

CHAPTER I

INTRODUCTION

1.1 Background of the Project

An expo is an exhibition event that provides opportunities for companies, organizations, and individuals to introduce their products, services, or innovations to the public, while also building networks, creating collaboration opportunities, and providing education and inspiration for visitors. Polbeng Business Expo Chapter II is a continuation of the previous expo and is organized as part of the final project requirement for students of the International Business Administration Study Program at Bengkalis State Polytechnic, Batch 22. This event aims to introduce and promote MSME products in the Bengkalis area through sales activities and tenant participation, as well as to strengthen collaboration between Bengkalis State Polytechnic and the business sector through mentoring and business development programs.

According to Kusmulyono (2023), as cited in Cininta and Wibisono (2023), exhibitions function as a forum that connects sellers and buyers and serve as a medium for product promotion and sales. From an entrepreneurial perspective, exhibitions act as venues for direct sales, competitor identification, product demonstrations, and the strengthening of supply chain relationships with distributors and investors. MSMEs play a vital role in expo activities by increasing brand visibility, expanding business networks, creating collaboration opportunities, and obtaining direct feedback from consumers. Maharani (2023) also states that exhibitions benefit visitors by providing access to innovative, efficient, and value-added products, particularly for new businesses in introducing product differentiation and innovation.

In MSME activities, the role of the Liaison Officer (LO) is essential in ensuring effective communication and coordination among MSME actors, organizers, sponsors, and other stakeholders. Mentoring during exhibition participation significantly contributes to the expansion of marketing networks and enhances the competitiveness of MSMEs (Riyani & Etik Ipda, 2024). In addition,

the product curation process plays an important role in ensuring that exhibited products align with the event's objectives and standards, while improving product appeal and market readiness (Surachman, 2022). In Polbeng Business Expo Chapter II, Miss Moment and Pisang Kembung Varian Rasa were selected as tenants due to their unique products and strong growth potential, in line with the expo's objectives of expanding market reach, increasing brand visibility, and building sustainable business networks.

The selection of these MSMEs is based on their strong market appeal and previous participation in similar events. Miss Moment is popular among teenagers and young adults as a gift option for special occasions, while Pisang Kembung Varian Rasa offers affordable and innovative snack products that appeal to a wide range of consumers. Their prior experience in exhibition activities indicates readiness and suitability for the target market of Polbeng Business Expo Chapter II.



Figure 1.1 Missme Moment and Pisang Kembung
Source: Data Documentation, 2025

Therefore, based on this discussion, the author will organize a project or exhibition for the general public, especially the Bengkalis area, more precisely at State Polytechnic of Bengkalis with the title **“Polbeng Business Expo Chapter II (Case Study on the Liaison Officer and Business Consultant Role on MSMEs Missme Moment and Pisang Kembung)”**.

1.2 Identification of the Project

Based on the explanation of the background of the problem above, the project identification to be discussed in this project is: How to make the Polbeng Business Expo Chapter II successful and how to organize the Polbeng Business Expo Chapter II through the participation of the MSMEs Missme Moment and Pisang Kembung.

1.3 Purpose of the Project

1.3.1 General Purpose

The general objective of the final project-based research in the Thesis course in the Business Administration Study Program through the implementation of a project entitled Polbeng Business Expo Chapter II 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 completion of the organization of the Business Exhibition event project.

1.3.2 Specific Purpose

The specific purpose of the project that are expected to be achieved in writing this final project are as follow:

1. To creating profile business of polbeng business expo chapter II
2. To creating businesss profile video for MSMEs
3. To apply a digital marketing strategy by using paid content on social media
4. To creating 30 catalogs for MSMEs
5. To creating 30 promotional videos especially for MSMEs
6. To creating Qris payment method for MSMEs
7. To creating financial reports for MSMEs

1.4 Significance of the Project

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

1. For the Author

This project is expected to make a significant contribution to the development of Miss Moment and Puffed Banana Flavor Variants businesses, helping both brands become more widely recognized by the public, in terms of both products and brand identity. With this development, they can expand their market reach, increase brand awareness, and strengthen their position in the competitive

2. For Students

This thesis can be used as additional knowledge for other institutions, both internal and external. This project will also be used as an output of this project. This project is also a reference for other researchers who will address this topic.

3. For Other Parties

It is hoped that this thesis can provide additional insight for other institutions, both internal and external. This project will also be the final result of this research. Apart from that, it is hoped that this project can become a reference for other researchers who are interested in discussing similar topics.

1.5 Time and Place of Project Implementation

The implementation time of the polbeng business expo will be conducted in Bengkalis, Sungai Alam District, focusing on the Miss Moment and Puffed Banana Flavor Variants MSMEs. The project is planned to be carried out over 3 days namely, in the 9th lecture week for the project preparation process takes 3 months and The implementation location is at the Bengkalis state polytechnic campus location is Jl. Bathin Alam, Sungai Alam, Bengkalis, Riau Project Activities.

1.6 Writing System

The systematic writing of the final project of the Polbeng Business Expo Chapter II (Case Study on the Liaison Officer and Business Consultant Role on MSMEs Missme Moment and Pisang Kembang) is as follows:

CHAPTER I: INTRODUCTION

In this chapter, the author describes the background of the project, project visits, 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 describes the theories that are relevant to the main material in the Final Project, namely explaining the expo business Polbeng Chapter II on Bengkalis MSMEs.

CHAPTER III: METHODS AND PROCESSES OF ACHIEVEMENT

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 estimated cost incurred during the project period, to the estimated cost of the undergraduate thesis.

CHAPTER IV: RESULTS AND DISCUSSION

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

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 instead of writing.