

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background of the Project**

A tenant bazaar expo is an event where several tenants or traders gather to offer various products or services to visitors. The background of this kind of expo can vary depending on the purpose and theme of the event. In this era of globalization, the development of events is in line with technological advances and the development of community activities. The development of this event makes the emergence of various types of events that are not limited to religious, traditional, and cultural values. With this, the business world of event organizer services or event organizers in Indonesia is growing rapidly, consumer purchasing decisions are also a determining factor in whether consumers want to visit a company's business business based on existing factors.

A Liaison Officer is an officer who becomes a liaison between the delegation guests and the organizing committee. Being this liaison certainly requires skills, knowledge, and art to be a good and qualified guest companion. Liaison Organizer commonly called LO, is one part of the Event Organizer (EO). where LO is in charge of directly handling the guest stars (artists) who will be the performers of the event. LO is responsible for all the needs of the artist. In short, the definition of liaison officer (LO) is tasked with being a liaison between guests and the committee to communicate and coordinate with each other for the success of an event. In addition, the job of an LO in an event is to ask the needs and needs of the guest speaker or resource person, then the LO is in charge of conveying to the committee team. The work responsibilities of an LO are fun, especially for those who have a passion for the field.

Entrepreneurship is a way of doing someone's work based on the possibility of making a profit and the possibility of also getting incalculable loss which is based on the scale of one's quality. To be able to continue, entrepreneurship requires strong individuals, personal never give up, self-confidence, mental and emotional

abilities as well can read existing opportunities (Haslinah et al., 2023). Entrepreneurial ability and an interest in reading is an opportunity to be able to develop to recognize what will be managed well and correctly, not by opening a business with capital or just trying it out, but you have to think it through carefully (Hasan, 2018; Wiani et al., 2018). Research what the business will be like, what if entering into this business, whether we will be able to compete or not. You have to think carefully so that in the end we will be able to do it to get maximum results from the business we build (Irawan et al., 2023; Yuwita et al., 2022).

Therefore, the Researcher will try to make snacks that are used in today's society. The snack is unique specifically with the main ingredients of bananas covered in chocolate the taste is sweet and savory when tasted, and the snack is called chocolate banana the price is relatively cheap and can be reached by all groups and the ingredients are also easy to get and the manufacturing procedures are also very easy.

The chocolate banana business is one of the MSME businesses that does not require special skills but requires astuteness in seeing market opportunities. To get this opportunity, the chocolate banana business must implement a market strategy. The market strategy that can be implemented is choosing a business location and selecting raw materials with good quality and quantity. For selecting raw materials raw materials, suppliers are needed who can continue to supply these raw materials. This chocolate banana business uses the main agricultural raw materials the product is banana candles. In selecting the main raw material for bananas, accuracy is needed so that it can affect the quality of taste and production costs. Apart from that, the availability of this main raw material also depends on harvest yields during the agricultural product period, where agricultural products are not always available all the time.

Below is a picture of the Chocolate Banana Pak Eko MSME cart that the author will research:



**Figure 1.1 There is an Example of a Chocolate Banana Cart and Location**

*Source: Data Documentation, 2024*

The results of this study can provide significant benefits for culinary MSME owners because MSME can increase their business turnover and survive amidst increasingly fierce competition. Some of the benefits obtained through the intensity model based on technopreneurship include: 1. Increase Operational Efficiency: By implementing technology in business operations, culinary MSME owners can increase their efficiency and productivity. For example, by using an integrated digital payment and order management system, MSME owners can manage orders more efficiently, reduce errors, and save time in the transaction process (Febriyantor et al., 2022), 2. Reaching a Wider Market: Through tehnpreneurship, culinary MSME owners can use digital platforms and social media to promote and market their products to a wider audience. This opens up opportunities to reach customers beyond their geographic area, resulting in increased sales and business growth Wahjono et al (2021).

## **1.2 Identification of the Project**

Based on the explain the author background described above, the project identification that will be discussed in this project is how the process of implementing the Polbeng Business Expo on Chocolate Banana Pak Eko MSME?.

## **1.3 Purpose of the Project**

### **1.3.1 General Purpose**

The main objective of this project is to organize the Polbeng Business Expo (Case Study on The Liaison Officer and Business Consultant Role on MSME Chocolate Banana *Pak Eko*).

### **1.3.2 Special Purpose**

The special purpose of the project in the Polbeng Business Expo Chocolate Banana *Pak Eko* are as follows:

1. To Accompany Polbeng Business Expo (Case Study on The Liaison Officer and Business Consultant Role on MSME Chocolate Banana *Pak Eko*).
2. To develop a promoting strategy for Chocolate Banana *Pak Eko* through digital marketing media (Social Media).
3. To assist MSME Chocolate Banana *Pak Eko* in creating a Video profile MSME.
4. To assist MSME Chocolate Banana *Pak Eko* in creating a product catalog.
5. To assist promotional video of MSME Chocolate Banana *Pak Eko*.
6. To assist with a financial report of MSME Chocolate Banana *Pak Eko*.

