

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Micro, Small, and Medium Enterprises (MSMEs) play a very important role as the backbone of the Indonesian economy. In 2025, the number of MSMEs is estimated to reach more than 64 million business units, contributing significantly to around 60-65% of the national Gross Domestic Product (GDP). In addition, the MSME sector is able to absorb more than 97% of the workforce in Indonesia, making it the main driver of the national economy. The government continues to show a strong commitment to supporting the development of MSMEs through various strategic policies and financing programs to increase the competitiveness and capacity of MSMEs in facing global challenges (Ministry of Cooperatives and SMEs of the Republic of Indonesia, 2025).

A business strategy is a comprehensive plan designed by business owners to achieve long-term goals and maintain business sustainability amid increasingly fierce competition. In MSMEs, the implementation of effective business strategies, including competitive pricing and efficient supply chain management, is crucial to improving customer satisfaction and loyalty. Research shows that well-planned pricing and supply chain strategies contribute significantly to customer satisfaction, which ultimately strengthens the loyalty of MSME consumers. Therefore, MSMEs need to formulate appropriate business strategies in order to survive and thrive in an increasingly complex digital and global market (Mansur et al., 2025).

Marketing is a series of activities designed to identify, meet, and maintain customer needs through the creation of superior value and the formation of sustainable relationships. The implementation of appropriate marketing strategies, including the use of digital platforms such as social media and e-commerce, has a significant positive impact on revenue growth, product innovation, and the resilience of MSMEs (Kawimbe & Sihweya, 2024).

Branding is an important strategy that is carried out to form a positive perception in the minds of consumers, not only related to brands and products, but

also the image of the company that manages the business. Branding strategies focus on creating a consistent and clear identity and image in order to differentiate in a competitive market. (Humairoh et al., 2024)

Business exhibitions or expos are strategic platforms that connect various business actors to display products, services, and innovations while building new business networks. Expo helps companies expand the market and increase brand awareness through direct interaction with customers and potential partners. Mmphasized that the transformation of the business event industry, including exhibitions, is very important in encouraging economic development and strengthening the competitiveness of companies in the post-pandemic era.(Skoko et al., 2022)

Polbeng Business Expo is an activity organized by students of the International Business Administration Study Program as part of the final project. This activity is a form of real application of business theory that has been learned during lectures, as well as a place to show students' ability to manage various aspects of business directly. The Polbeng Business Expo is very important because it can help develop MSMEs by providing a platform for promotion and collaboration.

In the Polbeng Business Expo Chapter II, Bakso Cuanki Pa'dee Meatballs were chosen as one of the leading MSMEs because they follow the trend of meatball consumption that continues to increase in Bengkalis, with menu innovations and affordable prices that are preferred by students as the main consumers. In addition, Warung Angkringan Teh Kopi Susu is the second choice that reflects the trend of comfortable and affordable hanging out among the people of Bengkalis. Their participation inspires other MSME actors to take advantage of local trends as a business development strategy more than just exhibitions. Their involvement can strengthen Bengkalis' position as an area that supports the growth of creative and competitive MSMEs as well as a form of participation and role in **the "Implementation of Marketing and Branding Strategies in Supporting MSMEs at Polbeng Business Expo Chapter II (Case Study Bakso Cuanki Pa'dee and Warung Angkringan Teh Kopi Susu)"**

1.2 Identification of the Project

From the background that has been discussed previously, several issues related to the preparation and Implementation of Marketing and Branding Strategies in Supporting MSMEs at Polbeng Business Expo Chapter II (Case Study Bakso Cuanki Pa'dee and Warung Angkringan Teh Kopi Susu. These issues form the foundation of this project and are outlined as follows:

1. How to organize the Polbeng business expo chapter II and ensure that the event is a success?
2. How to implement an effective branding and marketing strategy to support the growth of MSMEs at Polbeng Business Expo Chapter II.

1.3 Purpose of the Project

1.3.1. General Purpose

The general purpose of this proposal is based on the above background explanation,

1. Organizing the Polbeng Business Expo Chapter II so that the event can run successfully.
2. Implementing effective branding and marketing strategies to support the growth of MSMEs participating in the Polbeng Business Expo Chapter II.

1.3.2 Specific Purpose of the Project

The specific project objectives that are expected to be achieved in writing in this final project are as follows:

1. To post 30 promotional videos for tenants on social media platforms as part of digital marketing efforts.
2. To publish 30 digital product catalogs for tenants on social media to increase product visibility.
3. To create and complete 2 business profile videos and provide certificates to MSME tenants as a form of appreciation and documentation.
4. To implement and complete social media promotion activities on selected platforms prior to the Polbeng Business Expo Chapter II.

5. To prepare and complete financial reports for MSME tenants, both before and during the exhibition period.
6. To support MSMEs through the successful implementation of QRIS as a digital payment system.

1.4 Significance of the Project

This project is expected to benefit interested parties or related parties, the benefits of this project are:

1. Benefits for Entrepreneurs

From this project, it is hoped that it can make a significant contribution in developing the Bakso Cuanki Pa'deee Meatball business and the Angkringan Teh Kopi Susu stall, so that the two brands can be better known by the public, both in terms of products and brand identity. This increased recognition will not only expand their market share, but also strengthen their position in a competitive market.

2. For Authors

The result of this project is additional knowledge in applying theoretical knowledge gained during practical lectures, especially in the field of entrepreneurship or managing an event. This project not only helps in understanding how to apply theories related to business management and entrepreneurship, but also provides in-depth insights into the various factors that contribute to success in the world of entrepreneurship, such as market analysis, marketing strategies, resource management, and the ability to innovate and manage risk.

3. For Universities

It is hoped that the results of this project can be used as an additional reference for future research on the same topic. By presenting relevant and actionable findings, the project can make a significant contribution in broadening the understanding of certain aspects of the topic being researched, as well as opening up opportunities for further exploration.

1.5 Time and Place of Project Implementation

1. The Polbeng Business Exhibition Chapter II was held on May 20-21, 2025, and will last for 3 days.
2. Place of Project Implementation

This project was carried out on the grounds of the Bengkalis State Polytechnic, Jalan Bathin Alam, Sungai Alam Village, Bengkalis Subdistrict, Bengkalis Regency, Riau.

1.6 Writing System

The systematic writing of the final project of the Polbeng Business Expo Chapter II (Case Study of MSMEs Meatballs Bakso Cuanki Pa'deee and Warung Angkringan Teh Kopi Susu) is as follows:

CHAPTER I : INTRODUCTION

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

CHAPTER II : LITERATURE REVIEW

In this chapter, the author explains theories that are relevant to the main material in the Final Project, which is to explain the Polbeng expo business Chapter II about Bengkalis MSMEs.

CHAPTER III : METHOD AND ACCOMPLISHMENT PROCESS

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 it is continued with the schedule and estimated costs incurred during the project period, to the estimated cost of the undergraduate thesis.

CHAPTER IV : RESULTS AND DISCUSSION

In this chapter, the author will explain the project profile and activity implementation report consisting of project preparation,

activity implementation, implementation report, and activity implementation report.

CHAPTER V : CONCLUSION AND SUGGESTIONS

This chapter contains a summary of the results of the previous chapters written as a conclusion as well as suggestions for improvement instead of writing.

REFERENCE

ATTACHMENT

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