

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Polbeng Business Expo Chapter II is a follow-up event to the Polbeng Business Expo which was held the previous year, this event is also one of the thesis requirements for the International Business Administration study program. Polbeng Business Expo Chapter II is an event that introduces and promotes various products from various MSMEs especially the Bengkalis area.

This event is very influential for the fostered MSMEs, because these MSMEs get various benefits from this event, starting from a wider target market, making various promotional videos, QRIS and others. Polbeng Business Expo Chapter II also affects the relationship between the community and the Bengkalis State Polytechnic campus, where the existence of this event can improve good relations between the community and the campus. In addition, this event was also able to increase the trust of the wider community in Polbeng, that Polbeng could also provide benefits to them through events organized by Polbeng, for example this Polbeng Business Expo. In this project, there is a committee that acts as a relationship officer to connect MSME owners and helpers who help MSME owners, namely younger siblings, this has a positive impact on all parties.

The Business Exhibition also provides a space for MSMEs to obtain direct feedback from visitors regarding taste, product innovation, and price. With this feedback, MSMEs can develop their products to better suit market needs.

MSMEs are the most common type of economic activity practiced by Indonesians as a source of income to ensure their survival. The role of MSMEs in the Indonesian economy is not only limited to absorbing labor, but also as an agent that brings local products to the global market, where the percentage reaches 90% when compared to large-scale businesses. With the presence of MSMEs, it can help improve people's welfare. One of the main ways MSMEs can improve people's welfare is by creating jobs. MSMEs are often the largest employer in many countries, especially in the informal sector. By employing

local people, MSMEs help reduce unemployment, reduce economic inequality and provide economic access to the disadvantaged. In some cases, MSMEs also provide employment opportunities for marginalized or marginalized groups such as women, youth, or indigenous communities (Vinatra, 2023).

MSMEs play an important role as a potential sector and maintain economic stability in general, considering that small and medium enterprises have a very high involvement in the labor force and improving people's welfare. MSMEs is known as an acronym for Micro, Small, and Medium Enterprises. However, if followed from different definitions and perspectives, MSMEs have a much broader understanding. For business actors, MSMEs are businesses or businesses run by individuals, households, and small business entities. (Aliyah, 2022).

I chose corn ice and ice bandung MSMEs because both are popular beverage products that are loved by various groups, from children to adults. The raw materials used are easily available and the production costs are relatively affordable, thus supporting business sustainability. Additionally, both products have significant innovation potential, such as adding toppings or flavor variations to make them more appealing. By choosing these SMEs, I also aim to support the promotion of local products to increase their recognition and help boost the local economy. These products are also easy to market digitally due to their attractive appearance and alignment with current social media trends.

Currently, there are many MSMEs selling various types of products, ranging from food and beverages to various other types of products. One of the MSME products I encountered was corn ice and ice Bandung. Corn ice is a sweet drink made from boiled sweet corn, mixed with sugar and fruit coloring, then served cold with ice and milk. Corn ice is one of the most popular drinks among the public today, including children, teenagers, and adults. In Indonesia itself, many people produce this corn ice for sale. I first saw corn ice being sold in the Pekanbaru area, and now it is available in the Bengkalis area. Ice Bandung is a drink made from a mixture of syrups, including rose syrup, orange syrup, and melon syrup, then sweetened condensed milk or evaporated milk, and served with ice. This drink is highly popular among the general public, teenagers, children and

is often made for family gatherings and other occasions.

Therefore, based on this discussion, the author will organize a project or exhibition for the general public, especially in the Bengkalis area, more precisely at the Bengkalis State Polytechnic, entitled **“Polbeng Business Expo Chapter II (Case Study on the Liaison Officer and Business Consultant Role on MSMEs Es Jagung Gerai Mak Teh and Ice Bandung)”**.

