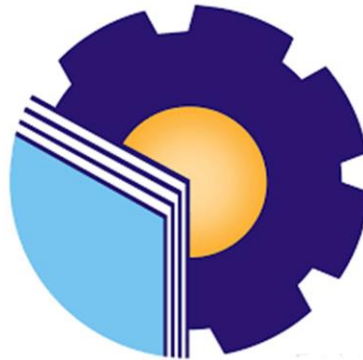


**UNDERGRADUATE THESIS**

**POLBENG BUSINESS EXPO  
(CASE STUDY ON ES TEBU RATMAN MSME)**

*As Part of Fulfillment of the Requirements to Obtain an Applied Bachelor's  
Degree in the International Business Administration Study Program at the  
Department of Business Administration*



**By:**

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2025**

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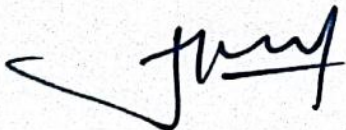
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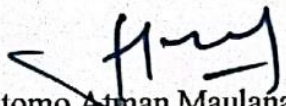
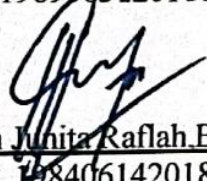
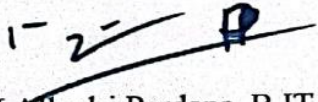
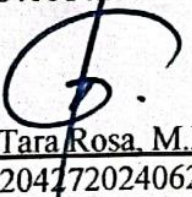
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*As Part of Fulfillment of the Requirements to Obtain an Applied Bachelor's  
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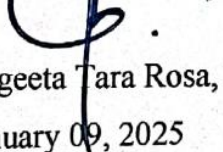
  
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## ACCEPTANCE SHEET

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## DECLARATION SHEET

I certify that this undergraduate thesis is purely my own work and no work has ever been done to obtain an Applied Bachelor degree at State Polytechnic of Bengkalis and to the best of my knowledge there are also no works or opinions that have ever been written or published by other, except in written source mentioned in the text and in the bibliography

Bengkalis, January 09<sup>th</sup>, 2025



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# **POLBENG BUSINESS EXPO (CASE STUDY ON ES TEBU RATMAN MSME)**

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## **ABSTRACT**

The purpose of this final project is to implementation Polbeng Business Expo, identifying for tenant to participate in Polbeng Business Expo, creating promotion video, creating catalog, creating the video profile, posting marketing media promotion, creating financial report, and creating QRIS for “Es Tebu Ratman” MSME. This final project use 3 methods consisting of a project preparation, project implementation, and project accomplishment. The result of the implementation of this final project are the implementation of the Polbeng Business Expo has been completed, getting “Es Tebu Ratman” MSME, making video profile, making catalog, making promotion video, posting marketing media promotion through social media (Whatsapp and Instagram), making financial reports for 1 Month and 2 days activities, making QRIS for MSME have been carried out. Location MSME in Panglima Minal Street, Air Putih. The obstacle in implementation of “Es Tebu Ratman” MSME is MSME owners are old enough to understand less about social media and the solution is MSME owner hand over the promotion of MSMEs to the author to manage. The implementation of project Polbeng Business Expo is October 30-31, 2024.

**Keywords:** Polbeng Business Expo, Looking Tenant, Promotion Video, Catalogs, Profile, Posting Marketing, Financial Report, QRIS.

## DEDICATION SHEET

*” Indeed, what Allah has for you is the best for you, if you only knew”*

*(An-Nahl 16:95)*

Thanks to Allah SWT, for giving me strength and equipping me with knowledge.

Thanks to Your love, compassion, and guidance, and Your guidance that has given me strength, health, enthusiasm, and never give up, and blessed me with the gifts You gave. After facing many obstacles, for the grace and ease that you provide, finally this simple thesis can be completed on time. Shalawat and salam always poured out to the Prophet Muhammad SAW.

In memory of my beloved parents, whose love and encouragement have always been a motivation in my every endeavor, who taught me the true meaning of love and sacrifice. Hopefully in the next life you will still be my parents again and please live longer. I miss you both more than words can say.

To my dear sister, thank you for being everything to me, you have filled the void in my life, where I seek refuge, and where I find strength. You are not only my sister, but also my best friend and my parents. Thank you for enduring until now and please live longer.

To my mother's extended family, thank you for helping me in my difficult times, thank you for all your love, care, support, and thank you for not judging my life journey.

Mr. Hutomo Atman Maulana, S.Pd., M.Si as my best supervisor, thank you for your help and direction during the thesis making process, providing support, teaching from not knowing to knowing, providing advice until my thesis is finished.

To the person who has grown the most, Rizki Amelia. With gratitude, I dedicate this to myself, the dreamer and the fighter. Thank you for never giving up on your dreams, even when times were tough. This achievement is a testament to your resilience and determination.

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During the preparation of this thesis, the author received much prayer, support and guidance from various parties, both directly and indirectly. So on this occasion the author would like to thank:

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5. Mr. Hutomo Atman Maulana, S.Pd.,M.Si as a Thesis Advisor in the International Business Administration Study Program.
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15. All parties who have helped in the implementation and preparation of this thesis that cannot be mentioned one by one. May everything they have given and contributed to the author during the making of this thesis be a good deed and get a reward from Allah SWT. Aamiin.

The author realizes that there are still many shortcomings in this thesis. Therefore, the author expects constructive criticism and suggestions for the sake of the perfection of this thesis. The author hopes that this thesis can be useful for readers as a reference or making a better thesis in the future.

Bengkalis, January 09<sup>th</sup>, 2025



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# **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.



## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 General Theory of the Project**

The previous research is one of the author's references in conducting research so that the author can obtain the theory of the research being carried out. The following are the findings of previous research in the form of several journal articles related to the research conducted by the author.

The first research used as a reference is research conducted by Ago et al (2023) with the title Selection of Marketing Strategies through Online Marketing Platforms for MSMEs. Where in the study it is known that the selection of marketing techniques using internet marketing platforms is one of the most successful ways for micro, small and medium enterprises (MSMEs) to increase sales and consumer loyalty. Overall, choosing marketing techniques using online marketing platforms is one of the most efficient ways for MSMEs to increase sales and customer loyalty.

The second research that is used as a reference is research conducted Ijomah et al (2024) with the title Innovative digital marketing strategies for SMEs: Driving competitive advantage and sustainable growth. The results showed that the importance of innovative digital marketing strategies for small and medium-sized enterprises (SMEs) to achieve competitive advantage and sustainable growth. Key techniques include content marketing, social media marketing, email campaigns, and data-driven analytics, which increase online visibility and customer engagement. SMEs were encouraged to adopt cost-effective approaches to overcome challenges such as limited budgets.

The third research used as a reference is research conducted by Tezkan & Polat (2023) with the title Hosting an EXPO Event as an Urban Strategy. EXPO serves as an effective promotional avenue for a country by providing a platform to showcase its achievements, culture, and innovations to the world. Through these events, host cities can strengthen their global image, attract investment, and raise

awareness of global issues. In addition, EXPOs also create opportunities for cities to compete for international attention, which in turn can bring long-term economic and social benefits.

The fourth research used as a reference is research conducted by Basnet & Auliya (2022) with the title Digital Marketing Strategy through Social Media in Organizing the 2022 Inacraft Event. The journal discusses digital marketing strategies through social media in the INACRAFT 2022 event. Digital marketing through Instagram, Facebook, and YouTube is used with a focus on benefits such as time, budget, and scope that are superior to traditional marketing. Social media management is carried out with content preparation, posting, and evaluation to obtain benefits such as direct sales, direct marketing, and delivery of real-time information.

The fifth research that is used as a reference is Raji et al (2023) with the title Digital Marketing in Tourism: A Review of Practices in The Usa and Africa. Promotional strategies using social media platforms in digital marketing in the United States and Africa have similarities and differences. In the United States, tourism destinations focus on sharing compelling visuals, travel stories, and direct interaction with potential visitors. This approach aims to create a sense of community and increase audience engagement. In both regions, social media is being used as a tool to build communities, increase engagement and promote destinations in an interactive and engaging way.

## **2.2 Specific Theory of the Project**

### **2.2.1 Marketing Management**

#### **2.2.1.1 Definition of Marketing Management**

According to Riski (2018) in Taufik (2022), marketing management organizes marketing activities, managing marketing is very important for businesses. According to Yulianto et al (2024) marketing management is a vital and constantly evolving field, demanding a comprehensive understanding of markets, consumers, and competitive strategies.

