

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Politeknik Negeri Bengkalis (Polbeng) has committed to contributing to the development of the local economy and education through the organization of various activities, one of which is the Polbeng Business Expo. This event aims to promote the works of students while introducing products from Micro, Small, and Medium Enterprises (MSMEs) to the community. In the context of an increasingly competitive Indonesian economy, the existence of MSMEs is crucial as a driver of the local economy and a creator of job opportunities. Politeknik Negeri Bengkalis (Polbeng) has actively played a role in the development of education and the local economy through the organization of events that support innovation and creativity among students.

The high economic inequality, one of which is the inequality between micro, small and medium enterprises (MSMEs) and large companies, causes most MSMEs to have a small market share. Most MSMEs have a small market share and low profitability. This inequality of opportunity also hinders the development of MSMEs, and some have even gone bankrupt. To overcome these challenges, the Program is present as a bridge for the development of MSMEs through the use of technology. This is reinforced by the quote regarding the statement above, this program aims to provide training and assistance to MSMEs in terms of utilizing information and communication technology to increase competitiveness and business sustainability (Candra Furi et al., 2023).

According to Zurohaina et al, (2024) *Pempek* is a food that is favored by all circles, not only children, even parents and seniors love *Pempek*. *Pempek* is made from ground fish and sago flour which makes it chewy and delicious. The savory and delicious taste of the fish makes many people love it. *Pempek* or *empek-empek* is a Palembang specialty made from fish and sago (Rochima, 2015) in Zurohaina et al, (2024). Different types of *Pempek*, such as *Pempek submarine*,

Pempek telok, and *Pempek lenjer*, offer an interesting variety of flavors. The island of bengkalis, which is surrounded by water, can be more profitable for *Pempek* traders who use the main ingredient of fresh fish that comes directly from the sea, they do not need to bother looking for fish here and there, because the local market always provides fresh fish every morning.

For this Ranisha kitchen, they sell pastries and cakes and have many flavors, these MSMEs continue to grow because they are always updated with the times that are already using digital, they do channel distribution to increase their sales and income. According to Yusnita, et al. (2020) in Rachmad, et al. (2022), said that, products, prices, distribution channels, and promotions together have a significant effect on sales volume. Products, distribution channels, and promotions partially have no significant effect on sales volume. Price partially has a significant effect on sales volume. Murnawat, et al. (2019) in Rachmad, et al. (2020), said that price has a significant effect on sales volume, and distribution has no significant effect on sales volume. The author's statement is reinforced by existing quotations from previous researchers, the author chooses these MSMEs as a reason to include them in his research and develop further.

One significant event held is the Polbeng Business Expo, which serves as a platform for students to showcase their final project works as well as products from Micro, Small, and Medium Enterprises (MSMEs). For this reason, the author will implement a project for the general public in Indonesia, precisely in Bengkalis, with the title **“Implementing Promotional Strategies and Improving Business Image at Bengkalis District on the Development of MSMEs”**.

1.2 Identification of the Project

Based on the background provided, this project identifies the core challenge as “Implementing Promotional Strategies and Improving Business Image in Bengkalis District for the Development of Pempek Mak Leni and Ranisha Kitchen MSMEs.” The primary objective is to increase the capacity and quality of these Micro, Small, and Medium Enterprises (MSMEs) by enabling them to access a

broader customer base and improve their information technology literacy within the digital era. To address these needs, this project will focus on the execution of the Polbeng Business Expo Chapter II, specifically analyzing the effective organization of the exhibition and the practical implementation of marketing management strategies to support business growth.

1.3 Purpose of the project

1.3.1 General Purpose

1. The project objective to be achieved is to organize Implementing Promotional Strategies and Improving Business Image at Bengkalis District on the Development of Pempek Mak Leni and Ranisha Kitchen MSMEs to improve the marketing of MSMEs with the topic of local innovation with global impact.
2. Determine the impact of local MSME innovation on Bengkalis City.

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 Create a profile of MSMEs.
2. To Create digital marketing videos about MSMEs.
3. To Create a catalog that contains information about MSMEs.
4. To Posting digital marketing through social media.
5. To Create QRIS paying.
6. To Create financial report “Implementing Promotional Strategies and Improving Business Image at Bengkalis District on the Development of MSMEs” activity.

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 obtain.

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

The project is located at Politeknik Negeri Bengkalis, will be in the ninth week of odd semester 2025. The making of this thesis was done for 3 months and also the making of this thesis was done in 2 tenants, namely: Pempek Mak Leni & Ranisha kitchen located at Jl. Ahmad yani and Jl. Bantan Gg. SMP 3.

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 Pempek Mak Leni and Ranisha Kitchen residence.

1.6 Writing System

Systematics of writing the Implementing Promotional Strategies and Improving Business Image at Bengkalis District on the Development of Pempek Mak Leni and Ranisha Kitchen MSMEs is as follows:

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 PROCESSES OF ACHIEVEMENT

In this chapter, the author will explain the plan with a project diagram, and 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.

REFERENCES

APPENDICES

WRITER BIOGRAPHY