

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in supporting economic development and industrial growth, particularly at the local and regional levels. MSMEs contribute significantly to employment creation and business sustainability, with their global contribution reaching approximately 80% of business sectors worldwide (Lin in Nugroho, 2023). Despite their important role, many MSMEs still face challenges related to limited market exposure, digital adaptation, and the lack of structured business facilitation, which can hinder their business performance.

Es Tebu Ratman and Telajak Laris are local MSMEs with strong business potential that require facilitation to improve their readiness in facing competitive markets. Es Tebu Ratman offers a traditional sugarcane-based beverage known for its natural sweetness and health benefits, such as supporting digestion and boosting the immune system. The product has steady demand in Bengkalis, Riau, where sugarcane beverages are part of the local culinary culture. However, challenges remain in terms of branding, digital promotion, and transaction management.

Telajak Laris, which specializes in fried snacks and traditional cakes, represents a common yet competitive MSME sector in Indonesia. Its products are affordable, widely accepted by consumers, and flexible for innovation. Nevertheless, Telajak Laris faces challenges related to market competition, consistency in product presentation, and limited access to broader promotional channels. These conditions highlight the importance of facilitation in marketing activities, digital transactions, and business organization.

Politeknik Negeri Bengkalis (Polbeng), as a vocational higher education institution, has a strategic role in facilitating the development of local MSMEs through applied and practice-based activities. One such initiative is the Polbeng Business Expo Chapter II, which serves as a platform for product promotion, direct interaction with consumers, and experiential learning. Through this expo, MSMEs

receive practical facilitation, while students gain hands-on experience in implementing business support activities.

This project focuses on the implementation of the Polbeng Business Expo Chapter II as part of a project-based learning activity. In its implementation, the author supports and coordinates the participation of MSME tenants, namely Es Tebu Ratman and Telajak Laris, in the expo. The role includes the execution of expo-related activities, management of tenant participation requirements, as well as project documentation and evaluation.

Based on this background, the project is entitled “Project Implementation Facilitating Tenant Es Tebu Ratman and Telajak Laris at Polbeng Business Expo Chapter II.”

1.2 Identification of the Project

Based on the background described above, the project identification that will be discussed in this project with the title “Project Implementation Facilitating Tenant Es Tebu Ratman and Telajak Laris at Polbeng Business Expo Chapter II” are:

- 1.2.1 How to implementation Polbeng Business Expo?
- 1.2.2 How does the role of service quality enhance customer satisfaction during the Expo Chapter II State Polytechnic of Bengkalis?

1.3 Purpose of the Project

The Polbeng Business Expo is a platform aimed at supporting the growth of MSMEs by increasing their visibility, improving their business strategies, and enhancing customer engagement. This project is designed to contribute to the success of the expo while also examining how service quality affects customer satisfaction during Expo Chapter II at State Polytechnic of Bengkalis. By implementing this project, the goal is to provide MSMEs with structured guidance on branding, marketing, financial management, and digital payment solutions, allowing them to compete more effectively in the market.

1.3.1 General Purpose

The general purpose of this project is to facilitate the successful execution of Polbeng Business Expo and to analyze its impact on customer satisfaction. This is achieved by implementing a structured approach to MSME development and customer engagement. The general purpose are:

1. To implementation Polbeng Business Expo
2. To analyze the role of service quality in increasing the level of customer satisfaction during the implementation of Expo Chapter II activities at State Polytechnic of Bengkalis.

1.3.2 Specific Purpose

To achieve the general purpose, this project focuses on the implementation of activities supporting the participation of Es Tebu Ratman and Telajak Laris as tenants in the Polbeng Business Expo Chapter II. The project emphasizes branding development, promotional media preparation, financial documentation, and digital transaction readiness as part of the expo implementation. The specific purposes of the project are as follows:

To determine the appropriate brand as the business identity of the two MSMEs.

