

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Micro, Small and Medium Enterprises (MSMEs) play an important role in the local and national economy. MSMEs not only create jobs, but also encourage economic growth through increased production and purchasing power. One form of support for MSMEs is by providing promotional platforms, such as the Polbeng Business Expo, which is an exhibition event to introduce superior products of business actors to the public. Bakso Malang is one of Indonesia's culinary specialties that is well known in various regions. Originating from Malang, East Java, Bakso Malang has its own characteristics in the form of a combination of beef meatballs, tofu, noodles, and dumplings served in a savory broth. Bakso Malang is easily accepted by people from all walks of life because of its delicious taste, filling portions, and affordable price.

Vinatra (2023) in economic activities, welfare is the main thing for the community society. This welfare can be seen by the ability of the community to fulfill their daily needs. Their daily needs. Micro, Small and Medium Enterprises are productive businesses that are owned and managed by individuals or business entities that have met the criteria as micro enterprises. As a micro business. With the existence of MSMEs, the fulfillment of these needs becomes easier to reach by communities throughout Indonesia. Easier to reach by people throughout Indonesia. This study aims to analyze the role of Micro, Small and Medium Enterprises (MSMEs) in the economy.

Politeknik Negeri Bengkalis (Polbeng) through the Commercial Administration Department for the first time organized the Polbeng Business Expo as a forum for students and MSME players to showcase their products. This Expo is an opportunity to build networks, increase the competitiveness of local products, and promote the potential of MSMEs in Bengkalis. This activity also supports

community innovation and creativity in creating superior products. Bakso Malang was chosen as the product promoted in the Polbeng Business Expo because this food has become a favorite of many people, so it has a great opportunity to be accepted by the wider community. Although Bakso Malang originated from Malang, East Java, currently the Bengkalis community can enjoy this culinary without having to travel far, because Bakso Malang is now available in Bengkalis. In Bengkalis itself, there are not many MSMEs that specifically develop the Bakso Malang business with interesting variations. This provides a great opportunity to create product differentiation that is in demand by the market. By introducing Bakso Malang through the Polbeng Business Expo, it is hoped that this product will not only get appreciation from visitors, but can also make a real contribution to the development of MSMEs in Bengkalis.



Figure 1. 1 Bakso Malang Location
Source : Processed Data 2024

The reason the author chose Bakso Malang MSME, apart from the fact that this food is currently popular, is because it is to promote his business to be better known by the people around Bengkalis and to help business owners benefit from selling at the Polbeng Business Expo. Based on the background described above, the authors are interested in conducting research entitled: **“Polbeng Business Expo (Case Study on Bakso Malang MSME)”**

1.2 Identification of the Project

Based on the background explanation above, it can be concluded that the problem is:

1. How to make the Polbeng Business Expo event a success through participation from MSME Bakso Malang
2. How to carry out MSME Bakso Malang operational activities during the Polbeng Business Expo event

1.3 Purpose of the Project

The aim of this project is to provide clear guidance to achieve optimal results in accordance with the established needs and vision.

1.3.1 The General Purpose

The general objective of the “POLBENG BUSINESS EXPO” Case Study on Bakso Malang MSME (Micro, Small, and Medium Enterprises) is to find out and explain how business shows impact the expansion and development of regional MSME..

1.3.2 Special Purpose

The special purpose of the project in the Polbeng Business Expo Bakso Malang are as follows:

1. To creating business profile of expo and Bakso Malang MSME.
2. To creating 30 promotional videos of Bakso Malang MSME.
3. To creating 30 product catalogs of Bakso Malang MSME.
4. To posting marketing 30 promotion of Bakso Malang digital marketing through (Instagram).
5. To creating Qris payment method of Bakso Malang MSME
6. To assist in financial reports of Bakso Malang MSME.

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 on Bakso Malang MSME)” are as follows:

1. Benefits for Entrepreneurs

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

2. For Authors

The result of this project are additional knowledge in applying theoretical knowledge obtained during practical lectures specifically in the field of entrepreneurship or managing an event.

3. For Universities

It is hoped that the result 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 implementation time of the Polbeng Business Expo will be held for 2 days, namely on October 30-31, 2024, held at the Bengkalis State Polytecnic Campus.

1.6 Writing System

The systematics of writing the project Polbeng Business Expo (Case Study on Bakso Malang MSME) is as follows:

CHAPTER 1: INTRODUCTION

In chapter 1, explains the background of the research, research identification, research objectives, research benefits, place and time of research implementation, and writing systematics.

CHAPTER 2: LITERATURE REVIEW

In chapter 2, explain the theories that are relevant to the subject matter of this study, which consists of two theories, namely the general theoretical basis of research and the specific theoretical basis of research. namely the general theoretical basis of research and the

specific theoretical basis of research. Special theoretical basis of research and special theoretical basis of research.

CHAPTER 3: METHOD AND ACHIEVEMENT PROCESS

In chapter 3, the research preparation plan will be explained, research preparation plan, research implementation plan, research achievement plan and research reporting plan consisting of a research activity report report on the implementation of research activities and financial reports.

CHAPTER 4: RESULTS AND DISCUSSION

In chapter 4, we will describe the activity profile and activity report of the research implementation consisting of research preparation, research implementation, and research completion, including the achievement of research activities and the achievement of research funding.

CHAPTER 5: CONCLUSIONS AND SUGGESTIONS

In this chapter 5, contains conclusions from the discussion that has been described with suggestions as the final description of the report as the final description of the report.