

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Indonesia is a vast country that has various kinds of businesses and one of them (MSME), which are very helpful in generating economic growth and providing many job vacancies for everyone and providing encouragement for equality and growth. Micro, Small and Medium Enterprises in Indonesia play an important role as the backbone of the national economy. The number of MSME in Indonesia continues to increase from time to time. The amount is equivalent to 99.99% of total businesses in Indonesia. The Ministry of Cooperatives and SME noted that the number of micro, small and medium enterprises (MSME) reached 65.47 million units in 2019. This number increased by 1.98% compared to the previous year which amounted to 64.19 million units. This number reaches 99.99% of the total businesses in Indonesia. Meanwhile, large-scale businesses only amounted to 5,637 units or the equivalent of 0.01%. In detail, as many as 64.6 million units are micro businesses. The number is equivalent to 98.67% of the total MSME throughout Indonesia. A total of 798,679 units are small businesses. The proportion is 1.22% of the total MSME in the country. Meanwhile, medium businesses only had 65,465 units. This number contributes 0.1% of the total MSME in Indonesia and to labor absorption is 96.9% of the total national labor absorption (Limanseto, 2022).

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.

The aim of holding this event is to promote MSME through Digital Marketing. Digital marketing has become an important element in company marketing efforts, both small and large scale. This approach utilizes digital technology and the internet to reach the target audience effectively and efficiently. One of the main advantages of digital marketing is its ability to reach a wider audience at a lower cost compared to traditional marketing methods. Through digital marketing, companies can communicate with their potential consumers on various online platforms such as websites, social media, email, search engines, and mobile apps (2023) Digital marketing is very helpful for sustainability in the current era.

The author is required to have or look for one MSME to use as research to sell at the Expo business center and the business name is "Shin Sushi". First, I will explain sushi, namely Sushi refers to a typical Japanese dish which consists of two parts, namely rice and food placed on top of rice. The rice used generally uses Japanese rice mixed with sugar and vinegar, so it tastes slightly sweet and sour. Onigiri, Onigiri is the Japanese name for food in the form of rice that is compressed while still warm so that it takes the shape of a triangle, round, or like a sack of rice. Additionally, onigiri is more varied and can include various ingredients such as fish, meat, vegetables, or seaweed. Mochi, Mochi is a Japanese cake made from glutinous rice, pounded until it is soft and sticky, then shaped into a round shape and Mochi itself is a typical Japanese culinary dish which is characterized by a chewy texture with a dominant sweet taste.

The author's reason for choosing MSME "shin sushi" is to make these foods famous in the Bengkalis community as well as promote businesses and help business owners make good profits and by selling at the Polbeng business exhibition they can make a profit. Based on the background above, 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 planning to achieve a goal through the Polbeng Business Exhibition. So the author will give the title “Culinary Expo and MSME (casestudy: “Shin Sushi”)”.

1.2 Identification of the Project

From the above background, the results of the identification of the PolbengBusiness Expo (Case study on MSME Shin sushi) are as follows:

1. How to operate the financial statements of MSME
2. How to run the operation of MSME
3. Create and run Profiles, Catalogs, and Digital Marketing

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

The main objective in achieving the success of organizing Polbeng Business Expo activities.

1.3.2 Spesific Purposes

The special purpose of the project in the Polbeng Business Expo Shin Sushi are as follow:

1. To creating Business Profile of Expo and Shin Sushi MSME
2. Preparing Tenant For Polbeng Business Expo
3. Creating 30 concept of promotion and catalogs
4. Post marketing promotion through social media
5. Creating financial reports of tenant
6. Creating Qris for tenant

1.4 Significance of the Project

Everything that is done must have a benefit, while the benefits of the final project. “Polbeng Business Expo (Case Study MSME Shin sushi)” are as follows:

1. For Auhtors

The result of this project are additional knowledge in applying

theoretical knowledge obtained during practical lectures specially in the field of entrepreneurship or managing an event.

2. For MSME

From this project, it can help develop the profile of shin sushi business to be more recognized for capital references for the owner.

3. For State Polytechnic of Bengkalis

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

1.5 Time and Place of Project Implementation

Place and time of the expo as follows:

1. The implementation location is at the Bengkalis State Polytechnic Campus.
2. The implementation process took 3 months and the Expo will last 2 days.

1.6 Writing System

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 strengthen 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.