#### 2.2.1.2 The Purpose of Marketing Management

According to Yulianto et al (2024) the purpose of marketing management is to achieve consumer satisfaction and maximize business profitability. This is achieved through several specific purpose:

1. Value Creation

Marketers aim to create value through the products or services offered. This value can take the form of product quality, innovation, or a unique customer experience.

2. Strategy Development marketing management involves developing effective strategies to reach target markets, including market segmentation, product positioning, and promotional strategies.

3. Customer Relationship Management (CRM)

Maintaining long-term relationships with customers is essential. CRM involves collecting customer data, analyzing purchasing behavior, and developing strategies to maintain customer loyalty.

4. Market Analysis and Monitoring

Effective marketing requires constant monitoring and analysis of market trends, competition, and consumer preferences to adjust marketing strategies as needed

5. Brand Awareness and Positioning

Building and maintaining brand awareness is a key element to attracting and retaining customers. A strong brand position in the market can provide a competitive advantage.

#### 2.2.1.3 Marketing Mix 7P

The marketing mix according to the statement of Kotler and Armstrong (2008) in Zulfa et al (2022) is a set of controlled tactical marketing tools combined by companies to produce the desired response in the target market. Kotler and Keller (2008) in Zulfa et al (2022) mention that there are 7 factors in the marketing mix strategy which will be described one by one as follows:

1. Product

Products can be defined as everything that is offered to the market in order to satisfy consumer wants or needs. The success of a company's product in the eyes of consumers is that if the product is able to provide satisfaction to customers, the company will be seen and considered successful.

2. Price

Price can be defined as an amount of money that has an exchange rate and is used in order to benefit from owning or using a product or service. According to Stanton's opinion in Zulfa et al (2022), there are four indicators that characterize price, namely, price affordability, price competitiveness, price compatibility with product quality, and price compatibility with benefits.

3. Place

Place has an important role in helping companies to ensure their products. Places or distribution channels are various activities carried out by companies in order to make the company's products easy to obtain and available to target customers.

4. Promotion

Promotion is a variety of activities carried out by companies in order to communicate and promote their products to target markets. Meanwhile, the process of promotion itself is to communicate the company's program to the consumer community through several methods or variables.

5. People

The importance of the role of people is in providing quality service to customers. The dimensions of Service Quality (Servqual) by Parasuraman in Zulfa et al (2022) are divided into five dimensions including: Tangibles (physical evidence), Reliability, Responsiveness, Assurance and Empathy.

6. Process

Process is a real procedure, a mechanism, and a flow of activities that are delivered and are a presentation system for the company's service operations. All existing work activities are a process, and the process

involves procedures, activities, tasks, schedules, mechanisms, and routines by which a good or service is distributed to customers.

7. Physical Evidence

Physical evidence according to Nirwana Andi in Zulfa et al (2022) is a supporting facility and is part of service marketing which has a quite important role.

2.2.2 Promotion

2.2.2.1 Definition of Promotion

According to Kotler and Armstrong (2012) in Oetama et al (2023), promotion is an element used to inform and persuade the market about new products or services at the company through advertising, personal selling, sales promotion, and publication. Promotion is one of the marketing strategies carried out to increase sales. Promotion according to Swastha and Irawanin Oetama et al (2023) is a one-way flow of information or persuasion to direct a person or organization towards actions that create exchanges in marketing.

2.2.2.2 Types of Promotion

According to Patria (2023) promotion is divided into several types including the following:

1. Traditional Promotion

Traditional promotion is a promotion that has been carried out from ancient times until now. This promotion method is by distributing brochures, pamphlets, sticking stickers, billboards, utilizing print media such as newspapers and magazines, and utilizing digital media such as radio and television.

2. Digital Promotion

Today's digital era makes everyone use social media in all activities. It is no wonder that many business people today utilize social media to do promotions. Whether through Instagram, YouTube, Twitter, Facebook, and Twitter.

3. Direct Promotion

Direct promotion or direct marketing is a promotional activity that is carried out face-to-face and communicates directly with customers or potential customers. This type of promotion is quite effective because it can persuade and invite potential customers to use the products offer.

4. Endorsement

Endorsement is similar to digital marketing by utilizing social media to promote products. However, the difference is that this type of promotion collaborates with influencers or artists to promote your product through their personal social media.

2.2.2.3 Promotion Strategy

Promotion strategy is the planning, implementation and control of communication from an organization to consumers and other targets. According to Lamb et al (2009) in Haitami & Napisah (2022), "a promotion strategy is a plan for the optimal use of promotional elements: advertising, public relations, personal selling, and sales promotion".

1. Digital Marketing

Digital marketing is one of the media that is often used by business actors because of the new ability of consumers to follow the flow of digitalization, some companies are gradually starting to leave the conventional marketing model and switch to modern marketing switch to modern marketing (Maulana & Asra, 2022).The goal is to conduct marketing activities and build and develop relationships with customers so that they continue to exist.

2. Catalog

According to Andre (2023), this catalog contains details of the essential goods or services of a business. Product details included in the catalog include product features, description, dimensions, price, weight,

availability, color, customer reviews, and others. Product catalogs are useful for helping customers make purchasing decisions.

According to Andre (2023) there are several types of catalogs that are often used in business, as follows:

a. File Catalog

A file catalog is a catalog that consists of a set of cards bound in an album. This type of catalog is superior because you can use different types of catalogs for different products.

b. Book Catalog

The type of catalog is the most widely used by well-known businesses. Each business product is compiled into a book-shaped catalog. Book catalogs are preferred because they are easy to use and reprint. Sales teams also like book catalogs because they are easy to distribute to customers.

c. Card Catalog

Card catalogs are similar to library catalogs. All product descriptions are recorded on a 7.5 x 12.5 cm card. The advantage of a card catalog is that you can easily insert new data into an existing set of cards. However, the disadvantage of a card catalog is that the catalog drawer can only store one type of data.

d. Online Catalog

Along with the times, online catalogs or what is often known as e-catalogs have also emerged. E-catalogs are superior because they contain complete information about the products or services offered, starting from the type, brand, complete specifications, quantity of goods and services offered and product prices.

3. Video Profile

According to Saputra (2020) in Huda et al (2023) profile video is a recording that is broadcast on audio media in other visual form, which is used for the content of the profile of an agency, region, and even a tourist



attraction. The use of profile video is commonly used to promote regions, product, and promote to a particular company. Video profiles or other terms company profiles are creative and innovative solutions for various needs, especially for promotional media needs (Aan et al., 2017) in Huda et al (2023)

#### 4. Promotion Video

According to Adi (2021) in Huda et al (2023) video is the technology of capturing, recording, processing, storing, transferring, and reconstructing sequences of still images by presenting scenes in motion digitally. Meanwhile, according to Batubara (2013) in Ahmad et al (2024) Video is the technology of recording, processing, storing, moving, and reconstructing sequences of still images electronically so that video shows look like moving images.

#### 2.2.3 Sponsor

##### 2.2.3.1 Definition of Sponsor

According to Gultom, et al (2019) in Augusta et al (2023) sponsorship is the support of both funds and products carried out by individuals and organizations by expecting positive reciprocity. This activity aims to benefit both parties so that later it can increase product exposure, company image, and brand awareness.

##### 2.2.3.2 Benefits of Sponsorship

According to Muhtadi (2023) there are several benefits of sponsorship that are most commonly used including the following:

##### 1. Increase Brand Popularity

Sponsorship can help increase brand popularity by providing wide exposure to relevant audiences. When the brand name appears in the context of an event or activity favored by the target market, it can create a positive impression and make the brand more memorable.

##### 2. Enhances Brand Reputation

Sponsorship can also enhance brand reputation. By supporting events or initiatives that are respected by society, companies can associate themselves with positive values and gain recognition as an entity that cares about the community and the environment.

3. Superior to Competitors

In a fierce business competition, sponsorship can provide a competitive advantage. By making good use of sponsorship opportunities, companies can stand out and attract attention more than their competitors.

4. Increase Product Sales

Effective sponsorship can have a direct impact on product sales. When audiences see the connection between a brand and an event or athlete, it can encourage them to try or buy the sponsored product.

5. Brand Differentiation

Sponsorship can help in brand differentiation from competitors. It can create a unique brand image and portray the company as different and special in the eyes of consumers.

## 2.2.4 Financial Management

### 2.2.4.1 Definition of Financial Management

According to Purwanti and Prawironegoro (2014) in Jaya et al (2023), provide an understanding of financial management, namely "the activities of company owners and management to obtain capital as cheaply as possible and use it effectively, efficiently, and as productively as possible to generate profits". According to Riyanto (2008) in Jaya et al (2023) financial management is all business activities in obtaining funding at the minimum possible cost on the most favorable terms and using these funds as efficiently as possible.

