

## **CHAPTER 1**

### **INTRODUCTION**

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

Micro, small, and medium enterprises, commonly abbreviated as MSMEs, are independent small-scale activities run by community groups or families. Small and medium enterprises play an important role in a country's economy, particularly in Indonesia. Micro, Small, and Medium Enterprises (MSMEs) can be seen as a lifeline in the process of a country's economic recovery. Their role as drivers of economic growth and employment is expected to be the initial step in the government's efforts to transform manufacturing across various industries.

In developing countries, micro, small and medium enterprises (MSMEs) play an important role as a source of income, employment, skills development, delivery of goods and services and other things. The development of MSMEs 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 end (Cherkos et al., 2018) in Nafizha Trie Permata Sari (2022).

Micro, Small and Medium Enterprises (MSMEs) were held in business categories such as trade and industry. The definition of MSMEs is not necessarily the same, depending on the country's concept. Each country defines small businesses differently (Marliyah et al., 2022). This definition includes at least two factors, namely aspects of labor absorption and work group performance, which depend on the number of workers absorbed by the company. Strong MSMEs create jobs, increase people's incomes, and support the regional economy. Combining the potential of MSMEs with financial technology that complies with Sharia principles allows the country to achieve economic growth that is inclusive, sustainable, and fair for all levels of society (Menne et al., 2022)

Indonesia is currently developing many similar modern beverages, such as Indonesian Iced Tea, Promise of the Soul, Memory Coffee and others. Due to the abundance of similar beverage companies, businesses are required to stand out in

a competitive market. Companies need to be involved in the process of fulfilling consumers' needs and desires to maintain competitiveness in the beverage business market. The small and medium-sized enterprise (MSMEs) ice tea has experienced rapid growth in Indonesia in recent years. Established in 2018, initially, this MSMEs only focused on producing ice tea on a small scale to serve local customers. However, with the trend of society becoming more concerned about health and fresh beverages, demand for their products continued to increase.

Seeing promising market opportunities, the owner of MSMEs ice tea decided to further develop their business. They use high-quality raw materials and craft unique recipes to create refreshing and delicious ice tea drinks, which are then favored by various consumer groups. Furthermore, this MSMEs continues to innovate by introducing new flavor variants and attractive packaging to cater to the evolving tastes of the market.

Researchers working with other researchers will host an exhibition with the goal of enhancing the reach of the Polbeng Business Expo in order to improve digital marketing for MSMEs. Promotional events are one type of pemasaran activity that is thought to be able to raise awareness of the success of pemasaran.

Therefore, based on the discussion above, the author carried out a project for the general public in Bengkalis, especially at the Bengkalis State Polytechnic with the title **"Polbeng Business Expo (Case Study of Bengkalis Viral Ice Tea MSME)"**

## **1.2 Identification of the Project**

Identification of the project are:

- 1.2.1 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 Bengkalis Viral Ice Tea MSME)"?

## **1.3 Purpose of the Project**

The purpose of the project are:

#### 1.3.1 General Purpose

The general objectives to be achieved in this final assignment are implementation of polbeng business expo.

#### 1.3.2 Specific Purpose

The specific purpose of the project are :

1. Preparing tenant for Polbeng Business Expo
2. Creating 30 video promotion of tenant
3. Creating 30 catalog of tenant
4. Creating the profile of tenant
5. Posting marketing media promotion through social media
6. Creating financial report of tenant
7. Creating QRIS of tenant

### 1.4 Significant of the Project

The significant of the project :

#### 1.4.1 Benefits for Authors:

- a. Broadening insights and knowledge in the researched field
- b. Gaining experience in conducting research activities

#### 1.4.2 Benefits for College Student:

- a. Increased Analytical and Critical Thinking Abilities
- b. Increased Knowledge and Insight
- c. Research Capability Development

#### 1.4.3 Benefit for MSMEs:

- a. Increased Knowledge and Understanding of MSMEs
- b. Increased Visibility and Promotion of MSMEs
- c. Recommendations for MSMEs Development

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

The Time and Place of the project are:

### **1.5.1 Time of Project**

Project implementation will be carried out in the 9th week of the odd semester of 2024. The expo event will be held for 2 days. Apart from that, digital marketing activities will also be carried out for 1 full month. Thus, this series of activities will run in a structured and scheduled manner.

### **1.5.2 Project activities**

The iced tea MSMEs project is planned to be implemented at the Bengkalis State Polytechnic with the theme "Expo of Culinary and MSME" Jl. Bathin Alam, Bengkalis.

## **1.6 Writing Structure**

The writing system project are:

### **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 ACHIEVEMENT PROCESSES**

In this chapter the author will explain the project plan with a project diagram, then continue with the implementation plan and implementation process, implementation plan report and project implementation. Then proceed with the schedule and estimated

costs incurred during the project period, up to the estimated cost of the 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 Polbeng business expo.

#### **CHAPTER 5: CONCLUSION AND RECOMMENDATIONS**

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.