

CHAPTER I

INTRODUCTION

1.1 Background of the Project

The Bengkalis State Polytechnic, a vocational institution located in Bengkalis, Riau, Indonesia, typically hosts the business exhibition event known as Polbeng Bisnis Expo. The purpose of this event is to assist in the marketing of local MSME goods and services by giving them a stage on which to present their goods to a large audience. This creatively created activity seeks to give MSMEs tangible assistance while assisting in the expansion of their local and regional market reach. Additionally, through business development initiatives, mentoring, and cooperative projects that benefit both parties, this Expo aims to forge advantageous partnerships between Bengkalis State Polytechnic and the business community.

Expo is an abbreviation for Exposition which means exhibition or presentation. In general, Expo is defined as a trade fair or trade exhibition. Expo is a unique form of promotion because it promotes products on a large scale (Supadilah, 2022). Business people display their items at expo events with a variety of objectives and urgency. These include building a stronger brand, reaching target customers, promoting products, raising awareness, or just growing business networks. Expo activities are essential for entrepreneurs who are starting their own businesses since they introduce products to the public and let them know which ones have been sold.

In the face of the increasingly competitive development of the business world, students are required to have skills not only in theory, but also in entrepreneurial practice and business management. The Bengkalis State Polytechnic (Polbeng) through the Polbeng Business Expo Chapter II activities provides a real learning forum that brings together local business actors with students and the community. This activity not only functions as a promotion and sales event, but also as a means of applying management, communication, and business consulting knowledge.

Takoyaki is a popular Japanese street food that originated from the Kansai region, particularly Osaka. It is typically shaped into small, round balls measuring

about 3–5 centimeters in diameter and made from a batter of wheat flour filled with pieces of octopus inside. This savory snack is commonly sold by street vendors and enjoyed as a light meal or quick snack. Takoyaki is usually served in sets containing 5, 6, 8, or 10 pieces, placed on a boat-shaped plastic tray for immediate consumption or packaged in transparent plastic for takeaway.

Djoeragan Takoyaki is an MSME that has been running since 2023 located on Jln Bengkalis, Rimba Sekampung city of Bengkalis. Djoeragan Takoyaki is a snack that has many enthusiasts, this snack is quite rare in the city of Bengkalis and has different characteristics from other snacks.

Satay hails from Indonesia's Java region. Due to its ease of preparation, satay is found all around Indonesia; as a result, it has been regarded as one of the country's national foods. Other Southeast Asian nations including Malaysia, Singapore, the Philippines, and Thailand also enjoy satay. Because Indonesia was once one of the Netherlands' colonies, Indonesian cuisine had an impact on satay, which is another reason why it is popular there.

Lontong is one of the foods in Indonesia, which is rice cooked in banana leaves. After that, rice is placed within a folded banana leaf and boiled for a few hours to give the rice a dense texture. Before serving, cylindrical lontong is typically chopped into pieces.

Sate Ayam & Lontong Buk Farida has been established since 2020 located on Jln. Awang Mahmuda Bengkalis, this business has been popular because it has been established for quite a long time and also because it has taste and is delicious.

The MSMEs Djoeragan Takoyaki and Sate Ayam & Lontong Buk Farida were selected due to their operational experience of more than two years, which has contributed to an established customer base. Furthermore, these businesses are highly demanded and widely recognized within the surrounding community.

Therefore, this project focuses on the implementation of the Polbeng Business Expo Chapter II as a form of facilitation for MSMEs, particularly Djoeragan Takoyaki and Sate & Lontong Buk Farida, with the implementation evaluated through the preparation and analysis of income statements before and during the expo period to assess financial performance and project effectiveness, while

addressing the persistent limitations faced by many MSMEs in digital promotion, structured financial record-keeping, and the adoption of non-cash payment systems through direct assistance provided by expo-based activities.

1.2 Identification of the Project

Based on the background of the study described above, the problem identified in this project is focused on the implementation of a Project Implementation Facilitating Tenants Djoeragan Takoyaki and Sate & Lontong Buk Farida at Polbeng Business Expo Chapter II. This project is conducted as an effort to enhance the capacity and quality of Micro, Small, and Medium Enterprises (MSMEs), particularly in expanding access to potential customers and increasing information technology literacy in the digital era. In addition, this project examines the process of organizing and implementing the Polbeng Business Expo Chapter II as a platform for MSME development.

The formulation of the problems in this project is as follows:

1. How is the implementation of the Polbeng Business Expo Chapter II carried out?
2. How are the operational activities of Djoeragan Takoyaki and Sate & Lontong Buk Farida tenants implemented during the Polbeng Business Expo Chapter II?

