

CHAPTER I INTRODUCTION

1.1 Background of the project

Business exhibitions are exhibition activities of businesses from entrepreneurs organized by certain institutions or on certain themes. In general, business exhibitions contain seminars, talks, workshops for visitors, and a range of businesses that showcase the products or services they offer. This business exhibition has many benefits for business people, the benefits obtained include getting connections with people who can help our business grow, meeting with customers directly, being able to improvise strategies from seeing from other businesses, and many other benefits. The visitors also get very good benefits as well, these benefits are such as getting connections to business actors, finding solutions to the problems we face, getting insight into business development, and many other benefits.

MSMEs do, however, face significant challenges. They frequently work in a setting that is unpredictable, resource-constrained, and characterized by intense rivalry from both domestic and foreign sources. To compete in the destination country's local market, businesses must put the appropriate strategy into place Nur, (2021 the Tri Sinarti, Sudarmiati and Rosmiza Bidin 2024). It is at this point the role of creative innovation strategies is becoming increasingly important. In accordance with Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises (MSMEs): Understanding MSMEs Micro Business is a productive business owned by individuals and/or individual business entities that meet the criteria for Micro Business as stipulated in this Law.

Geographical boundaries no longer restrict market access in the current era of globalization and digitalization. MSMEs can connect with customers by using digital marketing techniques and online platforms. One of the main elements thought to support MSMEs' expansion and sustainability is creative innovation. MSMEs can increase their market reach by utilizing creative innovation. MSMEs face fierce competition in the age of globalization, from both domestic and foreign

sources. SMEs can become more competitive by utilizing creative innovation to provide distinctive, eye-catching, and superior goods and services. MSMEs must create new goods and services. MSMEs can create goods and services that are both creative and responsive to market demands by utilizing the newest technologies and trends. MSMEs must also raise the caliber of their goods and services. MSMEs are able to implement strict quality controls and guarantee that their goods and services are equal to or exceed those of competitors. MSMEs must also build strong brands to differentiate themselves from competitors and increase customer trust.

Creative innovation gives MSMEs the opportunity to address these issues in novel and more efficient ways. MSMEs can develop new strategies for manufacturing, promoting, and distributing their goods and services through innovation. They have the ability to identify gaps in previously unnoticed markets or even form entirely new ones. MSMEs can also benefit from creative. MSMEs can become more profitable and sustainable through creative innovation. Because the offered goods and services are more appealing to consumers, sales may rise. The profitability of MSMEs will rise in tandem with increased productivity and efficiency. In addition, innovative creativity gives MSMEs the business resilience they need to overcome a range of obstacles. The success of MSMEs in the internationalization process cannot be separated from business strategy, in the form of creative and innovative strategies which are the methods used by companies to expand and sell products/services outside their domestic market.

Poci tea is well known by the public because of several advantages of its products, including, Poci tea offers many variants that can meet the desires of various groups. Teh Poci also offers packaging that is very practical, easy to carry, hygienic and modern. Teh Poci is known for offering tea products at affordable prices. drink trends in circulation always change along with shifts in consumer tastes, but this does not apply to Teh Poci, even though there are many various contemporary drinks that are viral, Teh Poci is always the people's choice, because the price is pocket-friendly, Even though he has only been in business for more than a year, the appeal of Teh Poci which is currently popular among consumers is the motivation to enter the business world. The seller was happy to tell about the ins

and out of starting the tea pot business he was running. Apart from that, selling tea pots also has several challenges, namely competition with other MSME sellers regarding attracting customers.

1.2 Identification of the project

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

1. How do polbeng do expo business?
2. How is the MSMEs activity operational?

1.3 Purpose of the project

1.3.1 General Purpose of The Project

An opportunity for MSMEs to showcase their latest products, services and innovations to the public. This can help in expanding market reach, attracting new customers, and increasing brand awareness.

1.3.2 Specific Purpose of The Project

The specific purpose of the project in the Polbeng Business Expo Teh Poci Mei Mei are as follows:

1. To creating concept and making business profile of expo and Teh Poci Mei Mei MSME
2. To creating concept and making promotional video of Teh Poci Mei Mei MSME
3. To creating concept and making product catalog of Teh Poci Mei Mei MSME.
4. To post marketing promotion of Teh Poci Mei Mei through digital marketing (Social Media).
5. To creating concept and making design booth of Teh Poci Mei Mei MSME
6. To creating and making Qris payment method of Teh Poci Mei Mei MSME.
7. To creating and making financial report of Teh Poci Mei Mei MSME.

1.4 Significance of the project

This project is significant in several aspects:

1. For researchers : Experience, insights, and guidance in completing final projects, which is one of the International Business Administration. In addition, to identify and solve problems related to projects that serve as a way to implement the knowledge gained. To enhance students' creativity in the business world. Furthermore, this project can provide inspiration and motivation for students to continue learning and developing their creativity in facing future challenges. Developing their creativity in facing future challenges.
2. For Other Parties : This thesis is expected to provide more knowledge for other institutions. such as encouraging MSME business people to be more creative and innovative in creating new technology-based products and services. This can spur regional economic growth spur local economic growth and create new jobs.
3. For MSMEs : The event will make a positive contribution to the local economy by supporting the growth of MSMEs and creating new jobs. MSME players will get a platform to promote their products to a wider audience, while the eco-friendly costume fashion show will raise environmental awareness.

1.5 Time and place of project of implementation

This project will be carried out at the Bengkalis State Polytechnic, Bengkalis District, with a focus on the Polbeng business Expo (Case Study On The Liaison Officer And Business Consultant Role On Msmes Teh Poci Mei Mei). The implementation time of the Polbeng business expo will be held for 2 days, namely in the 9th lecture week, for the project preparation process takes 3 months.

1.6 Writing System

For make it easy and give clear description about content research, as for systematics writing shared become five chapters, including:

CHAPTER 1: INTRODUCTION

In this chapter, the author explains the project background, project identification, project objectives, and benefits. The place and time of the project and the systematics of writing project reports are described in the thesis.

CHAPTER 2: LITERATURE REVIEW

In this chapter, the author describes the theory needed to strengthen the reasons for making the project and the design of the project to be discussed, namely previous research and theoretical basis.

CHAPTER 3: METHODS AND ACCOMPLISHMENT PROCESS

In this chapter, the author will describe plans with project implementation diagrams, then proceed with implementation plans, implementation processes, and project implementation reports. Then proceed with the schedule of cost estimations incurred to make the seminar a success.

CHAPTER 4: RESULTS AND DISCUSSION

In this chapter, the author will describe project activity profiles and project activity implementation reports which include project preparation, project implementation, project completion, project reporting, and financial reports on project activity implementation.

CHAPTER 5: CONCLUSIONS AND SUGGESTIONS

This chapter contains a summary of the results of writing in the previous chapters which are included in the conclusions and suggestions for improvement at the author's place.