### 2.2.4.2 Financial Statements

According to Jaya et al (2023) financial statements are reports of financial position, Profit / Loss, and Cash Flow (Funds). According to Hasan et al (2022)

explain that a financial report is a written document or record that conveys business activities or activities and financial performance in a company.

#### 1. Balance Sheet Report

According to Rofiyandi (2022) the function of the balance sheet is essentially to assess the company's financial health, forecast the state of cash flow in the future, and serve to analyze the company's liquidity and financial flexibility. The following are the functions of the balance sheet:

- a. Serves as a tool used to analyze changes in the financial condition of a company periodically from year to year. So, from the balance sheet report we (the company) can find out how the company is developing in terms of its financial condition.
- b. Serves as a tool to analyze the liquidity (the company's ability to return debt in the form of liquid or liquid funds) of a business entity so that the company's ability to carry out its obligations with liquid assets is known.
- c. Serves as a tool to analyze the ability of a company to pay off short-term debt before maturity. The balance sheet is very important to see if the company is able to pay its short-term debt by looking at its assets and compared to its liabilities or debts.

#### 2 Income Statement

Income statement or profit and loss statement (Rofiyandi 2022) is part of the financial statements of a company generated in an accounting period that describes the elements of the company's income and expenses so as to produce a net profit or loss. According to Hasan, et al (2022), the income statement is a report commonly used by companies to find out how the financial condition of the company's profits and losses.

## 2.2.5 Expo

### 2.2.5.1 Definition of Expo

According to Kuncoro (2022) Expo or trade shows are generally targeted at industries and people involved or interested in those industries. Participation in trade show or tradeshow events can be a great way to advertise and sell products and services directly to the target market and also create brand awareness. An expo or exhibition is also open to a wide range of people and the general public. It gives businesses and entrepreneurial start-ups the opportunity to promote products or services to a wider group that may not have or have little information about them.

### 2.2.5.2 Benefits of Joining an Expo

Joining an expo has many benefits, including:

#### 1. Increased visibility

Expos provide an opportunity to showcase products or services more clearly to consumers. At expos, businesses can interact with consumers and open discussions about their products.

#### 2. Increase branding

By attending expos, the company will be recognized by more people. The more people who know about the company, the more product branding will increase, which can help build public trust in the product.

#### 3. Get more precise target consumers

Expo visitors are generally people who are already familiar with the product or service, making it more suitable as a target market. This is different from doing promotions in public places, where people who receive information can be diverse.

#### 4. Improve product quality

Companies that participate in expos tend to display their best products to win the best impression from visitors. In addition, seeing other competitors at the expo can encourage companies to improve the quality of their products.

#### 2.2.6 Micro, Small and Medium Enterprises (MSMEs)

MSMEs or Micro, Small and Medium Enterprises are one of the drivers of economic growth in Indonesia, MSMEs have succeeded in increasing Indonesia's economic growth by attracting existing and available labor in Indonesia according Hamzah et al in Rimadiaz et al (2023). Based on Law. Number 20 of 2008 concerning Micro, Small and Medium Enterprises -last amended by Law. Number 11 of 2020 on Job Creation - defines:

- a. A micro enterprise is a business with a net worth of up to IDR 50,000,000, excluding the land and building where the business is located. The maximum sales revenue of a micro business is IDR 300,000,000 per year.
- b. Small business as an independent economic enterprise owned by individuals or groups, also not as a business entity part or branch of a company. Business sales results between IDR 300,000,000.00 to IDR 2,500,000,000.00 annually.
- c. Medium-sized business as a business that is not a branch or subsidiary of a company with sales results ranging from IDR 2,500,000,000.00 to IDR 50,000,000,000.00 annually.

#### 2.2.7 Quick Respond Code Indonesia Standard (QRIS)

##### 2.2.7.1 QRIS Definition

According to Paramitha (2020) in Salim and Nopiansyah (2023) QRIS is the only payment QR Code standard for payment systems in Indonesia developed by Bank Indonesia with the Indonesian Payment System Association (ASPI). Bank Indonesia officially released a standard for the use of the Indonesian QR Code or QRIS. Every QR-based Payment System Service Provider (PJSP) provider is required to use QRIS which is regulated by Bank Indonesia in the provisions of the Member of the Board of Governors Regulation (PADG) No. 21/18/2019 concerning Implementation of the QRIS International Standard for Payments.

### 2.3 Framework of the Project

The project framework entitled "Polbeng Business Expo (Case Study on Sugarcane Water MSME)" is illustrated in the Outline Figure 2.1 are as follows:

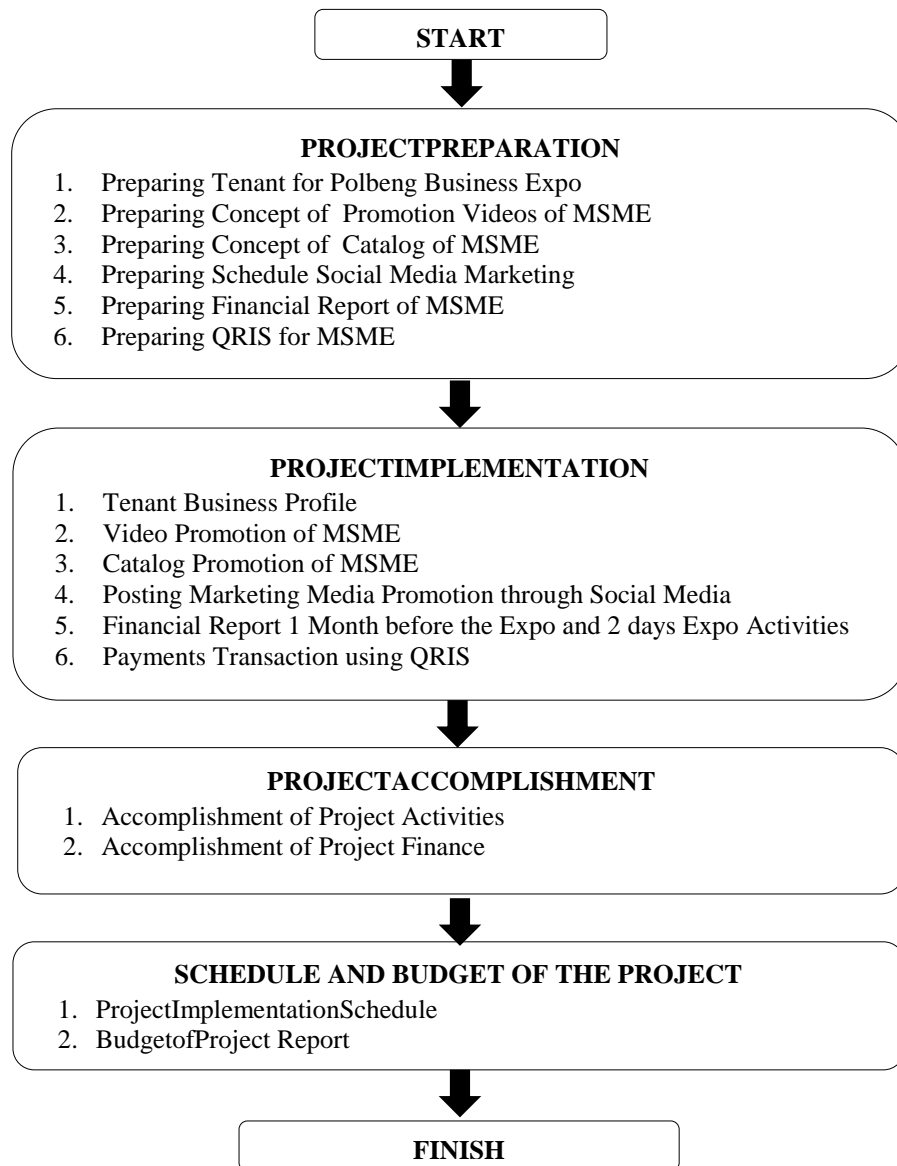


Figure 2.1 Flowchart of the Project Framework  
*Source: Documentation 2024*

## CHAPTER III

### METHOD AND ACCOMPLISHMENT PROJECT

#### 3.1 Project Preparation

The project preparation refers to the steps that are prepared before starting a project to ensure activities take place properly and in an organized manner. The project preparation is described in Figure 3.1:

