

CHAPTER I

INTRODUCTION

1.1 Background of the Project

In the era of globalization and increasingly sophisticated technology, local economic development is important to improve the community's quality of life. Community's quality of life one effective strategy for improving the local economy is to develop MSME. MSME have great potential in increasing local income and economic development and providing employment opportunities for the community.

MSME are businesses that have an important role in the Indonesian economy, both in terms of employment created and the number of companies. MSME stands for Micro, Small and Medium Enterprises. MSME means businesses or businesses carried out by individuals, groups, small business entities, and households Indonesia as a developing country makes MSME the main foundation of the community's economic sector, this is done to encourage the ability of independence in developing in the community, especially in the economic industry (Blog Gramedia, 2020) cited in (Vinatra *et al.* 2023).

MSME is an economic sector that has an important role in national development (Yuwono *et al.* 2024) .MSME can reduce unemployment and poverty, increasing community prosperity (Yuwono *et al.* 2024). Based on data from the Ministry of Cooperatives and MSME in 2020, the number of MSME in Indonesia reached 64.2 million business units, which contributed 60.34% to the Gross Domestic Product (GDP). Gross Domestic Product (GDP) and 97% of employment opportunities (Ermawati *et al.* 2022) cited in (Yuwono *et al.* 2024)

One example of an effective activity in improving MSME is Expo. Expo MSME is a way organized to promote MSME products and services, as well as provide opportunities for MSME to increase sales and increase public awareness of the importance of MSME in local economic development. Expo, is a platform where small and medium-sized businesses can showcase their products and services

to a wider audience, including potential customers, investors, and partners. The main objective of such events is to provide a platform for MSME to expand their market reach, increase their visibility, and build connections with other businesses and stakeholders.

MSME growth in Indonesia, especially in the food and beverage sector, has contributed significantly to the country's economic development. One example is the Nasi Cokot MSME. Public interest in viral culinary is increasing, this opens up promising business opportunities for entrepreneurs, including the Nasi Cokot MSME. This MSME comes with the spirit to preserve the culinary archipelago and bring happiness through Indonesian specialties.

Nasi Cokot MSME is one of the culinary businesses that has been present in Bengkalis since 2023. According to an article published by IDN Times, “Nasi cokot comes from the Javanese language which means ‘mencokot’ or ‘to bite’. This dish is often found in roadside stalls and is rarely served in fast food restaurants” (IDN Times, 2023). Nasi Cokot is known for its spicy taste and distinctive seasoning, making it a favorite among local people.

According to information on the Cokoto website, “Nasi Cokot is a traditional dish known for its distinctive spicy flavor and delicious seasoning” (Cokoto,2023). A common problem faced by many people is the lack of time to eat breakfast before going to work or school. Many individuals, such as office workers, school children, and factory employees, require a quick and convenient breakfast or lunch. According to an article published by Bikin Laper, “Nasi cokot is a traditional Indonesian dish known for its deliciousness and the story behind it” (Bikin Laper,2024). With a large market for this solution, Nasi Cokot seeks to fulfill this need by offering a dish that is not only delicious but also practical to enjoy in a short time (Cokoto,2023).

Therefore, based on the background description above, the author is interested in conducting a project entitled Final Project on **“POLBENG BUSINESS EXPO (CASE STUDY ON MSME NASI COKOT)”**.

1.2 Identification of the Project

The identification of the project is based on the above background with the title “POLBENG BUSINESS EXPO (CASE STUDY ON MSME NASI COKOT)”. How to organize a business expo?

1.3 Purpose of the Project

The Purpose of this project objectives are divided into two categories of specific project objectives. Project objectives are as follows:

1.3.1 General Purpose

The general purpose of this final project is the implementation of the Polbeng Business Expo following the plan.

1.3.2 Specific Purpose

The specific objectives of this project are:

1. Creating the Profile of MSME.
2. Conduct digital marketing for one month before Expo.
3. Determining Digital Promotion Media, Marketing Videos, and Catlogs
4. Polbeng Business Expo Project Financial Report.

1.4 Significance of Project

The Significance of the Project are :

1.4.1 For the Author

The author has the opportunity to improve skills in organization and event management through planning, coordinating, and implementing the Polbeng Business Expo and its series of events. This project provides hands-on experience in managing and promoting large-scale events while working with various related parties. In addition, the author can expand professional networks by interacting with business people, academics, and the community.

1.4.2 For Campus

Politeknik Negeri Bengkalis supports the development of student creativity in the business field through innovative final projects. Polbeng Business Expo is an inspiring platform that encourages students to continue to improve their abilities

and creativity, especially in facing the challenges of the business world in the future, especially in the MSME sector. Through this activity, the campus shows its commitment in producing a generation that is creative, innovative, and able to make a real contribution to the national economy..

1.4.3 For Other Parties

MSME players get the opportunity to introduce their products, expand business networks, and share insights and innovations with other business actors. This Expo is expected to make a positive contribution to the local economy by increasing the visibility and competitiveness of MSME products. In addition, the public can explore quality local products, as well as gain new information and insights regarding innovations in the MSME sector.

1.5 Time and Place of Project

Project Time and place of the project are :

1.5.1 Time and Place

The implementation of this project will take place on October 30 and 31, 2024 at Politeknik Negeri Bengkalis right in front of the Commercial Administration Building.

1.6 Writing System

Systematics of writing carried out to carry out the project on "POLBENG BUSINESS EXPO (CASE STUDY ON MSME NASI COKOT). Is as follows:

CHAPTER 1 : INTRODUCTION

In this chapter, the author describes the project background, project identification, project objectives, and benefits. Additionally, the place and time of project implementation and the systematic writing of the project report are also outlined.

CHAPTER 2 : LITERATURE REVIEW

In this chapter, the author presents the theories relevant to the general theoretical basis of the project, the project-specific theoretical basis, and the framework for understanding the basics of the project that will be further elaborated.

CHAPTER 3 : METHOD AND PROCESS

In this chapter, the author describes the method and process of completing the project, including the project preparation plan, project implementation plan, project completion plan, project reporting plan, schedule and cost estimate, and project reporting cost estimate to ensure project success.

CHAPTER 4 : RESULTS AND DISCUSSION

In this chapter, the author describes the project activity profile and project activity implementation report, covering project preparation, project implementation, project completion, project reporting, and project activity implementation financial statements to provide a more comprehensive picture.

CHAPTER 5 : CONCLUSIONS AND SUGGESTION

This chapter contains a summary of the results and conclusions of the previous chapters, as well as suggestions for improvement and further development.

REFERENCES

APPENDICES

WRITER BIOGRAPHY