

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Expo is an event used to promote one to many people. The purpose of the exhibition is to show each other something that can provide information to others or be used for sale. For entrepreneurs and enterprises, the exhibition is useful to promote products or services sold, increase brand awareness, and provide a means of learning and adding experience in business. For the public, consumers, and government, it serves to provide information or knowledge that is useful for education and train the public to better know and understand business, from finding business ideas to running a business. According to Caroline Gunawan. (2022) the title of the research is "EBC Visit Activities Expo 2022 BINUS Malang": An expo or business exhibition is an activity that is held for a business to showcase or showcase the business of their products or services. The utility, urgency, and role of a business exhibit for the entrepreneur and entrepreneurship is that this exhibit can be a means for the business operator to introduce the product to the customer, enhancing brand awareness for the new business operator. In addition, this business exhibition can be used to see other competitors by observing and studying competition. With the existence of this exhibit, business people can also see the trends that are happening and are being liked by the community. For the community, the community can learn business from business people at the business exhibit besides can learn a lot of new things that may be needed for the society. For consumers, this business exhibition can be an opportunity to see what is needed and liked by consumers. Moreover, business shows have a variety of different kinds of business so that consumers can compare and find the most suitable product. For the government, the business exhibition can be a new container for young business enthusiasts so it can have an impact on Indonesian economy.

According to (Cherkos, et al. 2021 ; Nafizha Trie Permata et al. 2022). In developing countries, micro, small and medium enterprises (MSME) play an

important role as a source of income, employment, skills development, delivery of goods and services and other things. The development of MSME is one of the tools to increase people's purchasing power. There are four main objectives in the development of micro, small and medium enterprises, namely: poverty reduction, empowerment of women, job creation and development efforts to this. MSME are considered to be the engine of national economic progress, since they involve large numbers of young people and the poor, thus they can increase productivity and community income for low-income groups. With a focus on examples centered on MSME, Polbeng Business Expo aims to give micro, small, and medium-sized businesses a platform to grow their networks, showcase their goods and services to a wider marketplace, and share insights and knowledge about overcoming obstacles and seizing business opportunities. It is thought that through this meeting, academics, lawmakers, companies, and other stakeholders would work together to improve MSME growth and competitiveness in a sustainable manner.

A business exposition, often known as an expo, is an event created to unite producers of goods, machinery, and services in a setting where visitors can showcase and advertise the goods and services they supply. As the goal of this activity is to introduce products to the public in the hopes that they would be interested and finally buy them, business has and other exhibitions normally open to the public as advertising media.

The objective of the Polbeng Business Expo effort is to raise public awareness of MSME and provide greater opportunities for MSME registrants to do business. MSME have been crucial to Indonesia's economy, particularly while guiding the country through the financial crisis of 1997. Given their low investment costs and high level of employment, they have aided in the expansion of the local and national economies. MSME do, however, also have plenty of issues, such as restricted access to business networks, restricted market expertise, and limited access to key areas for what they do. Benefits for MSME include better visibility and sales, the opportunity to build profitable alliances and business collaboration, and enhanced knowledge and abilities through experience sharing and seminars. Further,

such gatherings can support inclusive growth, innovation, and the business community in the area.

The Polbeng Business Expo acts as a place for MSME members to advertise their goods and expand business prospects to try to address this difficulty. MSME can boost sales and public awareness of their products in this way. In addition, it is projected that the Polbeng Business Expo numerous benefit events, like conferences and expert consultations, are going to raise the caliber of MSME products and services.

To try to address this issue, MSME participants were given a platform to showcase their goods and expand business opportunities through the Polbeng Business Expo. MSME can raise public awareness of their products and boost sales in this way. In addition, it is envisioned that by holding a number of helpful events such as workshops and expert consultations, the Polbeng Business Expo would be able to raise the caliber of MSME products and services. Human resources function to organize and carry out the expo until it is finished. Meanwhile, the human resources in question are MSME actors, the community. Then, capital is needed so that the expo can be held.

The Business Consultant provides strategic advice to MSMEs, helping them refine their business models, improve operational efficiency, and identify market opportunities. By analyzing the case of Nii Kutchen Bakery, the study aims to assess the effectiveness of the LO and Business Consultant in achieving business objectives, identify best practices for other MSMEs, and develop strategies to enhance MSME participation in future expos. Sources of financing for purchasing assets include sponsors, competition registration, MSME players, and personal savings. The author is therefore interested in hosting an expo under the title Final Project **“POLBENG BUSINESS EXPO” Case Study on the Liaison Officer and Business Consultant Role on MSME : NiiKutchen Bakery**” based on the background material given above.