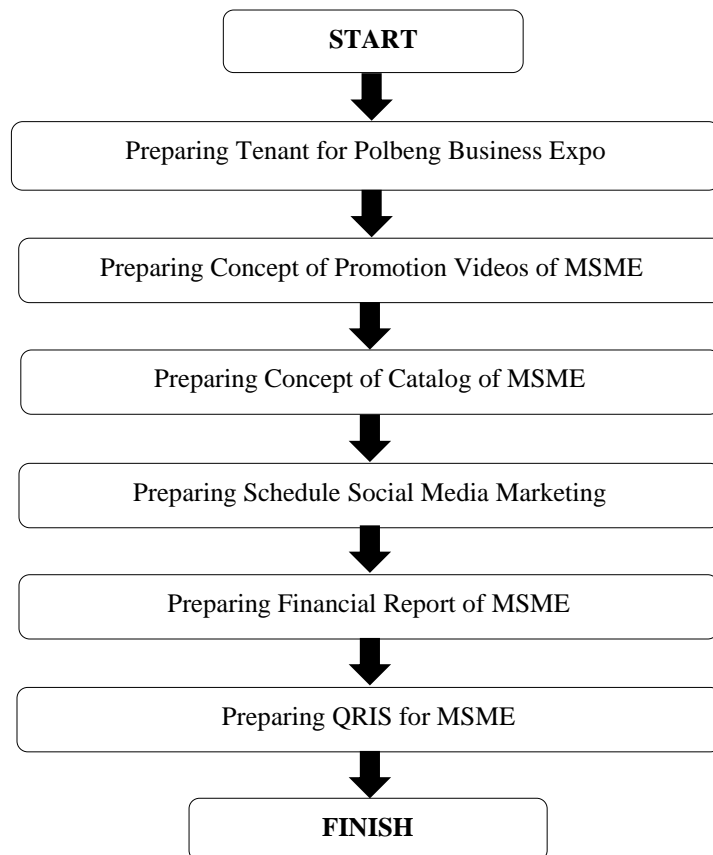


Figure 3.1 Flowchart Project Preparation  
*Source: Documentation2024*

Following are the project preparation of this project:

1. Preparing tenants for the Polbeng Business Expo, the first step taken is to prepare tenants, namely by looking for tenants in Bengkalis Regency to participate in the Polbeng Business Expo.



2. Preparing the MSME Promotion Video Concept, preparing a promotional video concept that will be carried out for 1 month
3. Preparing the MSME Catalog Concept, by preparing the MSME catalog concept as an identification mark for MSMEs
4. Prepare a social media marketing schedule, for posting MSME promotional videos in the form of a social media calendar table for 1 month
5. Preparing MSME financial reports, making a plan for financial reports for 1 month before the Expo and 2 days of Expo activities.
6. Preparing QRIS for MSME, preparing to create QRIS for transactions.

### 3.2 Project Implementation

The implementation of the Polbeng Business Expo project will be carried out at Bengkalis State of Polytechnic can be seen in Flowchart 3.2 as follows:

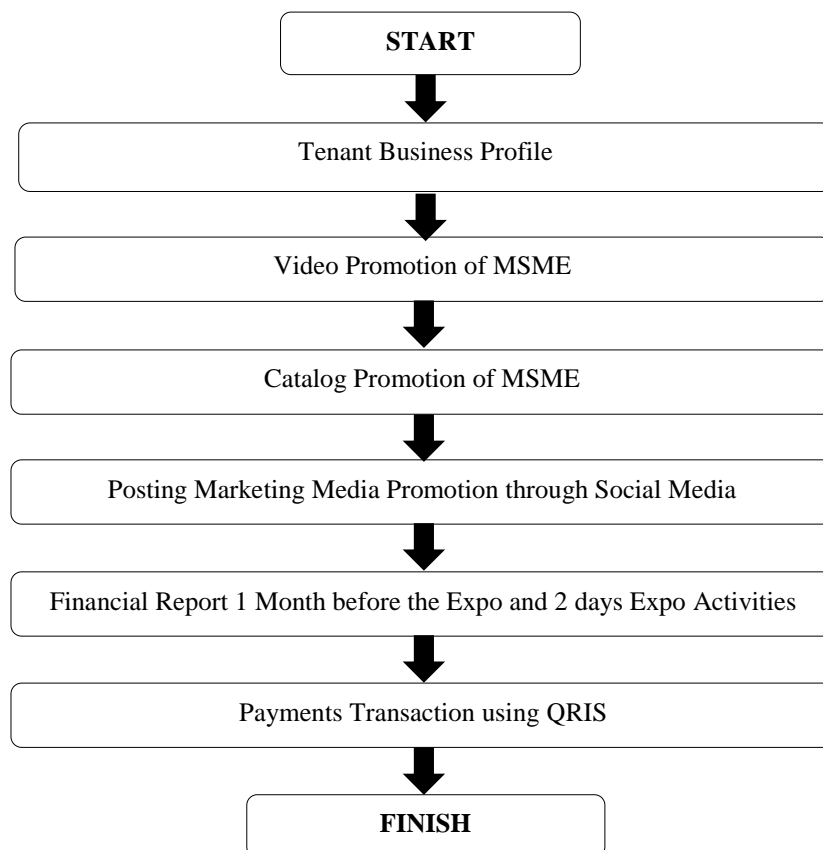


Figure 3.2 Flowchart Project Implementation  
Source: Documentation 2024

Following are the project implementation of this project:

1. Tenant business profile, the first is to bring MSMEs to the Polbeng Business Expo event then create a MSME profile
2. Video promotion of MSME, make promotional videos for MSMEs for 1 month using the concepts described in the preparation stage
3. Catalog promotion of MSME, create a catalog of MSME promotion.
4. Posting marketing media promotion through social media, post promotional videos on social media for 1 month before the Polbeng Business Expo
5. Financial report 1 month before the expo and 2 days expo activities, creating balance sheet and income statement
6. Payments transaction using QRIS, QRIS through the GoPay Merchant application and include proof of payment using QRIS transactions

### 3.3 Project Accomplishment

The method of accomplishment the Polbeng Business Expo (Case Study on Sugarcane Water MSME) consists of 2 stages in Figure 3.3:

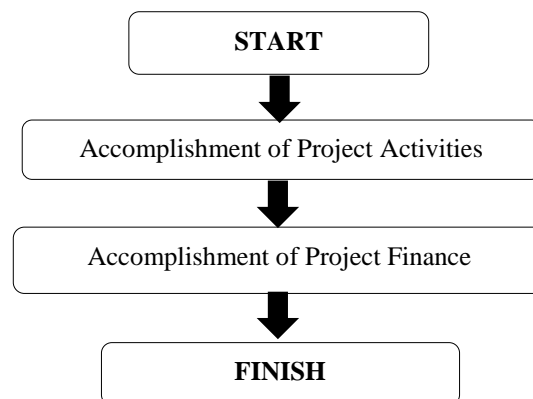


Figure 3.3 Flowchart Project Accomplishment  
*Source: Documentation2024*

#### 3.3.1 Accomplishment of Project Activities

The accomplishment of project activities will be carried out after the completion of the Polbeng Business Expo. The report contains the entire process of activities starting from preparation, implementation and completion of Polbeng Business Expo activities.

### 3.3.2 Accomplishment of Project Finance

The accomplishment of project finance of this project activity is prepared based on the details of the Polbeng Business Expo activity budget from preparation to implementation.

## 3.4 Schedule and Budget of the project

### 3.4.1 Project Implementation Schedule

The project implementation schedules for Polbeng Business Expo (Case Study on Es Tebu Ratman) is attached in Table 3.1:

Table 3.1 Details of Project Implementation Schedule

No	Activity	Activity Month							
		May	Jun	Jul	Aug	Sep	Oct	Nov	Des
	<b>PROJECT PREPARATION</b>								
1.	Preparing Tenant for Polbeng Business Expo	✓	✓						
2.	Preparing Concept of Promotion Videos of MSME			✓	✓				
3.	Preparing Concept of Catalogs of MSME			✓	✓				
4.	Preparing Schedule Social Media Marketing					✓			
5.	Preparing Financial Report of MSME					✓			
6.	Preparing QRIS for MSME					✓			
	<b>PROJECT IMPLEMENTATION</b>								
1.	Tenant Business Profile			✓	✓				
2.	Video Promotion of MSME			✓	✓				
3.	Catalog Promotion of MSME			✓	✓				
4.	Posting Marketing Media Promotion Through Social Media					✓	✓		
5.	Financial Report 1 Month Before the Expo and 2 days Expo Activities					✓	✓		
6.	Payments Transaction using QRIS					✓	✓		
	<b>PROJECT ACCOMPLISHMENT</b>								
1.	Accomplishment of Project Activities						✓	✓	✓
2.	Accomplishment of Project Finance						✓	✓	✓