## **1.4 Significant of the Project**

Everything that is done must have a benefit, while the benefits of the final project “Polbeng Business Expo (Case Study on the Liaison Officer and Business Consultant Role on MSME Chocolate Banana *Pak Eko*) are as follows:

1. For Author

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

2. Benefits for MSME

This project, it can help develop the profile of the chocolate Banana business to be more recognized for capital references for the owner

3. Other Parties

This thesis aims to expand the knowledge base for both internal and external institutions. Additionally, this project will serve as a tangible result of the research. Furthermore, it will serve as a point of reference for future researchers exploring similar topics from different perspectives.

## **1.5 Time and Place of Project Implementation**

### **1.5.1 Time of Project Implementation**

Project implementation activities were carried out in the 9th week of the odd semester 2024. The expo event was held for 2 days. In addition, digital marketing activities were conducted for 1 full month. Periodic evaluations and strategy adjustments were carried out throughout this process to ensure the optimal achievement of goals

### **1.5.2 Place of Project Implementation**

The Chocolate Banana *Pak Eko* MSME project was implemented at Politeknik Negeri Bengkalis, with the theme “Expo Culinary and MSMEs” on Jalan Bathin Alam, Sungai Alam, Bengkalis Riau. This project was implemented in October 2024.

## **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**

This chapter explains the background, project identification, project objectives, project benefits, place and time of project implementation, and the systematics of writing project reports.

## **CHAPTER II: LITERATURE REVIEW**

This chapter explains the theory that is relevant to the subject of the final project which is divided into 4 previous studies, general theory, and special theory of the final project.

## **CHAPTER III: METHOD AND ACCOMPLISHMENT PROCESS**

This chapter explains the project preparation plan, project implementation plan, project completion plan, project reporting plan, and schedule and budget of the project.

## **CHAPTER IV: RESULT AND DISCUSSION**

This chapter explains the business profile, and project implementation reports, namely: project preparation, project implementation, project completion, and financial reports.

## **CHAPTER V: CONCLUSIONS AND SUGGESTIONS**

This chapter explains the conclusions and recommendations of the project implementation results in the previous chapters.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 General Theory of the Project**

##### **2.1.1 Related Study**

Making this project using the result of previous research, the journals used are related to the object under study, several journals are taken that are related to the project being made while the journals are taken from international journals viewed from the aspect of marketing review.

The first research used as a reference is research conducted by Yanti Nursantri, Reni Yunista (2023), entitled “The Effect of Online Marketing and Shipping Costs on Purchasing Decisions at MSMEs Purchasing Decisions at MSME Pisang Pasir Memey”. Internet marketing or Internet marketing can also be called Internet media or online electronic marketing. Thus, electronic marketing or said marketing has a part, namely internet marketing which is utilized in the sales model and can be used as a means of business and marketing (Irawan, 2020). In the concept of evenly distributed technological times that are growing rapidly, the business world can also use technological media that can be used as business opportunities for the community to improve the economy. In determining purchasing decisions, consumers also very need information around to decide about the products they should buy or they need in the market. buy or they need in the market Consumer behavior in a broad sense refers to the notion of what kind of purchases are made. refers to the notion of how purchases are structured and how products or services are used or experienced.

The second research was conducted by Andriani Dira Meisyaqia, Zaenafi Ariani, Nur'aini, Novi Yanti Sadra Dewi, Nurfitri Hidayanti, & Ahadia Agustina (2023), entitled “The Effect of Entrepreneurial Orientation on E-Commerce Adoption on MSME Performance”. The concept of the evenly distributed technological age is growing rapidly, in the business world it can also use

technological media that can be used as business opportunities for the community in improving the economy (Aisyah 2023). In determining purchasing decisions, consumers also really need information around to decide about the products they should buy or they need in the market. Consumer behavior in a broad sense refers to the notion of how purchases are structured and how products or services are used or experienced. Consumers are active decision makers. Consumers often make decisions about what to buy based on their decisions, this study aims to identify the key factors that influence the adoption of e-commerce by micro, small and medium enterprises. adoption of e-commerce by Micro, Small, and Medium Enterprises (MSMEs) oriented towards entrepreneurship. entrepreneurship. This research also aims to explore the impact of e-commerce adoption on MSME performance.on the performance of MSMEs. By identifying the factors that influence adoption, this research is expected to provide a deeper understanding of the challenges and opportunities faced by MSMEs in adopting e-commerce technology. challenges and opportunities faced by MSMEs in adopting e-commerce technology. In addition, through analyzing its impact on the performance of MSMEs, this research is expected to provide insight into the benefits that MSMEs can gain from the adoption of this technology, in terms of in improving operational efficiency, expanding markets, and increasing competitiveness in the current digital era. the current digital era. As such, this research is expected to make a valuable contribution to the to the literature regarding MSME growth strategies and the importance of e-commerce technology in the context of a changing global economy.

The third research used as a reference is research conducted by Ovinda, Stella, Wahab Zakaria, Andriana Isni, & Natalisa (2022), entitled “The Effect of Endorsement & Online Promotion in Social Media on Purchase Intention in Culinary Business (Case Study on MSME in the City of Palembang)”. The development of business in Indonesia is one of the things that is most in the spotlight for the community to date. One of the businesses that are experiencing development is the culinary business. This culinary business is a business in the sale of food and beverages of various types. (Maria, Yoanita, & Aritonang, 2020).