

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Polbeng Business Expo Chapter II is a continuation of the Polbeng Business Expo event that was held the previous year. This activity is also one of the thesis requirements for students of the International Business Administration Study Program. In this event, various MSMEs, especially those from the Bengkalis region, had the opportunity to introduce and promote their products.

Micro, small and medium enterprises (MSMEs) are businesses that produce goods and services using the main raw materials based on the utilization of natural resources, talents and traditional artwork from the local area, so that it has an impact on increasing the creativity of business actors. Expo stands for Exposition which means exhibition or trade fair, expo is a unique form of promotion because an entrepreneur promotes their products or services on a large scale (Sepriyadi Mhd. Izwan et al., 2023).

The development of Micro, Small and Medium Enterprises (MSMEs) is an effort made by the government, the business world, and the community to empower Micro, Small and Medium enterprises through providing facilities, guidance, assistance, strengthening assistance to grow and improve the ability and competitiveness of MSMEs. Meiri et al. (Maulana Fadly et al., 2024).

According to Noverda Putra et al., (2022) in Eriya. et al., (2023). An exhibition is an activity carried out to convey an idea or idea to the wider community through a medium of artwork. The message or idea conveyed to the public has several objectives, namely providing information, influencing, and changing the behavior of the target audience. A culinary exhibition is an event where various types of food and drinks from different regions or types of cuisine are displayed and can be tasted by visitors. In culinary exhibitions, there are usually various booths that offer specialties, innovative dishes, or food products from various business actors from MSMEs.

Culinary exhibitions also provide opportunities for food entrepreneurs to promote their products, get direct feedback from consumers, and build business relationships. Through culinary exhibitions, people can explore various kinds of flavors and creativity in the culinary field and appreciate the existing culinary wealth. Therefore, the author and other colleagues will hold the Polbeng Business Expo Chapter II, the reason for holding this activity is to help develop micro, small and medium enterprises (MSMEs) and introduce various types of existing Bengkalis. Business expo is a very important event to hold as it has many benefits for economic growth, business development, as well as increased networking and collaboration between businesses. In this modern era, players from MSMEs need an effective platform to promote their products and services directly to consumers.

Through Expo activities like this, visitors and expo participants can directly experience the products offered. Business expos also provide opportunities for MSMEs to increase their popularity in a wider market. Through Expo activities like this, visitors and expo participants can directly experience the products offered.

Business exhibitions also provide opportunities for MSMEs to increase their popularity in a wider market. One example of a culinary business that can be found at this exhibition is Raja Sticky Milk, a milk-based drink served with a sweet taste and a soft and creamy texture. This drink is usually served cold, providing a refreshing sensation that is suitable to be enjoyed in various settings. Its distinctive taste and consistent quality make Raja Sticky Milk popular among various group, especially young people. The attractive packaging and strong brand identity also add to its appeal, solidifying its position in the competitive market of modern beverages. Additionally, there is Mie Level Gacor, a culinary business that offers noodle dishes with adjustable spice levels to suit customers preferences, ranging from mild to extremely spicy or what is referred to as “gacor” a term describing the extreme boldness in enjoying spicy food. This business targets spicy food enthusiasts and offers a challenging and adrenaline-pumping dining experience. Each spiciness level has its own unique characteristics, combining savory flavors and signature spice blends that challenge customers to keep moving up to the next level.

Raja Sticky Milk and Mie Level Gacor were selected as MSMEs because they have unique products that are in high demand in the market and have the potential to grow in the culinary industry. Raja Sticky Milk offers sweet-flavored creamy milk drinks that are popular among various groups, especially young people, with a simple concept, efficient production, and attractive branding. Meanwhile, Mie Level Gacor embraces the spicy food trend with a variety of spiciness levels, creating an engaging dining experience and strengthening customer loyalty through its savory and distinctive flavors.

These two MSMEs stand out thanks to their creative flavors and attractive marketing strategies and have the potential to attract attention at events such as business expos. The selection of these MSMEs is also based on their opportunities to reach new consumers and expand their markets, especially through the innovations they offer.

Overall, the organization of a business expo supports business networking, and beneficial innovation. As such, business expos play an important role as a driver in building a more dynamic, competitive and collaborative economy.

Looking at the current situation, it can be concluded that improving the capacity and quality of MSMEs is very important, especially to help them access a wider network of customers and utilize information technology in the digital era. For this reason, the author will develop a project aimed at the people of Indonesia, particularly on Bengkalis Island. As part of this support, an activity was organized to facilitate the promotion and marketing of MSME products. With the project title **“Polbeng Business Expo Chapter II (Case Study on the Liaison Officer and Business Consultant Role on MSMEs Raja Sticky Milk and Mie Level Gacor)”**.

1.2 Identification of the Project

Based on the above background, the problems that will be discussed in this project are about how to organize and implement Polbeng Business Expo Chapter II properly and effectively to support the development of MSMEs, especially in the case studies of Raja Sticky Milk and Mie Level Gacor.

1.3 Purpose of the Project

1.3.1 The General Purpose

In order to carry out the Polbeng Business Expo Chapter II well and be able to develop tenants in these activities.

1.3.2 The Special Purpose

The Special 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 paid content.
4. To create the product catalog flyer for MSMEs
5. To implementing the payment instruments by using the QRIS payment facility application from banking
6. To creating sales report of MSMEs Raja Sticky Milk and Mie Level Gacor

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

This thesis is used to gain experience, add insight, and guidelines for completing the final project which is one of the requirements for completing the Applied Bachelor's degree at the Department of International Business Administration. To find out and solve problems related to the project and apply the knowledge that has been obtained

2. For MSMEs

This event is beneficial for MSMEs because it allows them to directly introduce their products to the public, including consumers, potential investors, and business partners. Through Polbeng Business Expo Chapter II,

MSMEs can also receive feedback from consumers and find out how satisfied they are with the products offered. Additionally, this event helps SMEs better understand their target market and emerging trends, enabling them to continuously improve their business. Not only that, this activity also opens up opportunities to establish relationships with other communities, attract new customers, and facilitate SMEs in marketing their products.

3. For Other Parties

This thesis is expected to provide more knowledge to other institutions both internal and external. This project will also be used as an output of the project. This project is also a reference for other researchers who will raise.

1.5 Time and Place of Project Implementation

This project will be implemented for 3 (three) days in the 9th week of the odd semester of 2025. Preparations will be made over a period of three months. The activities will be held at the Bengkalis State Polytechnic Campus, located at Jl. Bathin Alam, Sungai Alam, Bengkalis, Riau.

1.6 Writing System

The following is the writing systematics:

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 Sales reports at the MSMEs project of Polbeng business expo.

CHAPTER V : CONCLUSION AND RECOMMENDATIONS

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.