Source: Processed Data 2024

### 3.4.2 Budged Project Report

The implementation of an activity requires a budget so that an activity can be carried out according to plan. The budget will be attached in Table 3.2:

Table 3.2 Details of Project Implementation Budget

No	Item	Amount/ Volume	Unit	Unit price (IDR)	Total (IDR)
<b>A. MARKET AND PROMOTION</b>					
1.	Banners 90 x 120 cm	15	Pieces	150,000	2,250,000
2.	Banners 200 x 100 cm	3	Pieces	200,000	600,000
3.	Flyer	500	Pieces	2000	1,000,000
4.	Social media and advertising	-	-	1,000,000	1,000,000
<b>TOTAL</b>					<b>4,850,000</b>
<b>B. CONSUMPTION</b>					
1.	Committee Breakfast	82	Person/2 days	24,000	1,968,000
2.	Lunch Committee	82	Person/2 days	36,000	2,952,000
3.	Dinner Committee	82	Person/2 days	36,000	2,952,000
4.	Ice water	82	Person/2 days	8000	656,000
5.	Aqua Water glass	24	Box	28,000	672,000
6.	Le Mineral Bottled	5	Box	60,000	300,000
7.	Disposable cups	10	Pack	15,000	150,000
<b>TOTAL</b>					<b>9,650,000</b>
<b>C. EQUIPMENT</b>					
1.	Tents Rental	60	Pieces / 2 days	1,000,000	60,000,000
2.	Table Rental	60	Units / 2 days	13,000	780,000
3.	Chairs Rental	60	Units / 2 days	9000	540,000
4.	Generator Rental	4	Pieces	250,000	1,000,000
5.	Equipment shipping costs	-	Person	1,000,000	1,000,000
<b>TOTAL</b>					<b>63,320,000</b>
<b>D. SUPPLIES</b>					
1.	Small 6 mm Mine Rope	15	Roll	23,000	345,000
2.	5 meters of wood	20	Pieces	97,000	1,940,000
3.	Double-sided tape	11	Roll	13,000	143,000
4.	Plastic Trash 100 x 120 cm	100	Pcs	9000	900,000
5.	Name Tag	82	Person	15,000	1,230,000
6.	Nightingale	30	Pieces	7,500	225,000
7.	Diesel Oil	120	Liters / 2 days	10,000	1,200,000
<b>TOTAL</b>					<b>5,983,000</b>
<b>E. OTHER FEES</b>					
1.	Decoration per tenant	54	Person	200,000	10,800,000
2.	Photo Booth Rental	1	Person/ 2 days	1,000,000	1,000,000
3.	Photographer Rental	1	Person/ 2 days	700,000	700,000
4.	Electricity cost	-	Person/2 days	3,000,000	3,000,000
5.	Wipes	10	Pack	15,000	150,000
6.	Proposal Making	35	Pieces	10,000	350,000
7.	Letter	4	Sheet	250	1000
8.	Certificate	54	Sheet	5000	270,000
9.	Unexpected Budget	1	-	1,500,000	1,500,000
<b>TOTAL</b>					<b>17,771,000</b>
<b>TOTAL ALL COSTS</b>					<b>101,574,000</b>

Source: Processed Data 2024

### 3.5 Estimated Cost of Project Report

The process of preparing the final project is inseparable from the need for operational costs. These costs include expenses incurred by the author during the stages of completing the final project report. The purpose of describing these operational costs is to provide a comprehensive picture to readers who will work on similar projects in the future. This information is important so that readers can prepare an adequate budget and manage personal finances more effectively. The breakdown of costs incurred during the project development process, as listed in Table 3.3 will be seen as follows:

Table 3.3 Project Report Budget Details

No	Information	Price (IDR)
1	<b>Thesis Proposal</b>	
	<b>Pre trial</b>	
	1. Internet quota	200,000
	2. Printing fee	150,000
	2. Revision	150,000
	3. Consumption	80,000
	4. Transportation	100,000
	5. Other costs	150,000
	<b>Post-trial</b>	
	1. Post-trial revision	150,000
	2. Binding	50,000
	<b>Sub Total</b>	<b>1,030,000</b>
2	<b>Thesis</b>	
	<b>Pre trial</b>	
	1. Print	200,000
	2. Revision	150,000
	3. Consumption	80,000
	4. Transportation	80,000
	5. Other costs	250,000
	<b>Post-trial</b>	
	1. Post-trial Revision	170,000
	2. CD	30,000
	3. Binding	50,000
	<b>Sub Total</b>	<b>1,010,000</b>
	<b>Total</b>	<b>2,040,000</b>

Source: Processed Data 2024

## CHAPTER IV

### RESULT AND DISCUSSION

#### 4.1 Polbeng Business Expo Profile

The business event “Polbeng Business Expo” is an activity organized by students of the International Business Administration Study Program. This Expo was made in 2024 with the theme “Realizing dreams, building the country towards golden Indonesia, the synergy of universities, industry, MSMEs in realizing the creative economy”.

Polbeng Business Expo is a requirement to complete the final project of the 21st batch of International Business Administration Study Program by 82 committees presents 71 MSMEs consisting of various types of businesses in Bengkalis by offering diversity and richness of interesting business ideas and several vendors who will decorate the Polbeng Business Expo event. The types of competitions such as singing competition, coloring competition, fashion show, ranking 1 and spelling bee. The Polbeng Business Expo activity, not only to introduce MSME products, but also to hone children's abilities and provide opportunities by participating in competitions that match their talents and interests. The meaning of the Polbeng Business Expo logo is as follows Figure 4.1 are as follows:



Figure 4.1 Polbeng Business Expo Logo  
*Source: Documentation 2024*

#### Philosophy of Form:

1. The wheel shape in the letter O is a symbol of the Bengkalis State Polytechnic logo.
2. The roof shape illustrates that in Polbeng Business Expo there are not only events but also tenants.
3. The shape of people in the wheel illustrates the cooperation, hard work and optimism of all committees in the success of Polbeng Business Expo activities.
4. The shape of a book illustrates that Polbeng Business Expo is a competition event that provides a forum for early childhood who have talent to be channeled in this competition.

Polbeng Business Expo activities have a committee structure that aims to help event organizers. The following is the composition of the committee which can be seen in Figure 4.2 are as follows:

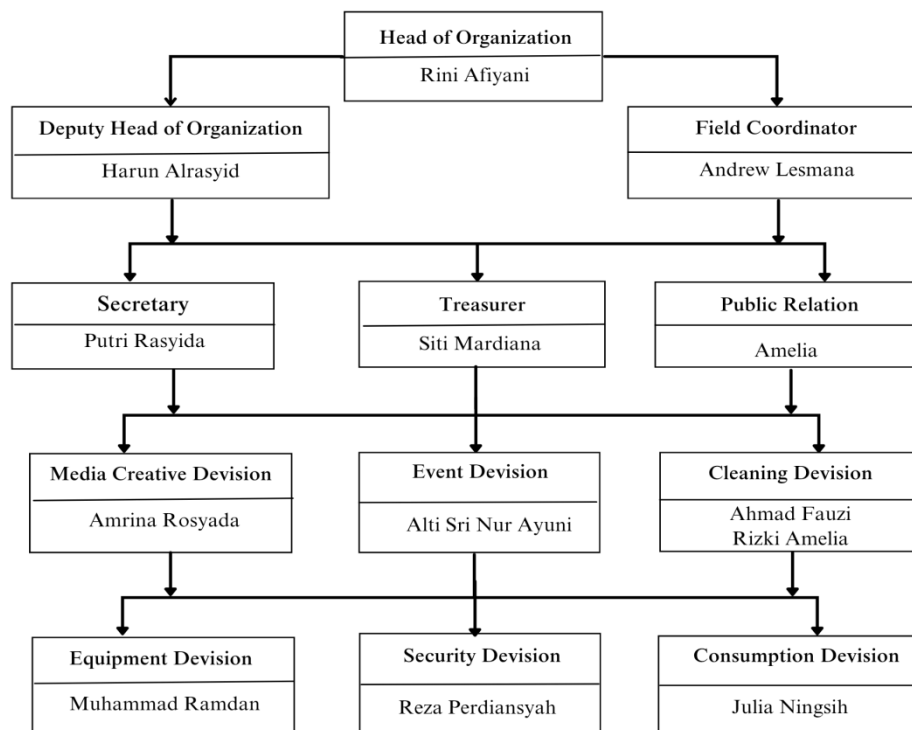


Figure 4.2 Structure of the Committee  
*Source: Documentation 2024*

The location of MSME tenants is located between the Administration building and Civil building. This activity was held for 2 days. This activity is open to the public, anyone who attends and enlivens this event will get door prizes for the lucky ones. The layout image of the Polbeng Business Expo event location is as shown in Figure 4.3 below:

