

CHAPTER I

INTRODUCTION

1.1 Background of the Project

An expo or business exhibition is an activity held for a business to showcase or demonstrate their business products or services. The benefits, urgency, and role of business exhibitions for business people and entrepreneurial startups are that these exhibitions can be a means for business people to introduce products to customers, increase brand awareness for new businesses. In addition, this business exhibition can be used to see other competitors by observing and studying competitors. With this exhibition, business people can also see the trends that are happening and are being favored by the public (Gunawan 2023)

MSMEs in Indonesia are popular. Starting from young people to parents running this business. They consider the opportunities in running the business are still fairly good. MSMEs are one of the important aspects of developing the country's economy. These business activities help the government overcome existing economic disparities. In addition to increasing GDP per year, these businesses also provide jobs to the people of Indonesia. Therefore, it is important for us to support and encourage MSME businesses to be better. Indonesia wants MSMEs to progress every year to continue participating in the country's economy (Sudrartono et al., 2022).

Micro, Small and Medium Enterprises (MSMEs) have a strategic role and position in the Indonesian economy. MSMEs play a role in creating jobs and moving the wheels of the Indonesian economy as well as distributing the results of economic development. MSMEs are one type of business that is resistant to shocks and crises. This was proven around 1997 to 1999 where Indonesia experienced a monetary crisis but MSMEs survived and even grew (Sudrartono et al., 2022).

The Expo organized by Politeknik Bengkalis is an opportunity for local MSME players to participate in an exhibition that has great potential. Polbeng Business Expo is also organized to promote products and services from MSMEs to a wider audience. This Expo provides a wide platform for small and medium

business actors. MSMEs that are interesting to be researched by the author are Pisangg Uhuyy Bengkalis and Telou Gulung Yung Dollah. The reason the author took these MSMEs is because Pisangg Uhuyy Bengkalis MSME is a processed chocolate banana product that attracts many visitors and has considerable potential in the creative food industry driven by the innovation of MSME players. In addition, Telou Gulung Yung Dollah is a food made from eggs that are beaten and fried until they are in the form of solid rolls containing sausage, vermicelli and cilok which are in great demand by teenagers and parents.

Pisangg Uhuyy MSME is one of the MSMEs in Bengkalis, established in 2022 by Miftahul Jannah, this MSME was originally located at Jl. Jend. Sudirman, Bengkalis. Over time, the sale of Pisang Uhuyy is now carried out in a home-made manner, but still maintains its distinctive quality and taste. With high dedication, Miftahul Jannah succeeded in creating and developing a unique concept in the snack food industry, turning bananas into a tantalizing product wrapped in spring roll skin, thus providing a different and interesting culinary experience for consumers.

Telou Gulung Yung Dollah MSME is a culinary business owned by Dedy Kurniawan and Halimatussa'diah which is located at Jl. Antara, beside the Pramuka 4 red light and its branch on Jl. Ahmad Yani, in front of Bank Bni, Bengkalis. Established since 2019. With high dedication, Dedy Kurniawan and Halimatussa'diah succeeded in creating and developing a unique concept in the snack industry, which is made from eggs that are beaten and fried until they are in the form of solid rolls, with an affordable price starting from Rp 1000.000 Telou Gulung Yung Dollah which is always served with chili sauce or soy sauce into an appetizing product, thus providing a different and interesting culinary experience for its consumers.

Pisangg Uhuyy Bengkalis and Telou Gulung Yung Dollah participation in the MSMEs Expo is part of their expansion plan. By joining this event, they were able to build partnerships with various stakeholders in the industry. Through the business interactions and networks built at the MSME Expo, Pisangg Uhuyy Bengkalis and Telou Gulung Yung Dollah hope to open up mutually beneficial collaboration opportunities and help increase their market share sustainably. This

expo activity is expected to encourage economic growth and digital business development, so that MSMEs can become more eligible for financing and create new jobs.

Therefore, based on the background description above, the authors are interested in making the Final Project title “A Study on the MSME Growth of Pisangg Uhuyy Bengkalis and Telou Gulung Yung Dollah at POLBENG Business Expo Chapter II”

1.2 Identification of the Project

Based on the background that has been explained above, the Expo that will be held aims to improve marketing and introduce and advance Pisangg Uhuyy Bengkalis and Telou Gulung Yung Dollah MSMEs. This activity is aimed at MSME players and local businesses so that they can improve their marketing strategies and take advantage of the opportunities available to develop their businesses further. Based on the background that has been explained, there are several problem formulations, namely how is the implementation process of Polbeng Business Expo Chapter II?

