

CHAPTER I

INTRODUCTIONS

1.1 Background of the Project

The Polbeng Business Expo Chapter II is an exhibition organized by students of the Commercial Administration department, particularly the International Business Administration program at the State Polytechnic of Bengkalis. The event is designed to support Micro, Small, and Medium Enterprises (MSMEs) by providing booths for entrepreneurs to display their products and explore growth opportunities. It serves as a strategic platform for MSME owners to expand networks, increase sales, and gain essential knowledge and skills for business development. At the same time, the expo contributes to students' learning experience by enhancing their abilities in event organization, marketing, and business management.

Previously, the State Polytechnic of Bengkalis (Polbeng) organized an expo event to promote and introduce various MSMEs in the Bengkalis district. This activity runs for two days and is held at the State Polytechnic of Bengkalis at the end of October or more precisely on 30-31 October. This activity was attended by nearly 100 MSMEs in the Bengkalis district, and the owners of these MSMEs showed their enthusiasm for the activity. Apart from the MSME owners, the visitors who attended the event were no less enthusiastic. The visitors who attended and enlivened this event were not only Bengkalis natives, but there were several travelers who deliberately took the time to attend the event.

Based on the enthusiasm of visitors at the Polbeng Business Expo event in the previous year, this year Polbeng is again carrying out similar activities and is entitled "Polbeng Business Expo Chapter II" and has the theme of local innovation with global impact. This event will be held in May for 3 days at the State Polytechnic Bengkalis. In this event, various competitions will be held, such

as fashion shows, singing, coloring, etc. In addition to holding various competitions, this activity also presents various kinds of MSMEs that participate in these activities.

Based on the author's observations, in the Bengkalis district, there are many MSMEs operating, especially those that operate in the culinary field. In addition, the author also found that there are more and more MSMEs in the Bengkalis district. Of the many MSMEs in the Bengkalis district, the author chose UMKM Risol Mayo Razifa. Risol Mayo Razifa is a UMKM that offers various types of risol mayo, including risol filled with chicken and mayonnaise, risol sausage mayonnaise, and risol filled with eggs and mayonnaise. In addition, another MSME that the author included in this activity is an MSME called Martabak 6000. Just like its name, this UMKM offers a price of Rp. 6000 for one martabak. The author chose this UMKM to participate in the Polbeng Business Expo Chapter II because, according to the author, this UMKM is interesting because it offers its products at a low price and is suitable for all groups. Other than that, another reason the author chose this UMKM was that this UMKM met the criteria that the author needed.

Based on the background that has been described, the authors are interested in conducting research entitled: **“Project Implementation on Facilitating Risol Mayo Razifa & Martabak 6000 At Polbeng Business Expo Chapter II”**.

1.2 Identification of the project

. Based on the explanation in the background above, the identification of project problems that will be discussed is how to manage and promote Risol Mayo Razifa and Martabak 6000 tenants before and during the Polbeng Business Expo Chapter II

1.3 Purpose of the project

1.3.1 The general purpose of this project is

The general purpose is to organise and manage the Project Implementation of Facilitating Risol Mayo Razifa and Martabak 6000 at Polbeng Business Expo Chapter II.

1.3.2 Specific Purpose of this project

The specific purpose of the project in Facilitating Risol Mayo Razifa and Martabak 6000 at Polbeng Business Expo Chapter II is as follows:

1. To create tenants for Polbeng Business Expo Chapter II
2. To produce the profile video for the tenant
3. To post digital marketing using paid content, social media, and mass information accounts.
4. To design and create 30 product catalogs
5. To produce 30 promotional videos
6. To create a tenant financial report
7. To create tenant transactions using QRIS

1.4 Significance of the Project

Everything that is done must have a benefit, while the significance of the final project, “Project Implementation Facilitating Risol Mayo Razifa & Martabak 6000 At Polbeng Business Expo Chapter II” is as follows:

1. For Entrepreneurs

This project can help develop the business profile of “Risol Mayo Razifa” and “Martabak 6000” so that it is better known as a reference for its owners.

2. For Authors

The result of this project is additional knowledge in applying theoretical knowledge obtained during practical lectures, specifically in the field of entrepreneurship or managing events.

3. For Politecnic

It is hoped that the result of this project can be used as an additional reference for further research on the same topic.

1.5 Time and Place of Project Implementation

The thesis proposal will be made in three months in 2 MSMEs. The first MSES is Risol Mayo Razifa, who is located on Ahmad Yani Street, Pangkalan Batang, Bengkalis, and the second MSES is Martabak 6000, who have located on Jl. Hos Cokroaminoto, Bengkalis City. The implementation time of the Polbeng Business Expo will be held on May 20-22 at the Bengkalis State Polytechnic.

1.6 Writing System

To provide a clear picture of the writing of this final project, a writing system is prepared. A writing system is prepared that contains information about the materials provided in each chapter. The writing system 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 on Bengkalis MSMEs.

CHAPTER III : METHODS AND ACCOMPLISMENT 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 continue with the

schedule and estimated cost incurred during the project period, up 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.

REFERENCE

APPENDIX

WRITER BIOGRAPHY