, this cannot be overcome by the fact that potential customers know the location of the products and appreciate the opportunity to compare and contrast (Lai, 2023). The opinion expressed by Lai (2023) is the potential for competition that arises between exhibitors who offer the same or

similar goods. On the one hand, the presence of participants offering similar products can trigger intense competition in an effort to attract the attention and interest of potential customers. However, on the other hand, it highlights that the presence of competitors in exhibitions can also provide benefits to potential customers. the presence of competitors in exhibitions can also encourage price transparency and product availability. Potential customers can easily compare prices between exhibitors offering similar products, and this can lead to healthy price competition among exhibitors. Apart from that, customers can also take advantage of the opportunity to obtain special offers or discounts offered by exhibitors in an effort to attract more customers.

Exhibitors also fall into the virtuous circle as they are more likely to attend exhibitions presented by exhibitors who have strong business networks, excellent customer service, and high-caliber contacts. To increase consumer loyalty in the exhibition industry, it is necessary to study the influence of cross-network externalities, service quality and connection quality. The ability to accelerate the process of co-evolution is a significant and sustainable competitive advantage for groups, organizations and companies in the contemporary world. Environmental changes require rapid evolution to keep up with dynamic contexts and demands.

1.2 Identification of the Project

Based on the background above, the problem formulation that the author will raise are :

1. How to make the Polbeng Business Expo event a success through participation from MSME Umi Syifa Canteen.
2. How to carry out MSME Umi Syifa Canteen operational activities during the Polbeng Business Expo event.

1.3 Purpose of the Project

1.3.1 General Purpose

The general purpose of this project is to implementation of the Polbeng Business Expo in accordance with the plan.

1.3.2 Specific Purpose

The specific pupose of this project “Polbeng Business Expo (Case Study on the Liaison Officer and Business Consultant Role on MSME Umi Syifa Canteen)” are as follows :

1. To creating business profile of expo and Tenant Umi Syifa Canteen.
2. To creating 30 promotion video of Tenant Umi Syifa Canteen.
3. To creating 30 product catalog of Tenant Umi Syifa Canteen.
4. To post marketing promotion of Umi Syifa Canteen through digital marketing (Social Media).
5. To creating Qris payment method of Tenant Umi Syifa Canteen.
6. To assist in creating financial report of Tenant Umi Syifa Canteen.

1.4 Significance of the Project

Everything that is done must have a benefit, while the benefits of the final project **“Polbeng Business Expo Case Study on the Liaison Officer and Business Consultant Role on MSME Umi Syifa Canteen ”** are as follows :

1. For Author

The canteen potentially serves as a gathering place or a quiet retreat for writers, offering a conducive environment where creativity can flourish. This indirect support for the writer community fosters cultural enrichment and intellectual growth within the locality.

2. Benefits for Entrepreneurs

As a privately owned shop in the food and beverage category, Umi Syifa Canteen contributes to the local MSME sector by providing employment opportunities, stimulating economic activity, and supporting other local businesses through supply chain interactions.

3. For Other Parties

Located in an area likely frequented by other perties, Umi Syifa Canteen plays a vital role in catering to their daily needs for food and beverages. During academic sessions, it serves as a convenient spot for meals and social interaction, enhancing other parties overall experience.

1.5 Time and Place of the Project Implementation

1.5.1 Time of Project Implementation

This implementation time of the Polbeng business expo will be held for 2 days, namely in the 9th week, and for the project preparation process takes 3 month.

1.5.2 Place of Project Implementation

This project will be carried out on the State Polytechnic of Bengkalis campus area.

1.6 Writing System

Systematics of writing the project “Polbeng Business Expo (Case Study on the Liaison Officer and Business Consultant Role on MSME Umi Syifa Canteen)” is as follows :

CHAPTER I : INTRODUCTION

In this chapter, the author describes the background of the project, Identification project, project objectives and benefits, the place and time of the project and the systematics of writing a project report in an undergraduate thesis.

CHAPTER II : LITERATURE REVIEW

In this chapter, the author explains the theories that are relevant to the main material in the final Project is to explain the implementation of job descriptions and job specifications from the Marketing and Operations division.

CHAPTER III : METHOD AND ACCOMPLISHMENT PROCESS

In this chapter, the author explains the project preparation plan, project implementation plan, project completion plan, and project reporting plan in the thesis.

CHAPTER IV : RESULT AND DISCUSSION

In this chapter, the author will explain the plan with a project diagram, then continue with the implementation plan and implementation process, implementation plan and project

implementation report. Then continue with the schedule and cost budget incurred during the project period, to the cost budget of the undergraduate thesis.

CHAPTER V : CONCLUSIONS AND SUGGESTIONS

This chapter contains a summary of the results of the writings in the previous chapters written in conclusions as well as suggestions for improvement in lieu of writing.