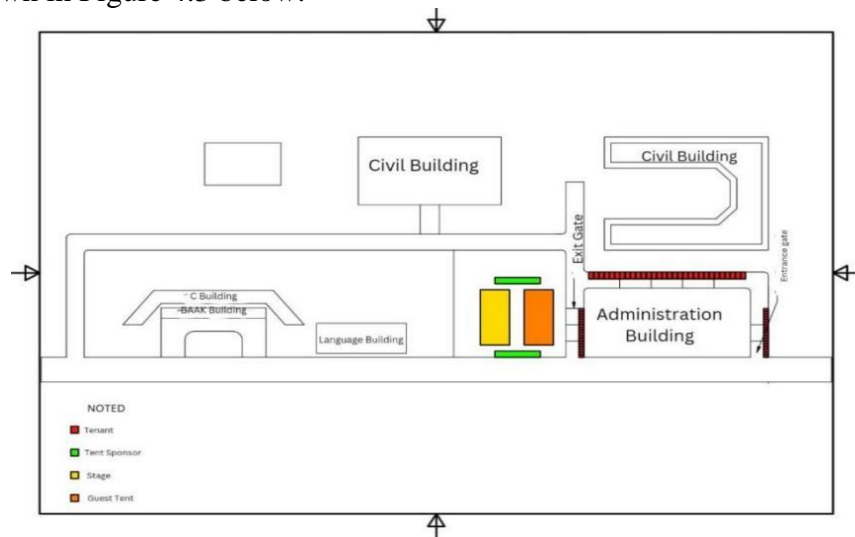


Figure 4.3 Layout Location Expo  
Source: Documentation 2024

#### 4.1.1 Promotion of Polbeng Business Expo

Promotion for the Polbeng Business Expo event has been started since two months before the event, precisely on September 1, 2024. This promotional effort was carried out intensively with the aim of attracting as many participants and visitors as possible.

##### 4.1.1.1 Brochure Design for Polbeng Business Expo

Brochure design for Polbeng Business Expo has been prepared by the creative media division. The contents of the brochure are designed to provide complete information about the event, ranging from the purpose of the event, a series of activities, to registration procedures. The following is an image of the design form of the Polbeng Business Expo brochure, which can be seen in the Figure 4.4 as following:





Figure 4.4 Brochure Design Polbeng Business Expo  
Source: Documentation 2024

#### 4.1.1.2 Brochure Distribution of Polbeng Business Expo

Social media was chosen as one of the main promotional tools because it has a very wide and fast reach. Platforms such as WhatsApp, Facebook, Instagram, and TikTok allow information about Polbeng Business Expo to be disseminated quickly and efficiently. The distribution of brochures on Instagram social media can be seen in Figure 4.5 are as follows:



Figure 4.5 Share of Brochures in social media Instagram  
Source: Documentation 2024

Apart from Instagram, WhatsApp is also a very effective social media platform for promoting Polbeng Business Expo. Just like Instagram, WhatsApp allows us to share information visually through the story feature. The following picture of brochure promotion on WhatsApp social media can be seen in Figure 4.6 below:



Figure 4.6 Share of Brochures in social media Whatsapp  
Source: Documentation 2024

The picture above shows one of the effective promotional strategies, namely by utilizing social media. WhatsApp, as one of the most widely used social media platforms, became the main means of disseminating information about Polbeng Business Expo. Promotion is carried out in various ways. With a wide reach, promotion through social media has proven to be an efficient and effective way to attract participants, as well as saving time and costs.

## 4.2 Project Preparation

### 4.2.1 Preparing Tenant for Polbeng Business Expo

Preparing tenant for Polbeng Business Expo, There are several criteria that must be met by MSMEs to be able to participate in the Polbeng Business Expo event. The following are the criteria for MSMEs in the Table 4.1 are as follows:

Table 4.1 Criteria for MSME

No	Criteria for MSME
1	MSME businesses on the island of Bengkalis
2	Businesses that have been operating for 1 year
3	Businesses that are open every day
4	MSMEs engaged in the culinary sector
5	Businesses that have payment transactions through QRIS

Source: *Processed Data 2024*

Based on the table criteria for MSME, the author prepares tenants that match these criteria. The author finds MSMEs that have the opportunity to get a large income when participating in the Polbeng Business Expo. One of the MSMEs with great potential to participate in the Polbeng Business Expo activities is the MSME “Es Tebu Ratman” which is the right choice, especially when drunk during hot weather during the day. The following is attached a picture of the MSME booth “Es Tebu Ratman” in Figure 4.7 are as follows:



Figure 4.7 Booth MSME  
Source: *Documentation 2024*

#### 4.2.2 Preparing Concept of Promotion Video of MSME

The concept of the promotional video for MSME "Es Tebu Ratman" was designed with the main purpose of attracting consumers' attention and increasing their interest in the product. The following is the concept that the author uses in the promotional video for MSME “Es Tebu Ratman” in Table 4.2 are as follows:

Table 4.2 Concept of Promotion Video

Concept Promotion Video October 2024						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	<b>Instagram</b> Post time: 09.00-08.00 Content: Introduce Sugarcane water product	<b>Instagram</b> Post time: 09.30-09.00 Content: Health benefits of Sugarcane water	<b>Instagram</b> Post time: 09.00-08.00 Content: Behind the scanes	<b>Instagram</b> Post time: 09.00-08.00 Content: Story telling	<b>Whatsapp</b> Post time: 09.00-08.00 Content: Infographic	<b>Whatsapp</b> Post time: 09.00-08.00 Content: Time lapse
<b>Whatsapp</b> Post time: 09.00-08.00 Content: Sugarcane water for children	<b>Instagram</b> Post time: 09.00-08.00 Content: Discount Promotion	<b>Instagram</b> Post time: 09.00-08.00 Content: Video promotion 30 seconds	<b>Instagram</b> Post time: 09.00-08.00 Content: Story telling	<b>Whatsapp</b> Post time: 09.00-08.00 Content: Promotion sugarcane water	<b>Whatsapp</b> Post time: 09.00-08.00 Content: History of sugarcane	<b>Instagram</b> Post time: 09.00-08.00 Content: Sugarcane water for healthy
<b>Instagram</b> Post time: 09.00-08.00 Content: Introduce Sugarcane water product	<b>Instagram</b> Post time: 09.00-08.00 Content: Behind the scanes	<b>Instagram</b> Post time: 09.00-08.00 Content: Promotion sugarcane water	<b>Whatsapp</b> Post time: 09.00-08.00 Content: Sugarcane water for children	<b>Instagram</b> Post time: 09.00-08.00 Content: History of sugarcane	<b>Instagram</b> Post time: 09.00-08.00 Content: Time lapse	<b>Whatsapp</b> Post time: 09.00-08.00 Content: Infographic
<b>Whatsapp</b> Post time: 09.00-08.00 Content: Behind the scanes	<b>Instagram</b> Post time: 09.00-08.00 Content: Introduce Sugarcane water product	<b>Instagram</b> Post time: 09.00-08.00 Content: Time lapse	<b>Instagram</b> Post time: 09.00-08.00 Content: Promotion sugarcane water	<b>Instagram</b> Post time: 09.00-08.00 Content: Video promotion 30 seconds	<b>Instagram</b> Post time: 09.00-08.00 Content: History of sugarcane	<b>Instagram</b> Post time: 09.00-08.00 Content: Behind the scanes
<b>Instagram</b> Post time: 09.00-08.00 Content: Video promotion 30 seconds	<b>Whatsapp</b> Post time: 09.00-08.00 Content: Infographic	<b>Instagram</b> Post time: 09.00-08.00 Content: Video promotion 30 seconds				

Source: Processed Data 2024

Based on the table above, the author used these promotional video concepts to create a promotional video for MSME “Es Tebu Ratman” for 1 month. A diverse video promotion strategy has been implemented for MSME 'Es Tebu Ratman' for a whole month. This combination of creative, educational and direct promotional concepts will be effective in attracting the attention of a wider audience.

