

# **CHAPTER I**

## **INTRODUCTION**

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

The MSMEs expo activity on the Bengkalis State Polytechnic campus is an activity to help introduce products, in the city of Bengkalis to be better known in terms of any circle and also the existence of this expo event can also increase income, especially for MSMEs in Bengkalis. The implementation of this expo activity is aimed at fostering empathy and concern for the activities of the Bengkalis state polytechnic academics towards the MSMEs of the Bengkalis community and the sustainable development needed to increase the value of products with digital marketing.

This activity is expected to be a new experience to increase knowledge, International Business Administration, and awareness of social life. Almost the importance of digital marketing to the business being run which is able to provide motivation and innovation in the field of digital marketing. The more competition in business, business people must be smart in managing digital marketing to stay ahead of business.

According to (Saputri et al., 2023) Marketplaces or online markets have become the main platform for Indonesian micro, small and medium enterprises (MSMEs) to increase their income. It is possible that the number of internet users in Indonesia will increase and exceed 170 million by 2022. In this context, MSMEs that want to grow and develop in the digital era must be able to adapt to technological advances that continue to grow.

Digital marketing has become a critical factor for businesses looking to gain competitive edge in today's increasingly dynamic and interconnected corporate environment According to Beig & Khan (2018) in Noori Hisham et al., (2023). The rapid development of technology has fundamentally changed the way companies interact with their target markets, making the transition to digital marketing very important related to others (Grewal et al., 2020).

Marketing is a system of business activities designed to plan, price goods and services, promote and distribute products that can satisfy consumer desires in achieving company goals According to Stanton (2013) in Sundari Sri et al., (2022). Marketing is the main thing in doing a business. To improve and develop a business, one of the factors needed is mature and reliable marketing activities, because entrepreneurship needs creativity and innovation when marketing a product or service from a business. Without mature and reliable marketing, a business can fail, especially in the current industry 4.0 era and towards the society 5.0 era, all lines have begun to transform from conventional to digital and internet of thing (IOT) related to other Hendarsyah (2019).

Waroeng Roti & Kue Ak is one of the MSMEs that has been operating since 2020, but is still lacking in digital marketing. By holding an exhibition for small and medium enterprises (MSMEs) in Indonesia, especially in Bengkalis Regency, it will help businesses gain a better understanding of how to implement digital marketing strategies today.

Waroeng Roti & Kue Ak, an MSME engaged in cake and bread production, can use digital marketing to increase their online visibility and boost sales. By having a responsive and easy-to-use platform and a strong presence on various social media channels relevant to their target audience, they can attract potential buyers and build their audience's trust through informative and engaging content. In addition, they can use social media platforms to promote their products and raise public awareness on issues.

Using events such as this expo activity aims to introduce MSME products, increase sales, and build brand awareness so as to create a brand image. Expo can be organized well and achieve its goals by involving many people to learn the materials and practices. This expo is intended to provide knowledge and experience to the community and students who want to start a business and create jobs to improve the economy.

Business opportunities in the field of EO should be attractive to students or new graduates. This EO business does not require large capital and can be done by anyone with various formal education backgrounds. An EO suit business only

requires an idea or concept and a wide network of friends, unlike other businesses that require large start-up capital, business premises, and labor. It doesn't even need a place like an office or a special workspace to start an EO business; you can start it from home using your PC or laptop and optimize your presentation to potential clients. For everyone who wants to start an EO business, the following things can be the starting capital: (1) love; (2) creative ideas; (3) adding friends and relations; (4) promotion and business cards; and (5) courage.

Any work that a person does will not produce optimal results if it is done with compulsion or half-heartedly. Very important to start a business in the field of EO services is a professional spirit. People who work in EO often experience work pressure because they often interact with other people, provide services, and deal with many consumer desires. However, if all of that is done with the love of work and profession, then all obstacles that might hinder the work will be avoided.

The officer responsible for connecting delegate guests with the organizing committee is called a Liaison Officer. A Liaison Officer must possess a wide range of skills, knowledge and the art of good communication to perform their duties well. They should clearly and timely convey the preferences and needs of delegate guests to the organizing committee. To ensure that guests feel valued and comfortable during the event, a good Liaison Officer should not only be able to communicate with others, but should also be friendly and professional. Thus, a good Liaison Officer is not only a bridge of communication, but also plays an important role in creating a positive experience for delegates.

