

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Digital marketing is a variety of marketing activities that use digital media, such as the internet, mobile devices, and other online platforms, to promote goods, services, or services. All things considered, digital transformation and digital marketing work together to create more adaptable organizations that are connected digitally and capable of utilizing emerging technology to achieve their business goals. Digital marketing strategy is a crucial element in attracting customers and encouraging them to communicate in an electronic and traditional manner. Successful digital marketing implementation requires holistic thinking, constant adaptation, and quick responses to changes in the digital environment (Reggina Wike Anjani, 2023). Digital marketing using platforms such as digital enables businesses to engage with consumers, understand their needs, and provide products and services to fulfil their needs. MSMEs have significant potential to use digital marketing as a strategic strategy to achieve market success. According to leading economist Prof. Ina Primiana, in the journal (Al Farisi, Iqbal Fasa and Suharto, 2022) MSMEs are small-scale business activities that support Indonesia's economic growth. MSMEs play an important role in the development and economic growth of a country including Indonesia.

In 1998 Indonesia experienced a financial crisis, this event hit finances and hit many large businesses that continued to operate, but MSMEs remained stable and even grew. The development of MSMEs in Indonesia is currently showing a positive trend, especially with support from the government, access to technology, and changes in consumer behaviour. According to data from the Ministry of Cooperatives and SMEs, by 2023, MSMEs will contribute around 61% of Indonesia's Gross Domestic Product (GDP), equivalent to Rp9,580 trillion, and become one of the backbones of the national economy. In addition, there are more than 66 million MSME units that contribute to job creation for around 97% of Indonesia's total workforce. At this time MSMEs are also growing rapidly in

bengkalis district.

The development of MSMEs in Bengkalis Regency has shown a significant increase with various efforts made by the local government to support business actors. According to data from the Data Dinas Koperasi dan UMKM in 2021 there were around 1,913 MSMEs spread across various sub-districts. The government is actively implementing initiatives, such as the Regional Product Creative Business Training in March 2024, to increase innovation, promotion, and creativity of MSME players in developing local products, (source ppid.bengkaliskab.go.id). In addition, collaboration with digital platforms such as Soodu.id is carried out to encourage the digitalisation of MSMEs and provide opportunities for local businesses to expand their markets through marketplaces, (source diskominfoitik.bengkaliskab.go.id). One of the fastest growing centres of MSME activity can be found in the Tugu Square area, Bengkalis Regency, which has become a strategic place for the promotion of local products and the development of the creative economy.

Tugu Square area at Bengkalis Regency, moreover, has various MSME players take advantage of public spaces to sell their products, such as Corndog, Tahu Gejrot, Teh Kempul, Bakso Bakar, Pancong Cake, Jasuke, Brownis, and many more. Not only in the field, many MSME players sell their products around the roadside, such as on St. Pramuka in front of the stadium there is Mama Muthia's Risol UMKM which sells Risol Mayo and Geprek Chicken. On St. Bathin Alam there is a Pade Urang Awak Noodle UMKM that sells spicy noodles that are appetizing among the public. Along with the development of MSME activities, Bengkalis State Polytechnic students from the International Business Administration Study Program took the initiative to organize an Expo which became an exhibition of Bengkalis Regency MSME products, providing opportunities for MSME players to promote and sell their products to a wider audience.

Polbeng Business Expo, this Expo mentioned ahead, is an activity organized by students of the International Business Administration Study Program as part of their final project. This activity is a form of real practice of business or marketing

theories that have been studied during lectures, as well as a place to demonstrate students' ability to manage various aspects of business and marketing directly. Polbeng Business Expo is designed to be a forum for MSME players in Bengkalis to showcase and sell their products. This activity is one of the effective ways to introduce and promote MSME products to the wider community. Those activities is hope to attract the interest of investors or potential partners to support the further development of their business. By presenting 118 tenants are planned and consists of various types of businesses, Polbeng Business Expo involves various parties, including supervisors, sponsors, and the surrounding community.

The purpose of organizing this Expo is to have a positive impact on various parties. The purpose of organizing the Expo is to provide a platform for MSMEs to introduce their products to the wider community, expand business networks, and improve skills in marketing and product innovation. In addition, the Expo also aims to give students the opportunity to apply the knowledge they have learned on campus, as well as strengthen the relationship between MSME players, students, and the community. For the community, the Expo is useful as a place to support and appreciate local products that can boost the regional economy. Overall, the Expo provides positive benefits that can accelerate local economic growth by strengthening collaboration between education, business, and society.

In selecting tenants for this Expo activity, the Author considered several factors that could add value to the diversity of products on display. One of the MSMEs that attracted attention was Mie Pade Urang Awak, a culinary business that offers unique products with distinctive flavors. The selection of Mie Pade Urang Awak as a tenant was based on the desire to introduce local culinary that has great potential, as well as to provide opportunities for this business to develop further. With its flagship product, spicy noodles that are very popular, Mie Pade Urang Awak has interesting characteristics to be part of the Expo which aims to support the promotion and development of MSMEs in Bengkalis Regency.

