

CHAPTER I

INTRODUCTION

1.1 Background of the Project

As stated Hidayat and Latifah, Z. (2022). Development in the era of globalisation relies heavily on the economic sector as a measure of success. success by the government. Development teconomic development is an urgent matter in a country, especially in increasing income and improving the welfare of the community. The role of the community in national development, especially in economic development is the Micro, Small and Medium Enterprises. Micro, Small, and Medium Enterprises. The postMicro, Small, and Medium Enterprises (MSMEs) in the national economy have an important and strategic role. national economy has an important and strategic role.

Based on Fauzan Muttaqien, et al., (2022)The development of the times requires every MSME actor to be more creative in the business process.business implementation process. In addition to improving the sales system, MSMEs must consider develop new products in accordance with the movement of consumer wants and needs.As we know, the existence of MSMEs is very diverse in Indonesia, including in Probolinggo Regency.in Probolinggo Regency. Management of product availability is also easy because of the abundance of raw materials inraw materials in Indonesia.

Bengkalis State Polytechnic is a campus located in Bengkalis District which is centered on JA Bathin Alam, Sungai Alam Bengkalis State Polytechnic, specifically the International Business Administration Study Program, will hold a large-scale MSME Expo event as a business Expo which will take place at the Bengkalis State Polytechnic location. Apart from MSME, this event will also organize and host competitions for all kindergarten and preschool children.

Based on Untari and Fajariana (2018) in Tresnawati and Kurniawan (2022).Digital marketing or internet marketing is the use of electronic data and applications for planning and implementing concepts, distribution, promotion, and

pricing to create exchanges that satisfy individual and organizational goals

The author is required to have or find two MSMEs to be the object of research sold at the Expo Business Center. The business names that will be the focus of this research are “Es Teh Meriah” and “Young Seafood.” First, Es Teh Meriah is a typical drink that uses tea as the main ingredient, with the addition of refreshing ice and various flavors, such as lemon, orange. This drink is widely loved for its freshness and the choice of flavors that suit the Indonesian tongue. Es Teh Meriah comes with a unique concept that attracts the attention of consumers, especially at expo events that are crowded with visitors. Teh es meriah is located on the lembaga road and young seafood on the road antara ujung

On the other hand, Young Seafood is a culinary business that serves a variety of seafood dishes such as brain brains, dumplings and many others that are appetizing. These dishes are served baked and deep-fried with an attractive appearance and portions that can be customized according to customer needs. Young Seafood offers a wide variety of menus with high-quality raw materials, which makes it popular among snack lovers.

This research will focus on how digital marketing strategies can be applied to these two products to attract consumer interest and increase sales, especially at the Polbeng Business Expo event. The reason the author chose the MSMEs “teh es meriah and young seafood” is so that these foods are known in the Bengkalis community as well as being able to promote the business and help business owners get a good profit and by selling at the Polbeng business exhibition they can make a profit. Based on the above background, it can be concluded that the success of this project will not only help the author's success, but will also have a positive impact and influence on the wider community. This proposal outlines a plan to achieve a goal through Polbeng Business.

1.2 Identification of the project

From the above background, the results of the identification of the “A Study on the MSMEs Growth of Teh Es Meriah and Young Seafood at POLBENG

Business Expo Chapter II” are as follows:

1. How to operate the financial statements of MSME?
2. How to run the operation of MSME?

1.3 Purpose of the project

The project objectives are divided into two categories: general project objectives and specific project objectives. The project objectives are as follows:

1.3.1 General Purposes

In the business world, having a general-purpose strategy is essential to maintain flexibility and competitiveness. The general purpose of the polbeng in the Polbeng Business Expo Teh Es Merian and young seafood are The main objective in achieving the success of organizing Polbeng Business Expo activities.

1.3.2. Specific Purpose

The specifik purpose of the polbeng in the Polbeng Business Expo Teh Es Merian and young seafood as are follow:

1. Assisted in making profile videos of MSMEs Es Teh Meriah and Young Seafood
2. Produce 30 digital marketing videos for Es Teh Meriah and 30 digital marketing videos for Young Seafood to enhance their promotional strategies.
3. Design 60 comprehensive product catalogs, consisting of 30 catalogs for Es Teh Meriah and 30 catalogs for Young Seafood.
4. Compile a detailed bookkeeping report to document financial transactions before the expo.
5. Prepare a comprehensive financial report for the businesses Es Teh Meriah and Young Seafood.
6. Implement QRIS payment systems for the two small and medium enterprises (MSMEs)

1.4 Significance of the project

Everything that is done must have a benefit, while the benefits of the final project. A Study on the MSMEs Growth of Teh Es Meriah and Young Seafood at POLBENG Business Expo Chapter II are as follows:

- 1 For Auhtors
project provided an opportunity for the author to apply the knowledge gained during college, particularly in the areas of entrepreneurship, marketing, event management, and management of MSMEs.
- 2 For MSME
Through this project, MSMEs Teh Es Meriah and Young Seafood were able to learn from experiences in the field, from project authors, visitors, and fellow participants. This opens up space for innovation in products and services.
- 3 For State Polytechnic of Bengkalis
By involving students in projects that have a direct impact on empowering MSMEs, Polbeng is increasingly recognized as an institution that supports local economic development and strengthens links with the industrial world.

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 2025 .the actituy will take place for 3 days at politeknik negeri bengkalis.precisely in coutyaed of commercial administration building.

1.6 Writing System

The development of a writing system significantly influenced the advancement of civilization, as it enabled societies to document laws, literature, trade records, and historical events:

CHAPTER I : INTRODUCTION

In this chapter the author describe the Background of the project, Identification of the project, Purpose of the project, Significance of the project, Time and place of project, and Writing system.

CHAPTER II : LITERATURE REVIEW

In this chapter, the author describe the theory needed to strenght then the reasons for making of the project and the design of the project to be discussed, namely previous research and theoretical basis.

CHAPTER III: METHODS AND ACCOMPLISHMENT PROCESS

In this chapter the author describe the Project Preparation, Project Implementation Plan, Project Accomplishment Plan, and Schedule and Budget of the Project.

CHAPTER IV: RESULT AND DISCUSSION

This chapter will explain the business profile, project implementation reports, namely: project preparation, project implementation, project completion, and financial reports.

CHAPTER V : CONCLUSIONS AND SUGGESTIONS

This chapter will explain the conclusions and recommendations results in the previous chapters.