Based on the problems that occur, it can be concluded that there needs to be an increase in capacity and quality in running micro, small and medium enterprises MSME. In the digital era of business, there is a particular need to have wider access to customers and be smarter with information technology. Thus, the author will carry out a project that is beneficial to the general public in Indonesia, especially in bengkalis, with the title **“Polbeng Business Expo (Case Study on the Liaison Officer and Business Consultant Role On MSME Waroeng Roti & Kue AK)”**

## **1.2 Identification of the Project**

Based on the background above, the problem formulation that the author will raise are:

1. How to conduct a Polbeng business expo and make the event successful.
2. How to run operational activities of MSME *Waroeng Roti & Kue AK*.

## **1.3 Purpose of the Project**

### **1.3.1 General Purpose**

The general objective to be achieved in this final project is to organize a business polbeng expo to promote the marketing of Bengkalis community MSME by introducing digital marketing to business stakeholders to achieve sustainInternational Business Administrastionlity.

### **1.3.2 Specific Purpose**

The specific project objectives that are expected to be achieved in writing in this final project are as follows:

1. To Organize an expo for MSME tenants.
2. To improve MSME strategies through digital marketing media (Social Media).
3. To assist in creating a profile of MSME in video and written formats.
4. To assist in creating product catalog of MSME *Waroeng Roti & Kue AK*.
5. To assist in creating promotional videos of *Waroeng Roti & Kue AK*.
6. To assist in creating financial report of MSME *Waroeng Roti & Kue AK*.

## **1.4 Significance of the Project**

This project is expected to be useful for interested parties or related parties, the benefits of this project “**Polbeng Business Expo (Case Study on the Liaison Officer and Business Consultant Role On MSME *Waroeng Roti & Kue AK*)**” :

1. For the Author

This thesis will be used to help gain experience, broaden horizons, and provide guidance in completing the dissertation which is one of the requirements for completing the Applied Bachelor's program of the

Department of International Management. Identify and solve project-related problems and apply lessons learned.

2. For Entrepreneurs

This project aims to increase Warung AK's visibility to attract more customers. It also provides comprehensive financial reports for the business. These reports will help in managing capital and making strategic decisions.

3. For Other Parties

The aim of this thesis is 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**

The time and place of the project was held on:

### **1.5.1 Time is project**

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 is Project**

The *Waroeng Roti & Kue AK* MSME project was carried out at the Bengkalis State Polytechnic, with the theme "Expo of Culinary and MSMEs" at Jl. Bathin Alam, Sungai Alam, Bengkalis Riau. The project was implemented in September 2024.

## **1.6 Writing System**

Systematically, the contents of this report are organized as follows: first, an explanation of the roles and responsibilities of a business consultant, and second, a job summary that includes the skills and knowledge required as well as the positive impact that can be provided to clients.

## **CHAPTER 1: INTRODUCTION**

In this chapter, the author describes the background of the project, project visits, project objectives and benefits, the place and time of the project and the systematics of writing a project report in an undergraduate thesis.

## **CHAPTER 2: LITERATURE REVIEW**

In this chapter, the author explains the theories that are relevant to the main material in the final Project is to explain the expo business polbeng on bengkalis MSME.

## **CHAPTER 3: METHODS AND PROCESSES OF ACHIEVEMENT**

In this chapter, the author explains the plan with a project diagram, then continue with the implementation plan and implementation process, implementation plan and project implementation report. Then continue with the schedule and estimated cost incurred during the project period, to the estimated cost of the undergraduate thesis.

## **CHAPTER 4: RESULTS AND DISCUSSION**

In this chapter, the author describes the project profile and activity implementation report consisting of project preparation, activity implementation, implementation report, and activity implementation report implementation, implementation report, and activity implementation report.

## **CHAPTER 5: CONCLUSION AND SUGGESTION**

This chapter contains a summary of the results of the writings in the previous chapters written in conclusions as well as suggestions for improvement in lieu of writing.