1.3 Purpose of the Project

1.3.1 General Purpose

The general purpose of this project is to implement Polbeng Business Expo Chapter II according to the planned stages and to assess students' ability to carry out tenant facilitation activities, which include the preparation, implementation, and accomplishment stages of the business expo project.

1.3.2 Specific Purpose

The specific purpose of the project that will be carried out for this project are as follows:

1. To create tenants for Polbeng Business Expo

2. To create concept promotion videos for tenants
3. To create concept catalogs for tenants
4. To create the video profile for tenants
5. Posting video and catalog of tenants as media promotion through social media with paid content
6. To create QRIS for tenants
7. To create the financial reports for tenants

1.4 Significance of the project

Everything that is done must have a benefit, while the benefits of the final project **“Project Implementation Facilitating Djoeragan Takoyaki and Sate & Lontong Buk Farida Tenants at Polbeng Business Expo Chapter II”** are as follows:

1. For Writer

The creation of such a prosthesis can enhance learning, offer perspective, and serve as a guide for completing assignments related to the course on international business administration. Understanding how the project was solved and how to put the knowledge that has been acquired to use are two more ways to explain this thesis. Along with meeting different business people and creating opportunities for collaboration, I am also able to put the knowledge I have gained into practice and obtain a lot of inspiration and ideas from the many goods and innovations that are on display.

2. For Student

It is anticipated that this initiative will serve as a medium for developing students' business inventiveness. Students can be encouraged and inspired by this exercise to keep learning and growing creatively in order to meet problems in the future, particularly in the MSME business sector. Through the project, one can gain more hands-on experience in the corporate world by speaking with the actors.

3. For tenants

This project provides significance benefits for the tenants, particularly

Djoeragan Takoyaki and Sate Ayam & Lontong Buk Farida. Through their participation in the Polbeng Business Expo Chapter II, tenants gain valuable experience in promoting and managing their products in a real business environment. They also receive support in improving their business profiles through promotional videos, product catalogs, and social media marketing strategies. Furthermore, the creation of QRIS and financial reports helps them adopt more modern and efficient business management systems, increasing transaction convenience and transparency. Overall, this project enhances their brand visibility and competitiveness in the MSME market.

4. For Polytechnic of Bengkalis

This project serves as an effective platform to strengthen collaboration between the institution, students, and local MSMEs. The implementation of the Business Expo reflects Polbeng's commitment to fostering entrepreneurship, creativity, and innovation among its academic community. It also promotes Polbeng's role as a facilitator in linking education with real business practices. In addition, the success of this event contributes to the institution's reputation as an educational body that supports economic development and community empowerment through practical learning activities.

1.5 Time and Place of Project Implementation

1.5.1 Time of Project Implementation

This project was carried out at the Bengkalis State Polytechnic in the first week of the sixth semester and lasted for 3 days, namely on May 20-22, 2025. The project implementation time includes the preparation stage from December 2024 to March 2025, then the implementation stage which is carried out in March and April, and the achievement stage in May.

1.5.2 Place of the of Project Implementation

This project has been carried out on the State Polytechnic of Bengkalis campus area. The implementation of this project involved two MSMEs located in Bengkalis. Djoeragan Takoyaki operates on Jln. Bengkalis Rimba Sekampung,

while Sate Ayam & Lontong Buk Farida is located on Jln. Awang Mahmuda, Bengkalis. Both tenants served as participants and business partners during the Polbeng Business Expo Chapter II.

1.6 Writing System

Systematics of writing the “Project Implementation Facilitating Tenants Djoeragan Takoyaki and Sate & Lontong Buk Farida at Polbeng Business Expo Chapter II” are as follows:

CHAPTER I: INTRODUCTION

At this chapter, the author outlines the background of the project/MSMe, the objectives and benefits of a project, the location and timing of projects, as well as the systematics of the writing of project reports in the undergraduate thesis

CHAPTER II: LITERATUR REVIEW

At this chapter, the author explains the theories relevant to the main material in Project/MSMEs, explaining the implementation of job descriptions and job specifications of the Marketing and Operations divisions.

CHAPTER III: METHODS AND COMPLISMENT PROCESS

In this chapter, the author will explain the plan with the project diagram, then proceed with the execution plan and execution process, the report of the plan of execution and project execution. Then proceed to the schedule and cost estimates issued during the project period, up to the estimate of the cost of the undergraduate thesis.

CHAPTER IV: RESULT AND DISCUSSION

In this chapter, the author will explain the profile of the project and the report on the implementation of activities consisting of the preparation of projects, reports on activities, and reports of Keungan on the MSMEs project expo business polbeng.

CHAPTER V:

CONCLUSIONS AND SUGGESTION

This chapter contains a summary of the texts in the previous chapters written in the conclusion as well as suggestions for improvement as a substitute for the text.

REFERENCES

APPENDICES

WRITTER BIOGRAPHY