1.2 Identification of the Project

How to organize an expo “POLBENG BUSINESS EXPO” Case Study on the Liaison Officer and Business Consultant Role on MSME : Nii Kutchen Bakery” In participating in the Expo, MSME are required to raise the spotlight on their products and expand their business potential. MSME can do this by raising consumer awareness of MSME goods and creating commercial prospects for MSME participants. Additionally, the Expo is anticipated to assist MSME in raising the caliber of what they offer through a variety of relevant events, namely workshops and expert consultations. However, capital and human resources are required to start off an activity.

The role of human resources is to plan and execute the exhibition until its completion. In the meantime, the community's MSME actors constitute the human resources in question. Then, money is required for the expo to take place.

Sources of money for capital acquisition include sponsors, competition registration, MSME players, and personal savings. Thus, the author is interested in organizing an exhibition titled “**POLBENG BUSINESS EXPO**” **Case Study on the Liaison Officer and Business Consultant Role on MSME : Nii Kutchen Bakery**”

1.3 Purpose of the Project

1.3.1 General Purpose

The general objective of the “**POLBENG BUSINESS EXPO**” **Case Study on the Liaison Officer and Business Consultant Role on MSME : Nii Kutchen Bakery**” (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 Specific Purpose

The specific purpose Of this project are expected to be achieved in the writing of this final project are as follows :

1. To creating concept and making business profile of expo and Nii Kutchen Bakery MSME.
2. To creating concept and making promotional video of Nii Kutchen Bakery MSME.
3. To creating concept and making product catalog of Nii Kutchen Bakery MSME.
4. To creating and post marketing promotion of Nii Kutchen Bakery through digital marketing (social media).
5. To creating concept and making Designing Booth of Nii Kutchen Bakery MSME.
6. To making Qris payment method of Nii Kutchen Bakery MSME.
7. To making financial report of Nii Kutchen Bakery MSME.

1.4 The Significance of the Project

The Significance of the Project of this final project, it is hoped that it will be useful for interested parties or related parties. The benefits of this project are :

1. For Entrepreneurs

This reaserch can be used as a material consideration in making decisions about a product's marketing strategy to increase the sales volume of Polbeng Business Expo Case Study on the Liaison Officer and Business Consultant Role on MSME Nii Kutchen Bakery". and other products,especially in the same field.

2. For Researchers

This study can be as additional experience, knowladge, and as a guide to the completion of the final project that became on the requirements for completing the Diploma IV in its International Business Administrations study program, majoring in Business Administrations. It is hoped that this final project can be used as a means to increase the development of author creatuvity and innovation.

3. For the Community

This research is expected to provide insight in the form of a final project that can be used to increase knowladge in studying the activities of a product's marketing process.

1.5 Time And Place of the Project

1.5.1 The project scheduled

The project scheduled to be implemented in October 2024 with two day activities in Bengkalis State Polytechnic with a total of 54 tenants participating, and a joint event with the expo.

1.5.2 Project activities

This project has been carry out on the state polytechnic of bengkalis campus area.

1.6 Writing Syystem

The writing system at this project are carried out for the **“POLBENG BUSINESS EXPO” Case Study on the Liaison Officer and Business Consultant Role on MSME : Nii Kutchen Bakery**” is as follows:

CHAPTER 1 : INTRODUCTION

In this chapter, the author explains the background of the problem, project identification, project objectives and benefits, place and time of project implementation project writing systematics.

CHAPTER 2 : LITERATURE REVIEW

In this chapter, the author describes theories that are relevant to the general theoretical basis of the project, project-specific theoretical basis and framework.

CHAPTER 3 : METHOD AND ACCOMPLISHMENT PROCESS

In this chapter, the author will describe the method and process of completing the project, project preparation plan, project implementation plan, project completion plan, project reporting plan, schedule and cost estimate and project reporting cost estimate

CHAPTER 4 : RESULTS AND DISCUSSION

In this chapter, the author will describe the profile of project activities and reports on the implementation of project activities

which include project preparation, project implementation, project completion, project reporting, and financial reports on project activity implementation

CHAPTER 5 : CONCLUSIONS AND SUGGESTION

This chapter contains a summary of the results of writing in the previous chapters which are written in the conclusion as well as suggestions for improvement in the place of writing