

CHAPTER I

INTRODUCTION

1.1 Background of the project

The title of this undergraduate thesis is “Polbeng Business Expo Culinary and MSMEs (Digital Marketing for Lempeng Sago) Expo of Culinary and MSMEs is an exhibition event that aims to promote local culinary products and empower MSMEs. This Expo provides a platform for culinary entrepreneurs to introduce their products to a wider market, increase business networks, and get valuable input for product development. Through this expo, it is hoped that traditional culinary products such as Lempeng sago can be better known and accepted by the next generation, the wider community, both at home and abroad.

Sago, the main raw material for plate sago, has long been used as the main source of carbohydrates by people in tropical areas, especially in Southeast Asia and the Pacific Islands. Lempeng sago are usually prepared by women in the household, and are a staple food served with other side dishes.

The implementation of the Expo of Culinary and MSMEs is expected to provide various benefits, such as, promotion of Local Products, empowerment of MSMEs, Local Economic Development, Cultural Preservation, etc. Apart from that, sago as a base material for plates also has its own advantages.

Sago is a rich source of carbohydrates and can be processed into various types of food. This potential opens up great opportunities for innovation in sago- based culinary products. This Expo also encourages MSME players to be more creative and innovative in developing new products that are attractive and have high competitiveness in the market. With

this background, it is hoped that the Expo of Culinary and MSMEs will not only be an exhibition event, but also become an important momentum in encouraging the progress of the culinary sector and MSMEs in Indonesia, especially for typical products such as Lempeng sago. Sago trees have potential and produce efforts to develop the sago business, especially the plate sago business, can be achieved this is done by creating small industries and home industries to increase income family. Small and household industries are businesses that attract a lot of workers without must have a level of education and special skills (Syarbiah & Hasniati, 2022).

1.2 Identification of the Project

Based on the explanation of the background of the problem above, the identification of project problems that will be discussed in the project "Polbeng Business Expo (Case study on MSME lempeng sago mak usu) is How to conduct a polbeng business expo and make the event a successs.

1.3 Purpose of the Project

It covers the rationale behind the project and the expected end result, and provides direction and focus for the entire project team.

This project is not just about bringing consumers together with entrepreneurs, but there are many purposes for this project:

1.3.1 General Purposes

The general purpose to be achieved in this final project is to organize a business expo to increase the popularity and profitability of the lempemg sago mak usu business in order to realize a project that is in accordance with the plan.

1.3.2 Spesific Purposes

Specific objectives are more detailed and specific statements of the results to be achieved in a project. These objectives support the main

objectives of the project and provide focus on certain aspects that need to be achieved to make the project a success as a whole. Here are some characteristics of specific objectives:

1. Preparing Tenant for Polbeng Business Expo
2. Creating 30 concept of promotion and catalogs of tenant
3. Post marketing promotion through social media
4. Creating financial reports of tenant
5. Creating Qris for tenant

1.4 Significance of the project

the importance of the project in the larger context, including its expected impacts and benefits. Here are some aspects that explain the significance of the project:

1. for the author

This thesis can be used as additional experience, insight, and guidelines in completing this thesis final project, which is one of the International Business Administration courses. Apart from that, to find out and solve problems related to projects that are useful as a way to implement the knowledge that has been obtained

2. Students

This thesis can be used to increase student creativity in the business world. This. This project can provide inspiration and motivation for students to continue learning and developing their creativity to face future challenges, especially in the industrial era.

3. For Other Parties

This project is expected to provide more knowledge for other institutions. Because it encourages MSMEs businesses to be more creative and innovative in creating new technology-based products and services. This can spur local economic growth and create new jobs.

1.5 Place and Time of Project Implementation.

Time of the project are:

1.5.1 Time and Place

The time and place of implementation of the project will be carried out in the 9th week of the odd semester 2024. Activities will last for 2 days.

1.6 writing system

Systematics of writing the project Polbeng Business Expo Case Study on The Liaison Officer and Business Consultant Role on Chocolate Banana *Pak Eko* MSME is as follows:

CHAPTER I: INTRODUCTION

In chapter 1 describes the background of the problem, project identification, project objectives and systematics of project writing. identification of problems, project objectives and systematics of project writing project in the final project report.

CHAPTER II: LITERATURE REVIEW

Chapter 2 describes general and specific theories in the final project report, namely for general theory explaining the identification of business planning, and for specific theory explaining marketing identification.

CHAPTER III: ACHIEVEMENT METHOD AND PROCESS

Chapter 3 describes the identification of the project preparation plan, project implementation plan, project completion plan, market project completion plan reporting plan which includes a report on the implementation of project activities and financial reports on the

implementation of project activities.

CHAPTER IV: RESULT AND DISCUSSION

Chapter 4 describes the profile of business activities, project activity implementation reports, which include project preparation, project implementation, project completion, project reporting and marketing reports.

CHAPTER V: CONCLUSION AND SUGGESTION

Chapter 5 describes the conclusions and suggestions after the project has been implement.