

CHAPTER I

INTRODUCTION

The title of the Project **“Polbeng Business Expo (Case Study on Citrarasa Durian Selatbaru MSME)”**.

1.1. Background of the Project

The Polytechnic of Bengkalis, founded in the early 2000 by the Bengkalis Regency Government through the Gam Bahari Foundation, has consistently demonstrated its dedication to advancing vocational education and fostering community empowerment. As part of this commitment, the institution has launched the Culinary and MSMEs Expo Project, an initiative designed to celebrate the diversity of local culinary heritage and promote the development of micro, small, and medium enterprises (MSMEs). The event will feature 54 tenants showcasing a wide array of culinary and non-culinary products, offering a unique platform for MSME players to highlight their innovations and contributions to the regional economy.

In addition to its role in promoting local businesses, the project also serves as a practical learning opportunity for students, who are tasked with assisting tenants as part of their final assignments. This hands-on experience allows students to apply their knowledge, develop their skills, and gain valuable insights into the world of entrepreneurship and business management. By combining education, culture, and economic development, the Culinary and MSMEs Expo Project not only supports the growth of local businesses but also helps foster creativity, innovation, and community engagement in Bengkalis and beyond.

Through a culinary bazaar, interactive exhibitions, and creative competitions for children, the expo aims to raise public awareness of local cultural diversity while fostering product innovation. Beyond entertainment, this event serves as an educational platform for younger generations and facilitates collaboration between MSME players and various stakeholders. It is expected to have a positive impact on the development of the creative economy in Bengkalis and its surroundings.

According to Gunartin (2021) Micro, Small, and Medium Enterprises (MSMEs) play an important role in developing the Indonesian and regional economies. At the time of the economic crisis in Indonesia, many large industries were affected by the economic crisis and only MSMEs were able to survive the economic crisis because Micro, Small and Medium Enterprises (MSMEs) did not have foreign investors and did not use imported standards, instead, MSMEs relied more on their capital local raw materials and Local governments are aware of the importance of MSMEs to boost the regional economy and as a place to provide jobs to reduce the unemployment rate to accelerate the process. Experts agree that MSMEs have an important role in the Indonesian economy, especially in creating jobs, developing the local economy, and increasing public awareness of the importance of developing the culinary industry, especially in Bengkalis.

MSMEs are very important in Bengkalis because not only create significant job opportunities and help reduce unemployment, but also increase the income of local communities, empower the local economy by utilizing local resources, and contribute to increasing regional revenue through taxes and fees paid by business operators, thus driving sustainable and inclusive economic growth. MSMEs in Bengkalis must participate in expos as these events provide opportunities to promote their products widely, establish new business networks, enhance brand visibility, receive direct feedback from consumers, and learn from other MSMEs and current market trends, thereby fostering innovation and faster business growth.

The tenant chosen to be part of this expo project is MSMEs Citrarasa Durian Selatbaru, a micro business located on Soekarno-Hatta state Selat Baru, Kec. Bantan, Bengkalis Regency, Riau. MSMEs Citrarasa Durian selatbaru has been operating for 30 years from 1990 until now and has become a typical Bengkalis food and souvenir. The decision to select MSMEs Citrarasa Durian Seatbaru as a tenant in this project was based on ensuring that the regional specialty food remains well known and continues to grow.

Durian is a tropical fruit that is very popular in Indonesia, especially in Sumatra and Kalimantan. This fruit has a distinctive taste and is often nicknamed

the "King of Fruit". However, Durian also has certain seasons so its availability is limited to certain periods. In an effort to overcome the problem of availability and extend the consumption period of Durian, various processed Durian products have been developed, one of which is Durian paste developed by MSME Citrarasa Durian. The short-term goal of MSME Citrarasa Durian is to increase production and expand distribution to various regions in Indonesia.

Committed to empowering local Bengkalis Durian farmers through mutually beneficial cooperation. In the long term, MSME Durian Citrarasa plans to export Durian to international markets, not only in Bengkalis City, considering the large demand for processed Durian products abroad. MSME Citrarasa Durian strives to continue to innovate products to meet various consumer tastes. By developing local food offerings typical of the Bengkalis community through MSME Citrarasa Durian, it is hoped that it can attract more visitors to the expo exhibition

The Purpose of Bengkalis State Polytechnic Culinary and MSME Expo Project is to create an event that is educational, creative, innovative and beneficial for all parties involved. Through culinary exhibitions and bazaars, as well as non-culinary MSME product exhibitions, and other exhibitions, this expo is expected to introduce various local products to the public, and encourage public interest in the business world. With tenants like MSME Citrarasa Durian, the aim is to provide knowledge and experience of regional specialties. It is hoped that the success in this expo can be an example for similar events in the future, as well as support the development of the culinary industry and local MSMEs in Bengkalis.

Based on the background above, the Author is interested in taking on a project with the title **Polbeng Business Expo (Case Study: Citrarasa Durian Selatbaru MSME)**.

1.2. Identification of the Project

Based on the background above, the problem identified to be discussed in this project is organizing the Polbeng Business Expo and how to organize the "Polbeng Business Expo (Case Study of MSME Citrarasa Durian Selatbaru)".

1.3. Purpose of the Project

The Purpose of the Project are:

1.3.1 General Purpose of the Project

The main objective is to achieve an effective strategy to attract Expo visitors, especially in introducing and promoting products from MSME CitraRasa Durian

1.3.2 Specific Purpose of the project

The specific purpose the Project are:

1. Preparing Tenant For Polbeng Business Expo.
2. Creating Concept of 30 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 Signification of the Project are:

1. Enhancing the marketing reach of MSMEs (Micro, Small, and Medium Enterprises) Citrarasa Selatbaru through the Polbeng Business Expo.
2. Deepening the understanding of digital marketing for MSMEs Citrarasa Durian Selatbaru.
3. Providing added value for MSMEs through the Polbeng Business Expo and the utilization of digital media.

1.5. Time and Place of the project

The time and place of the project are:

1. The implementation period of the digital marketing activities will last for Six months. Meanwhile, the Expo event will be held for two days.
2. The venue for the Polbeng Business Expo will be located in the Polbeng courtyard.

1.6. Writing System

The systematic writing of this Expo Culinary and MSMEs (Case Study on MSMEs Citrarasa Durian Selatbaru) project is as follows:

CHAPTER 1: INTRODUCTION

In this chapter, the Author outlines the background of the project/MSMEs, the objectives and benefits of the project, the location and duration of the project, as well as the systematic writing of the project report in the bachelor's thesis.

CHAPTER 2: LITERATURE REVIEW

In this chapter, the Author explains theories relevant to the main material of the Project/MSMEs, describing the implementation of job descriptions and job specifications from the Marketing and Operations divisions.

CHAPTER 3: METHODS AND ACOMPLISHMENT PROCESSES

In this chapter, the Author will explain the project plan with project diagrams, then proceed with the implementation plan and execution process, and report on the implementation plan and project execution. Then continue with the schedule and estimated costs incurred during the project period, to the estimated cost of the bachelor's thesis.

CHAPTER 4: RESULTS AND DISCUSSION

In this chapter, the Author will explain the project profile and report on the implementation of activities consisting of project preparation, Activity reports, and financial reports at the MSMEs project of the Polbeng Business Expo.

CHAPTER 5: CONCLUSION AND SUGGESTION

This chapter contains a summary of the writing results in the previous chapters written in the conclusion and recommendations for improvements as a replacement for the writing.

REFERENCES

APPENDICES

WRITER BIOGRAPHY