

CHAPTER I

INTRODUCTION

1.1 Background of the Project

At this time the challenges and obstacles faced in the business world are getting bigger and continue to advance in all fields. One of the rapidly developing business activities is in the beverage business sector. For this reason, the author must make the best use of it, the author can continue to develop by implementing strategies to maintain business continuity.

Today's increasingly rapid and sophisticated business development causes entrepreneurs to continue to compete so that their products are not out of date and not less competitive (Sisca & Maulana, 2023). Micro, small and medium enterprises (MSMEs), in addition to other fiscal and monetary considerations, have a significant proportion in Indonesia's business sector during the course of its economic growth according Adrian (2019) in Tresnasari & Zulganef (2023). The role of the community is a reference in supporting the economy, especially in the Micro, Small and Medium Enterprises (MSMEs) sector. The position of MSMEs in the national economy has an important and strategic role.

The era of information technology, according to Setiadi (2019) in Ago et al (2023) online marketing has become one of the most popular options for Micro, Small, and Medium-Enterprises (MSMEs) seeking to improve sales of their products or services. According Asra et al (2023) the development of internet technology can provide opportunities in the digital world by collaborating and creating new marketplaces, and is also a network in the business world in marketing products that have no boundaries that make companies starting to pay attention to the need to market products or services using the internet. According to Rzehind (2019) in Mujayana & Santoso (2022) revealed that the use of digital marketing can increase the marketability of MSME products. One of the digital marketing implementations is the use of Instagram, Facebook, WhatsApp, and other social media.

Increase public awareness to use local Indonesian products or services. Technological changes have a big impact on instant life and continue to follow trends, especially for the younger generation or even people who are already old. To anticipate this impact, an exhibition or expo activity was held to increase MSMEs in Bengkalis. A business exhibition or what we often hear as an expo is an event designed to bring together suppliers of products, industrial equipment and services in a place where participants can demonstrate and promote the products and services they offer.

The beverage business is endless and can even be made as a promising business opportunity. One simple business with a relatively cheap and affordable price suitable as a fresh drink is sugarcane water. Sugarcane water is one of the most popular drinks in Bengkalis City, especially in Air Putih Village (Alfira & Pratama, 2023). Sugarcane water is a golden yellow fresh drink with a naturally sweet taste and has become an inseparable. The traditional drink is timeless and always popular, making it a promising business option with great profit potential. Despite its great potential, the sugarcane water business also faces several challenges. Intense competition, especially in crowded locations, is one of the main challenges. In addition, weather factors and the quality of raw materials also need to be considered.

However, behind these challenges, there are opportunities that are no less interesting. Product innovation and utilization of social media for promotion can be the key to success in the sugarcane water business. With the right strategy, hard work, and dedication, the sugarcane water business can be a sweet and refreshing business, not only for consumers, but also for the perpetrators. The Es Tebu Ratman business in Air Putih Village presents an opportunity with little capital, abundant raw materials and the potential for huge profits. Take advantage of this opportunity to build a business that is not only profitable, but also healthy and environmentally friendly. From the background description above, the author is interested in conducting a thesis project with the title **"Polbeng Business Expo (Case Study on Es Tebu Ratman MSME)"**.

1.2 Identification of the Project

Based on the background described above, the project identification that will be discussed in this project how the Polbeng Business Expo will be implemented and how MSMEs will operate during the expo?

1.3 Purpose of the Project

The purpose of the project Polbeng Business Expo are:

1.3.1 General Purpose

The general purpose of the project is to achieved is to organize and implementation the Polbeng Business Expo to improve MSME with the topic of digital media and implement it to realize an exhibition that it with the plan

1.3.2 Specific Purpose

The specific purpose that are expected to be achieved in writing the project with the tittle Polbeng Business Expo (Case Study on Es Tebu Ratman MSME) are:

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

1.4 Significance of the Project

The significance of doing the Polbeng Business Expo (Case Study on Es Tebu Ratman MSME) are:

1. For the author

In writing this project, it is hoped that the author can increase knowledge and experience for the author both in theory and practice, regarding business

marketing strategies in MSMEs, and can find out the stages of preparation, implementation, and completion of the Polbeng Business Expo activities.

2. For the Institutions

This thesis can increase student creativity in carrying out business activities, especially developing MSMEs in Bengkalis. In addition, it is for institutions reference material in working on subsequent projects with the same project.

3. For the Other Parties

Sugarcane drinks are refreshing and affordable drinks that can be enjoyed by everyone. Sugarcane beverage MSME projects can help meet people's needs for refreshing and affordable drinks. Sugarcane beverage MSME projects can help preserve culture by providing traditional drinks that can be enjoyed by the younger generation.

1.5 Time and Place of Project Implementation

The time and place of implementation of the Polbeng Business Expo (Case Study on Es Tebu Ratman MSME) are:

1.5.1. Time and Place

The Polbeng Business Expo activity was carried out on October 30-31, 2024. The activity will be carried out for 2 days.

1.5.2 Project Activities

The project activities will be held in the area around the Bengkalis State Polytechnic, specifically around the trade administration building. Digital marketing process activities, catalogues, video creation will be carried out at the residence of the MSME.

1.6 Writing System

The systematic writing of the final project Polbeng Business Expo (Case Study on Es Tebu Ratman MSME) are as follows:

CHAPTER 1: INTRODUCTION

In this chapter, the writing explains the background of the project, project identification, project objectives, project benefits, place of project implementation and the systematics of project writing in the thesis report.

CHAPTER 2: LITERATURE REVIEW

In this chapter the author describes the theories related to the discussion. The theories described are general theory and specific theory.

CHAPTER 3: METHODS AND ACCOMPLISHMENT PROCESS

In this chapter the author describes the identification of project preparation plans, project implementation plans, project completion plans, project reporting plans which include reports on the implementation of project activities and financial reports on the implementation of project activities, schedules and cost estimates, and project report cost estimates.

CHAPTER 4: RESULT AND DISCUSSION

In this chapter the author discusses the profile of Polbeng Business Expo and Profile of tenant, reports on the implementation of project activities which include project preparation, project implementation and project accomplishment.

CHAPTER 5: CLOSING

In this last chapter the author summarizes the results of the final project from the previous chapters written in a conclusion, as well as suggestions as recommendations for improvement at the project site.