1. To determine and implement appropriate brand identities for Es Tebu Ratman and Telajak Laris as MSME tenants.
2. To produce business profile videos for Es Tebu Ratman and Telajak Laris as promotional media for the expo.
3. To develop and launch promotional strategies through 30 digital marketing videos on Instagram, Facebook and TikTok.
4. To design and prepare 30 product catalogs as supporting promotional materials for the expo.
5. To record and document financial transactions conducted during the expo. To prepare financial management documentation related to expo activities.
6. To enable the use of the QRIS payment system to support cashless transactions during the expo.

1.4 Significance of the Project

The significance of doing the Project Implementation Facilitating Tenant Es Tebu Ratman and Telajak Laris at Polbeng Business Expo Chapter II are:

1. For the Author:

In writing this project, it is hoped that the author can increase knowledge and experience in both theory and practice, particularly regarding business marketing strategies in MSMEs. The author will also gain insight into the stages of preparation, implementation, and completion of the Polbeng Business Expo activities, particularly in managing MSMEs at such events.

2. For Students:

This project can foster creativity among students in carrying out business activities, especially in developing MSMEs in Bengkalis. It will also serve as a reference material for students when working on future projects with similar themes, providing practical insights into organizing and promoting MSMEs in business expos.

3. For Agencies/Parties:

Es Tebu Ratman and Telajak Laris MSME are affordable and refreshing products that can be enjoyed by everyone. The MSME projects related to these products can help meet the public's demand for such drinks and snacks. Moreover, these MSMEs can contribute to preserving local culture by promoting traditional beverages and snacks, making them appealing to the younger generation and fostering appreciation for local culinary traditions.

1.5 Time and Place of Project Implementation

The time and place of implementation of the Project Implementation Facilitating Tenant Es Tebu Ratman and Telajak Laris at Polbeng Business Expo Chapter II are:

1.5.1 Time and Place

By setting clear goals, we can allocate time more effectively and focus on things that are really important. The time and place of the expo will be held in the

9th week of the even semester, precisely in May 2025. The activity will be held for 3 days.

1.5.2 Project Activities

The project activities will be held in the area around the Bengkalis State Polytechnic, specifically around the trade administration building. Digital marketing activities, catalog creation, and video production will take place at the premises of the MSMEs, including the Es Tebu Ratman and Telajak Laris MSME vendors.

1.6 Writing System

Systematic writing carried out to carry out the project report Project Implementation Facilitating Tenant Es Tebu Ratman and Telajak Laris at Polbeng Business Expo Chapter II is :

CHAPTER I : INTRODUCTION

In this chapter, the writing explains the background of the project, project identification, project objectives, project benefits, place of project implementation and the systematics of project writing in the thesis report.

CHAPTER II : LITERATURE REVIEW

In this chapter the author describes the theories related to the discussion. The theories described are general theory and specific theory.

CHAPTER III : METHODS AND ACCOMPLISHMENT PROCESS

In this chapter the author describes the identification of project preparation plans, project implementation plans, project completion plans, project reporting plans which include reports on the implementation of project activities and financial reports on the implementation of project activities, schedules and cost estimates, and project report cost estimates.

CHAPTER IV : RESULTS AND DISCUSSION

In this chapter the author discusses the profile of business activities, reports on the implementation of project activities which include project.

CHAPTER V : CONCLUSIONS AND SUGGESTIONS

In this final chapter, the author summarizes the results of the final project from the previous chapters written in a conclusion, as well as suggestions as recommendations for improvement at the project site.

CHAPTER VI : REFERENCES

In this chapter, the author lists all sources of information used in the writing of this report, including books, journals, articles, websites, and other relevant references following applicable citation standards.

CHAPTER VII : APPENDIX

In this chapter, the author includes supporting materials for the report, such as tables, charts, questionnaires, photos, and other documents that are relevant to the project but not included in the main text.

CHAPTER VIII : WRITER BIOGRAPHY

In this chapter, the author provides a brief biography, including personal background, educational history, achievements, and relevant experiences related to the project undertaken.