

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Polbeng Business Expo Chapter II is an extension of the successful Polbeng Business Expo Chapter I, organized by the class of 2021 last October. Building on the success of the initial event, we plan to take this activity to the next level with a larger and more exciting concept. The Expo will focus globally, particularly on the culinary and events sectors, featuring a range of activities that have been refined and enhanced based on feedback and suggestions from the previous event. With the inclusion of various innovations and improvements, we aim for Polbeng Business Expo Chapter II to offer a more enriching experience, expand networks, and create new opportunities for both participants and visitors.

Culinary MSME entrepreneurs in Bengkalis have begun adopting social media for digital marketing, even though they were initially unfamiliar with technology. This shift highlights digital transformation, which refers to a major change in business operations (Nuryati et al., 2023). As explained by the AMA and Chaffey, digital marketing utilizes technology to create value and better understand consumer needs. The author considers this approach highly valuable because of its efficiency in connecting with and reaching consumers.

The author is interested in taking on MSME because, from the author's observations about sile ngeteh and kripik madu, there are very many enthusiasts and buyers, especially as the target consumer is more towards teenagers and also small children. Based on the background that has been described, the author is interested in conducting a study entitled: **“Polbeng Business Expo Chapter II as a Liaison Officer and Business Consultant (Case Study on MSMEsile ngeteh and kripik madu)”**.

1.2 Identification of the Project

Based on the background above, the problem formulation that the author will raise is:

1. How to conduct a Polbeng business expo chapter II, and make the event a success
2. How to run MSME sile ngeteh and kripik madu operational activities

1.3 Purpose of the Project

The purpose of this project is divided into 2 (two, namely the main purpose and the specific purpose. The purpose of the project is as follows:

1.3.1 General Purpose

The main objective of this project is to organize the Polbeng business expo. E-Commerce Platform for Startups: An Integrated Solution for Sales, Inventory Management, and Customer Analytics Special Purpose

The special purpose of the project in the Polbeng Business Expo, sile ngeteh, and kripik madu is as follows:

1. To create a business profile for the expo
2. To create a profile of sile ngeteh and kripik madu business.
3. To create a product catalog from sile ngeteh and kripik madu for business.
4. To create a financial report of the sile ngeteh and kripik madu business.
5. To create a promotional video of Sile Ngeteh and Kripik Madu.
6. To create a Qris for sile ngeteh and kripik madu Business

1.4 Significance of the Project

Everything that is done must have a benefit, while the benefits of the final project **“Polbeng Business Expo as a Liaison Officer and Business Consultant (Case Study Sile ngeteh and kripik madu)”** are as follows:

1. Benefits for Entrepreneurs

From this project, it can help develop the profile of sile ngeteh and kripik madu business to be more recognized by the public, and also make financial reports as a reference for capital references for the owner.

2. For Authors

The results of this project are additional knowledge in applying theoretical knowledge obtained during practical lectures, specifically in the field of entrepreneurship, and knowing the factors that lead to success in entrepreneurship or managing an event.

3. For Universities

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

1.5 Time and Place of Project Implementation

The Polbeng Business Expo Chapter II will take place over 3 days during the 6th semester, aligned with the academic schedule. Preparation will last 3 months to ensure proper planning and coordination. Held at the Bengkalis State Polytechnic campus, the event's strategic location and facilities aim to ensure its success and positive impact on all participants.

1.6 Writing System

Systematics of writing the project Polbeng Business Expo (Case Study on MSME Sile ngeteh and kripik madu) is as follows:

CHAPTER I : INTRODUCTION

This chapter will cover essential aspects of the project, starting with the background and reasons for undertaking the activity. It will then describe the project's components, objectives, and the expected benefits for stakeholders. Additionally, the chapter will outline the project's location, timeline, and logistical details. Lastly, it will explain the structure of the project report, helping readers navigate through the content. Each section will be clearly presented to provide a thorough understanding of the project.

CHAPTER II : LITERATURE REVIEW

This chapter will examine the relevant theories for the final assignment, starting with a review of four prior studies that inform the research. It will then provide an overview of general theory, outlining key principles that support the research framework,

followed by specific theories closely related to the topic. The chapter will demonstrate how these theories guide data analysis and assist in achieving the research objectives, ensuring a clear understanding of the theoretical foundation.

CHAPTER III : METHOD AND ACCOMPLISHMENT PROCESS

This chapter will outline the plans for project preparation, implementation, completion, and reporting. It will cover key stages, starting with the preparation phase, which includes resource selection and coordination. The implementation plan will detail the strategy, stages, and timeline for executing the project. The completion plan will focus on finalizing the project and preparing the report. Finally, the reporting plan will describe how progress and results will be documented and shared with stakeholders. Each section will be explained clearly to provide a comprehensive understanding of the project process.

CHAPTER IV : RESULTS AND DISCUSSION

This chapter will outline the business profile, including the organization's background, vision, mission, and primary activities. It will also detail the project implementation report, which covers: 1) Preparation, including planning and allocation of resources; 2) Implementation, describing the strategies and actions taken; 3) Completion, evaluating whether the objectives were achieved; and 4) Financial reports, summarizing the budget, expenses, and financial results. Each section will be discussed in detail to provide a comprehensive understanding of the business and the project's outcomes.

CHAPTER V : CONCLUSIONS AND SUGGESTIONS

This chapter will summarize the conclusions based on the outcomes of the project, which have been outlined in detail in the previous chapters. It will highlight the key findings and insights gathered throughout the project. The conclusion will evaluate the project's

success in meeting its objectives, identify the factors that contributed to its achievements, and address the challenges faced during implementation. Furthermore, this chapter will provide recommendations based on these findings, offering practical advice for improvements and further development in technical, operational, and strategic areas. These suggestions aim to help stakeholders address potential challenges and optimize opportunities in future projects. Each part of the conclusions and recommendations will be thoroughly discussed to provide clear, actionable insights for more effective and sustainable future efforts.

REFERENCE

APPENDIX

WRITER BIOGRAPHY