1.3 Purpose of the Project

The objectives of this project fall into two categories: general objectives and specific objectives. The objectives of this project are as follows:

1.3.1 General Purpuse

The general objective of this project is to comprehensively understand the implementation process of Polbeng Business Expo Chapter II, from the planning and preparation stages to the execution of activities. Additionally, this project also aims to examine the involvement of Pisang Uhuyy Bengkalis and Telur Gulung Yung Dollah MSMEs as participants in the Polbeng Business Expo. Through these objectives, it is hoped that a clear picture of the event mechanism, tenant participation, and the series of activities that took place during the expo can be obtained, thereby providing material for evaluation and improvement for future events.

1.3.2 Specific Purpose

The specific objectives of this project included efforts to increase the visibility and growth of Pisangg Uhuyy Bengkalis and Telou Gulung Yung Dollah within the MSME market, as well as compiling performance and financial reports, as follows:

1. To create 1 profile videos for each MSME, to increase consumer confidence by providing clear and interesting information about Pisangg Uhuyy Bengkalis and Telou Gulung Yung Dollah.
2. To create 30 promotional videos of Pisangg Uhuyy Bengkalis MSME and 30 promotional videos of Telou Gulung Yung Dollah, to increase the visibility and attractiveness of MSMEs as well as engaging content
3. To create 30 complete catalogs of Pisangg Uhuyy Bengkalis MSME and 30 complete catalogs of Telou Gulung Yung Dollah, including product and price information as a guide for customers, and strengthen the brand image in the market.
4. To create digital marketing for 1 month prior to the exhibition to increase consumer awareness on online platforms by utilizing social media
5. Financial Reports of Pisang Uhuyy Bengkalis and Telou Gulung Yung Dollah during the Polbeng Business Expo chapter II
6. To make QRIS to support MSMEs through simplifying and accelerating transactions for MSME Pisangg Uhuyy Bengkalis and Telou Gulung Yung Dollah.

1.4 Significance of the Project

Every activity must have benefits, and the benefits of the final project “A Study on the MSME Growth of Pisangg Uhuyy Bengkalis and Telou Gulung Yung Dollah at POLBENG Business Expo Chapter II” are as follows:

1. For the Author

This project is important because it provides an opportunity for the author to apply the theory and knowledge that has been obtained during the study

into real practice. By organizing an expo, the author can develop skills in event management, marketing, and business analysis.

2. For Students

This project is important because it provides an opportunity to learn from real case studies on how MSME businesses can increase exposure and growth through initiatives such as tenant profiling, digital marketing, and financial analysis. The project also provides practical experience in applying learned concepts in a real-world context.

3. For Other Parties

This project has significant benefits for various parties, including MSME players, consumers, and the general public. For MSMEs players such as Pisangg Uhuyy Bengkalis and Telou Gulung Yung Dollah, the expo is an opportunity to increase their visibility and reach a wider market. This activity can also open up opportunities for business cooperation and a wider network. For consumers, this project provides access to quality local products and supports regional economic growth. In addition, the general public can gain knowledge about the importance of MSMEs in the economy and their contribution to job creation and entrepreneurship.

1.5 Time and Place of Project Implementation

The time and place of implementation of this project is carried out in the even semester genap in May 20 2025. The activity will take place for 3 days at Politeknik Negeri Bengkalis, precisely in courtyard of commercial administration building.

1.6 Writing Systematics

The writing system for the “A Study on the MSME Growth of Pisangg Uhuyy Bengkalis and Telou Gulung Yung Dollah at POLBENG Business Expo Chapter II” project is as follows:

CHAPTER I: INTRODUCTION

In this chapter, the author will explain the background of the project, project identification, and the objectives and benefits

to be achieved. In addition, the location and time of project implementation and the systematics of report writing will be described.

CHAPTER II: LITERATURE REVIEW

This chapter discusses the theories relevant to the final project report. The general theory covers business planning identification, while the specific theory focuses on marketing identification.

CHAPTER III: METHOD AND COMPLETION PROCESS

In this chapter, the author will present the project plan through an implementation diagram, followed by the implementation plan, implementation process, and related reports. This chapter also includes the estimated costs required to make the exhibition a success.

CHAPTER IV: RESULTS AND DISCUSSION

In this chapter, the author presents a profile of the project activities as well as an implementation report that includes preparation, reporting, and financial statements of the activities that have been carried out.

CHAPTER V: CONCLUSIONS AND RECOMMENDATIONS

This final chapter summarizes the results of the previous chapters, followed by conclusions and suggestions for future improvement.