1.2 Identification of the Project

Based on the background above, the problems identified to be discussed in this study are how to organize Polbeng Business Expo Chapter II and developing tenants in Polbeng Business Expo Chapter II activities (Case Study on the Liaison Officer and Business Consultant Role on MSMEs Es Jagung Gerai Mak Teh and Ice Bandung)“?

1.3 Purpose of the Project

1.3.1 The General Purpose

The general purpose of the project is to determine the students' ability to implement activities at the stages of the tenant assistance project which includes the stages of preparation, implementation, and accomplishment of the organization of the Business Exhibition event project.

1.3.2 The Specific Purpose

The Specific purpose of the project that will be carried out for this project are as follows:

1. To create the video profile for MSMEs
2. To create promotional videos for MSMEs
3. To carry out digital marketing activities on 4 social media platforms for free, plus 2 social media platforms for a fee
4. To create the product catalog flyer for MSMEs
5. To implementing the payment instrument by using the QRIS payment facility application from banking
6. To creating financial report of MSMEs

1.4 Significance of the Project

In this project there are so many benefits contained in it, ranging from benefits for myself and others. Here are some of the benefits of Polbeng Business Expo Chapter II are as follows:

1. For Authors

The benefits for the author are to add and expand insight or knowledge in the field of business and entrepreneurship, as well as establish good relations with MSME owners and the surrounding community. In addition, the making of this thesis is used to add insight and experience as well as guidelines for completing the final project for International Business Administration students as a requirement to obtain an applied bachelor's degree in International Business Administration at State Polytechnic of Bengkalis.

2. For MSMEs

The benefit of this activity for MSMEs is that MSMEs can introduce their products directly to the wider community, including consumers, investors, and partners. Polbeng Business Expo Chapter II also provides benefits for MSMEs in the form of feedback from consumers and an assessment of consumer satisfaction with their products. In addition, MSMEs can also learn to understand market targets and trends, so that they can continue to develop their MSMEs. This event also provides benefits to MSMEs in the form of relationships between communities, helping MSMEs in creating and attracting customers and making easier for MSMEs to introduce their products.

3. For Other Parties

This project is useful for those who want to do similar project as a reference, experience, and learning. In addition, from this project they also know that there are so many MSMEs scattered in Bengkalis and know that State Polytechnic of Bengkalis students are able to attract the wider community to join every event on campus, such as this event.

1.5 Time and Place of Project Implementation

This project will be implemented for 3 (three) days in the 9th week of odd semester 2025 and the preparation of this project is for 3 (three) months. Meanwhile the place of this project is on the campus of the State Polytechnic of Bengkalis, precisely on Jl. Bathin Alam, Sungai Alam, Bengkalis Riau.

1.6 Writing System

The systematics of writing the Polbeng Business Expo Chapter II Project Case Study on MSMEs Es Jagung gerai mak teh and ice bandung are as follows:

CHAPTER I : INTRODUCTION

In this chapter, the author describes the project background, project identification, project objectives, project benefits, time and place of project implementation, and writing systematics.

CHAPTER II : LITERATURE REVIEW

In this chapter, the author explains theories relevant to the main material of the Project/MSMEs, describing the implementation of job descriptions and job specifications from the Marketing and Operations divisions.

CHAPTER III : METHODS AND ACCOMPLISHMENT PROCESSES

In this chapter the author will explain the project plan with a project diagram, then continue with the implementation plan and implementation process, implementation plan report and project implementation. Then proceed with the schedule and estimated costs incurred during the project period, up to the estimated cost of the thesis.

CHAPTER IV : RESULTS AND DISCUSSION

In this chapter, the author will explain the project profile and report on the implementation of activities consisting of project preparation, Activity reports, and Financial reports at the MSMEs project of Polbeng business expo.

CHAPTER V : CONCLUSION AND SUGGESTIONS

This chapter contains a summary of the writing results in the previous chapters written in the conclusion and recommendations for improvements as a replacement for the writing.