#### 4.2.3 Preparing Concept of Catalog of MSME

Preparation of catalog concept for MSME “Es Tebu Ratman”. The author first discussed with the owner of MSMEs, Mr. Ratman to make a catalog of his business. The following is the catalog concepts used by MSME “Es Tebu Ratman” in Table 4.3 are as follows:

Table 4.3 Concept of Catalog

Concept Promotion Catalog October 2024						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	Content: Introduce Sugarcane water	Content: Health benefits of Sugarcane	Content: Infographic	Content: Story telling	Content: Infographic	Content: Story telling
Content: Sugarcane water for healthy	Content: Infographic	Content: Infographic	Content: Story telling	Content: Infographic	Content: History of sugarcane	Content: Sugarcane water for healthy
Content: Introduce Sugarcane water	Content: Infographic	Content: Story telling	Content: Sugarcane water for healthy	Content: Infographic	Content: Story telling	Content: Infograp hic
Content: Infographic	Content: Introduce Sugarcane water	Content: Infographic	Content: Story telling	Content: Infographic	Content: Infographic	Content: Introduce Sugarcane water
Content: Infographic	Content: Infographic	Content: Infographic				

Source: Processed Data 2024

Based on this table, the concept of catalog content with a fresh and attractive design, quality product images will provoke drinking tastes and provide a clear picture of the freshness of each sip. The content concept of this catalog is more likely to be an infographic concept, because it contains information about MSME products. By using simple and easy-to-understand language, it is hoped that this catalog can increase consumer knowledge about this product and encourage them to choose sugar cane water as a healthy daily drink.

#### 4.2.4 Preparing Schedule Social Media Marketing

The role of promotion is very important for an event. At the stage of preparing a schedule for marketing on social media for MSME “Es Tebu Ratman”. The social media marketing schedule plan is attached in the following Table 4.4:



Table 4.4 Social Media Marketing Schedule Plan

Week	Day	Platform	Caption	Hashtag	Purpose
1 <sup>st</sup> week	Mon	Instagram	"Come to our stall! There is an addictive sugarcane ice"	#culiner #healthdrink	Promoting product
	Tue	Instagram	"The freshness of sugarcane ice makes the day more energizing"	#culinerlocal	Attract new customers
	Wed	Instagram	Posting in story	-	Promoting product
	Thu	Instagram	"A refreshing treat for hot days"	#sugarcaneice #culinerlocal	Increase brand awareness
	Fri	Whatsapp	"Naturally sweet and deliciously refreshing"	#summertime	Targeting young people
	Sat	Whatsapp	"Thirsty? Sugarcane ice is the answer"	#culinerlocal #delicios	Targeting the family
	Sun	Whatsapp	"The freshness of sugarcane ice makes the day more energizing"	#naturaldrink #refresment	Increase online sales
2 <sup>nd</sup> week	Mon	Instagram	"In this heat, it's good to drink something refreshing, let's go here directly."	-	Increase summer sales
	Tue	Instagram	"Naturally sweet and deliciously refreshing"	-	Attract new customers
	Wed	Instagram	Posting in story	-	Targeting young people
	Thu	Whatsapp	"Hello friends, let's come and try healthy drinks"	-	Building a brand image
	Fri	Whatsapp	"In this heat, it's good to drink something refreshing, let's go here directly."	-	Offering a unique experience
	Sat	Instagram	"Made with love and fresh sugarcane ice"	#culinerlocal #icedrink	Increase summer sales
	Sun	Instagram	"Hello friends, let's come and try healthy drinks"	#naturaldrink #summerdrink	Targeting young people
3 <sup>rd</sup> week	Mon	Instagram	"Es Tebu Ratman will be present at the Polbeng Business Expo, let's make it happen."	#icedrink #refresment	Using environmentally friendly packaging
	Tue	Instagram	"Thirsty? Sugarcane ice is the answer"	#sweettooth #sugarcaneice	Attract new customers
	Wed	Whatsapp	"Made with love and fresh sugarcane ice"	-	Increase summer sales
	Thu	Instagram	"Naturally sweet and deliciously refreshing"	#culinerlocal #icedrink	Expanding market reach
	Fri	Instagram	"The freshness of sugarcane ice makes the day more energizing"	##sugarcaneice #localdrink	Increase brand awareness
	Sat	Whatsapp	"Come to our stall! There is an addictive sugarcane ice"	-	Targeting young people
	Sun	Whatsapp	"In this heat, it's good to drink something refreshing, let's go here directly."	-	Targeting the family

4 <sup>th</sup> week	Mon	Whatsapp	“Come to our stall! There is an addictive sugarcane ice”	-	Targeting young people
	Tue	Instagram	Posting in story	-	Targeting family
	Wed	Instagram	Posting in story	-	Expanding market reach
	Thu	Instagram	“A refreshing treat for hot days”	#healthydrink	Increase brand awareness
	Fri	Instagram	“Naturally sweet and deliciously refreshing”	#culinerlocal #sugarcaneice	Targeting young people
	Sat	Instagram	Posting in story	-	Targeting family
	Sun	Instagram	Posting in story	-	Increase online sales
	Mon	Instagram	“Come to our stall! There is an addictive sugarcane ice”	#culinerlocal #sweettooth	Demonstrate the process of making sugarcane water
	Tue	Instagram	“Es Tebu Ratman will be present at the Polbeng Business Expo, let's make it happen.”	#polbengbusine ssexpo #culinerlocal	MSME promotion will participate in Polbeng Business Expo

Source: Processed Data 2024

Based on the social media marketing schedule of MSME "Es Tebu Ratman". The schedule for posting promotional videos is every day, the reason for using this posting schedule is that everyone will definitely open social media every day, besides that the target consumers are all groups, ranging from children to adults.

#### 4.2.5 Preparing Financial Report of MSME

The process of preparing this financial report is to analyze the financial performance of the business during the period of participation in the Polbeng Business Expo. The period covered in this report is 1 month before the Polbeng Business Expo, as well as during the 2 days of the Polbeng Business Expo. The financial statements made are the income statement and balance sheet.

#### 4.2.6 Preparing QRIS for MSME

Preparing QRIS for Sugarcane water MSMEs have utilized the GoPay Merchant application. The QRIS registration and activation process through this application is very easy and fast. In just one working day, QRIS is ready to use. In addition to the ease of the registration process, GoPay Merchant also offers flexibility in fund disbursement and comprehensive revenue tracking features. Thus, business owners can manage finances more efficiently.

### 4.3 Project Implementation

#### 4.3.1 Tenant Business Profile

The business “Es Tebu Ratman” has been operating since 2018, now entering 6 years, Mr. Ratman has been running his business. Es Tebu Ratman is located on Panglima Minal Air Putih Street beside the Bengkalis Health Center. “Es Tebu Ratman” is the name attached to an individual business owned by Mr. Ratman, a local resident who has a vision to bring natural fresh drinks to the community.

The main product offered by “Es Tebu Ratman” is pure sugarcane water that is guaranteed freshness and free from preservatives. Every drop of sugarcane water produced is the pure essence of quality sugarcane selected directly by Mr. Ratman. The natural sweetness of the sugarcane water is the main attraction for customers. By prioritizing quality, Mr. Ratman wants to ensure that every customer who enjoys his product gets a refreshing and healthy drinking experience. The following sugarcane water products be able to seen in Figure 4.8 are as follows:



*Source: Documentation 2024*

Participating in the Polbeng Business Expo, MSMEs “Es Tebu Ratman” has conducted a location for tenants. The position of this tenant is very strategic, located between the Administration building and the Civil Building. Besides being close to the main buildings, this location is also not far from the main stage where various events take place. Thus, it is expected that many visitors will pass by and be



interested in trying the products offered by “Es Tebu Ratman”. The following is a picture of the location of MSMEs “Es Tebu Ratman” at the Polbeng Business Expo activity Figure 4.9 as follows:

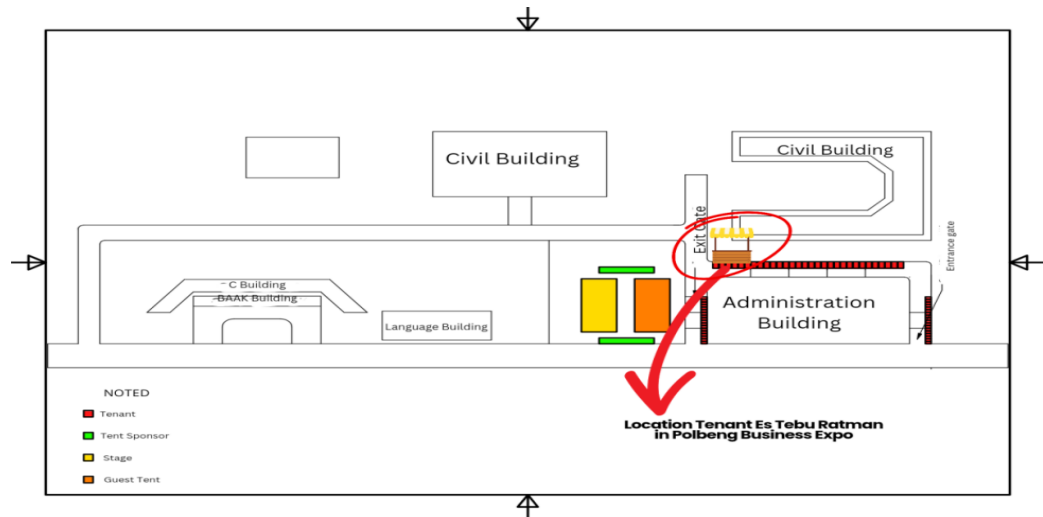


Figure 4.9 Tenant Location in Polbeng Business Expo  
*Source: Documentation 2024*