Other than Mie Pade Urang Awak, the Author also chose Risol Mama Muthia MSMEs as tenants at the Expo because their products have uniqueness that can attract visitors' attention. Risol Mama Muthia offers risol mayo which is one of

the community's favorites, with a distinctive taste and maintained quality. This product has its own appeal because it is a practical yet delicious snack, suitable for all ages. The presence of these MSMEs in the Expo is expected to introduce more local culinary products that are often overlooked but have great potential to grow. With the increasing recognition of Risol Mama Muthia, it is hoped that this business can reach more consumers and expand the market, as well as become an inspiration for other MSME players to continue to innovate in creating products that the public likes.

In addition, this study also aims to identify the challenges faced by MSMEs in implementing digital marketing, so from the above background. It is envisaged that by comprehending the company's advantages and disadvantages as well as external possibilities and threats, the appropriate solutions to use digital technology to increase market reach and boost MSMEs goods' competitiveness would be developed the researcher will raise the title, namely: **“POLBENG BUSINESS EXPO CHAPTER II (Case Study of Digital Marketing at Mie Padeh Urang Awak and Risol Mayo Mama Muthia).”**

1.2 Identification of the Project

Based on the explanation in the background above, it can be concluded that the problem is: How is the process of digital marketing assistance by “POLBENG BUSINESS EXPO CHAPTER II (Case Study of Digital Marketing at Mie Padeh Urang Awak and Risol Mayo Mama Muthia)” and the impact on increasing sales and *brand awareness* of MSMEs Mie Padeh Urang Awak and Risol Mayo Muthia. 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 Business Expo Chapter II.

1.3 Significance of the Project

Based on the identification, the meaning of the project that the author will raise is:

1. For MSMEs: Providing practical guidance and strategies that MSMEs can implement to improve their digital marketing effectiveness.
2. For Academics: Adding to the literature and research on the implementation of digital marketing in MSMEs in Indonesia, particularly in the culinary sector.
3. For Authors: Contributing to professional development and establishing expertise in the field of MSME digital marketing, particularly within the Indonesian culinary sector.
4. For the University: The results of this project are expected to be used as an additional reference for further research on the same topic.

1.4 Purpose of the Project

1.4.1 General Purpose

The general objectives of this proposal are to explain the implementation of digital marketing strategies for the MSMEs Mie Padeh Urang Awak and Risol Mayo Mama Muthia. Based on the background information provided, it is clear that these businesses face challenges in reaching their target market effectively through traditional means. Therefore, this proposal aims to address these issues by outlining practical steps and approaches to utilize digital marketing tools and platforms, which will help increase brand awareness, attract more customers, and boost sales. By leveraging social media, content creation, and online promotion techniques, the MSMEs can enhance their competitiveness and expand their market presence.

1.4.2 Specific Purpose

The specific objectives of this digital marketing assistance to MSMEs are as follows:

1. To create Polbeng Business Expo Chapter II profile
2. To create profile videos tenant Mie Padeh Urang Awak and Risol Mayo Mama Muthia
3. To create 30 promotional videos for MSMEs Mie Padeh Urang Awak and Risol Mayo Mama Muthia

4. To create 30 catalogs for MSMEs Mie Padeh Urang Awak and Risol Mayo Mama Muthia
5. To create promotional posts through social media a month before Polbeng Business Expo Chapter II was held
6. To create financial statements for MSMEs 30 days before expo and 3 days expo
7. To identify to obstacle and solution during project

1.5 Time and Place of Project Implementation

The Polbeng Business Exhibition was held in Bengkalis, Sungai Alam Regency, focusing on Risol Mayo Mama Muthia and Mie Padeh Urang Awak MSMEs. The three-day event took place from May 20 to 22, 2025. Three months were spent on the preparatory phase of the project before it was implemented. The exhibition was held at the Bengkalis State Polytechnic campus, located next to the Civil Engineering Building in St. Bathin Alam, Sungai Alam, Bengkalis, Riau.

1.6 Writing System

The systematic writing of this (Case Study of MSMEs Mie Padeh Urang Awak and Risol Mayo Mama Muthia) is as follows:

CHAPTER I : INTRODUCTION

Describes the background of the project, project formulation, project objectives, project benefits, time and place of project implementation and the systematic writing of the report.

CHAPTER II : LITERATURE REVIEW

Describes the general and specific theories in the final project report, namely for general theories that explain the identification of business planning, and for specific theories that explain the identification of marketing.

CHAPTER III: METHOD AND ACCOMPLISHMENT PROCESS

This chapter outlines the research approach and techniques used in the study. It explains the research design and details the participants involved. It describes the data collection methods and the tools used

to gather information. Finally, it explains how the data will be analyzed to derive insights and conclusions.

CHAPTER IV: RESULTS AND DISCUSSION

Describes the profile of business activities, reports on the implementation of project activities including project preparation, project implementation, project completion, project reporting and marketing reports.

CHAPTER V: CONCLUSION AND SUGGESTIONS

Outlines the conclusions and suggestions following the project.