

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Polbeng Business Expo is an event organized by Bengkalis State Polytechnic students from the Commerce Administration department of the International Business Administration Study Program, which aims to promote and support local Micro, Small and Medium Enterprises (MSMEs). The event serves as a platform for MSME players to introduce their products and services to the public, while providing an opportunity for students to apply the knowledge they have learned in real situations.

Polbeng Business Expo Chapter II is a continuation of the successful Polbeng Business Expo held in the previous year. This activity is organized as part of the final project of the 2022 cohort, aiming to provide a platform for business actors, especially Micro, Small, and Medium Enterprises (MSMEs), to promote their products and expand their business networks. The expo is expected to respond to increasing business challenges and competition, in line with Rahmadani and Andrini (2022), who emphasized the importance of promotional strategies in facing intense market competition.

In line with this perspective, Iskandarsyah et al. (2023) stated that training and international exhibitions play an important role in enhancing MSME competitiveness through increased productivity. During the exhibition, MSME participants will have the opportunity to establish business relationships with potential partners and buyers, which may open opportunities for international market expansion. Through this expo, MSME players are also expected to gain valuable knowledge and skills to support sustainable business development.

Polbeng Business Expo Chapter II will be held in May and will last for three days. In addition to business exhibitions, the event will feature various exciting competitions such as coloring contests, spelling bees, singing competitions, Ranking 1, and fashion shows for children of different age groups. These activities

are designed to provide an enjoyable and educational experience for both participants and visitors.

In addition, Polbeng Business Expo Chapter II also aims to increase public awareness of the importance of supporting local products. By involving various parties, including students, lecturers, and the general public, this activity is expected to create a positive synergy in local economic development. Through this program, it is hoped that local MSMEs can not only survive, but also develop and contribute more to the regional economy

The reason the author chose MSMEs Jajanan Bu Nila is because risol is a popular snack these days. Choose MSMEs Mie Level Jajanan Jalanan because noodles are one of the foods that many people are interested in from various levels of society and age group and also this level noodles is suitable for people who like spicy food. we know that recently spicy food is very popular with many young people. of course, this MSME will attract people's interest in coming to Polbeng Business Expo II.

1.2 Identification of the Project

Based on the explanation of the background of the problem above, the identification of the project problem that will be discussed in this project is "Polbeng Business Expo Chapter II (Facilitation of Project Implementation on Tenants Jajanan Bu Nila And Mie Level Jajanan Jalanan)". To increase capacity and quality when running Micro, Small and Medium Enterprises (MSMEs), especially in accessing potential customers more widely and literate in information technology in the Digital era. This exhibition will discuss how to organize the Polbeng Bisniss Expo Chapter II.

1. How to implementing polbeng expo chapter II?
2. How to carry out Tenant Jajanan Bu Nila and Mie Level Jajanan Jalanan operational activities 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 Facilitation of Project Implementation on Tenants Jajanan Bu Nila and Mie Level Jajanan Jalanan at polbeng business expo chapter II.

1.3.2 Specific Purpose

The specific project objectives that are expected to be achieved in writing in this final project are as follows:

1. To organize and manage tenants for polbeng business expo chapter II
2. To create 30 promotion videos for tenants
3. To create 30 catalogs for tenants
4. To create the profile for tenants
5. To create concept and strategy to post marketing 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

This project is expected to be useful for interested parties or related parties, the benefits of this project are:

1. For the Author

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 Students

This thesis can be used as a form of increasing creativity in doing world business, especially in increasing MSME knowledge of promotion through digital marketing. Utilizing the "Polbeng Business Expo" can improve the

economy of students and society and make students and society the goal of this project.

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

1.5.1 Time and Place

This project will be carried out at the Bengkalis State Polytechnic in the first week of the sixth semester and will last for 3 days. The writing of the thesis was carried out for 3 months and the preparation of this final assignment was also carried out at 2 tenants, namely Jajanan Bu Nila which is located at Jl. Jend. Sudirman, bengkalis , Bengkalis and Mie Level Jajanan Jalanan which is located at Jl. Jend Sudirman, Bantan

1.5.2 Project Activities

Expo activities will be carried out in the area around the Bengkalis State Polytechnic, precisely in the vicinity of the Commerce administration building. digital marketing, catalog, video making process activities will be carried out at the Jajanan Bu Nila and Mie level Jajanan Jalanan residence.

1.6 Writing System

Systematically, the entire contents of this document are organized and arranged in a structured order, from the introduction to the conclusion.

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 ACCOMPLISHMENT 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, 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