Based on the layout of tenant locations at the Polbeng Business Expo activities, MSME “Es Tebu Ratman” is very strategically located close to the main stage. So that it can attract customers to stop by and have high curiosity about these MSMEs. The following is a picture of MSME “Es Tebu Ratman” when it was at the Polbeng Business Expo event in the Figure 4.10 are as follows:



Figure 4.10 Tenant Location  
*Source: Documentation 2024*

The first day of the Polbeng Business Expo event, the tenant “Es tebu Ratman” got many customers. The weather at the Polbeng Business Expo event was quite hot. So that the invited guests felt thirsty. They need drinks that are fresh and good for health. Therefore, the right solution is the drink “Es Tebu Ratman” which can give a fresh impression. The following is documentation of evidence of tenant “Es Tebu Ratman” in the Figure 4.11 are as follows:



Figure 4.11 Day 1 Costumer Order  
*Source: Documentation 2024*

During the Polbeng Business Expo activity, the author did not handle the MSME Tenant alone, the author was assisted by 2 juniors in semesters 3 and 5. They are Nabila Safira and Charolin Oktavia. Their job is to record every purchase transaction at “Es Tebu Ratman”. The following is photo evidence documentation with the juniors in Figure 4.12 as follows:



Figure 4.12 Documentation Day 1 with Junior  
*Source: Documentation 2024*

The second day of the Polbeng Business Expo, MSME “Es Tebu Ratman” received more income than the first day. For 2 consecutive days, Mr. Ratman had to stock more main ingredients than usual, due to the large number of purchase requests from customers. The following is documentation of customers buying “Es Tebu Ratman” in Figure 4.13 below:



Figure 4.13 Day 2 Customer Order  
*Source: Documentation 2024*

During the Polbeng Business Expo activities, the author was still assisted by juniors in the process of recording purchase transactions at the MSME “Es Tebu Ratman”. The following is documentation with juniors on day 2 in the Figure 4.14 below:



Figure 4.14 Documentation Day 2 with Junior  
*Source: Documentation 2024*



#### 4.3.2 Video Promotion of MSME

The detailed plans for making promotional video can be seen in Figure 4.15 are as follow:

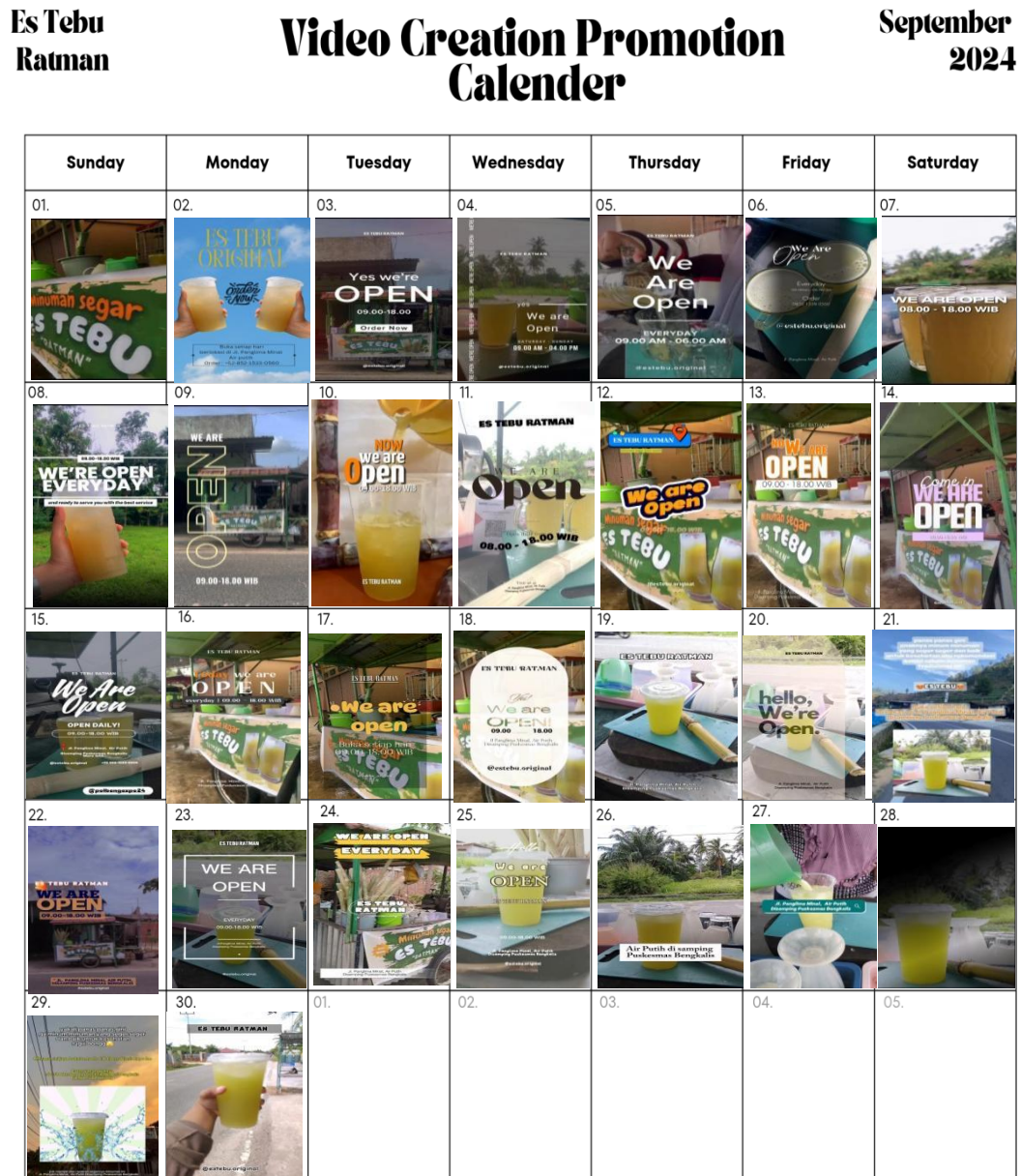


Figure 4.15 Video Creation MSME  
Source: Documentation 2024

Based on the figure, the main purpose of creating a video is to put together all 30 planned promotional videos. This way, the social media-ready content can be published immediately to reach a wider target audience. All videos have gone

through the editing stage and are ready to be published. Hopefully, these promotional videos can attract consumer interest and increase sales of MSME products.

### 4.3.3 Catalog Promotion of MSME

The following is the design of the MSME “Es Tebu Ratman” catalog in Figure 4.16 as a follow:



Figure 4.16 Catalog Creation MSME  
Source: Documentation 2024

According to the process of creating a catalog for MSME "Es Tebu Ratman", the author has consistently used the concept of infographics and storytelling to present product information in an interesting and informative manner. This concept was chosen because it is considered effective in conveying product details visually and easily understood by potential customers.

#### 4.3.4 Posting Marketing Media Promotion through Social Media

The implementation of marketing were then uploaded to the official Instagram account of MSMEs, @estebu.original. The following is evidence of the Instagram account in Figure 4.17 as a follow:



Figure 4.17 Instagram Account of Promoting MSME  
Source: Documentation 2024

The purpose of posting promotional videos and catalog is to introduce MSME products "Es Tebu Ratman" which will participate in the Polbeng Business Expo activities. Evidence of the implementation of the promotion is made in the form of a table. The following are the proofs of posting in table form as follows:

Table 4.5 Week 1 Video Social Media Calendar

Date	Platform	Screenshot	Detail	Purpose
Mon, September 30, 2024	Instagram (Story)		Showing the short process of serving sugarcane water.	Promoting product
Tue, October 01, 2024	Instagram (Story)		Display product images and MSME locations.	Attract new customers
Wed, October 02, 2024	Instagram (Story)		Displays detailed information related to the purchase of sugarcane water and pictures of MSME booths.	Expanding market reach
Thu, October 03, 2024	Instagram (Reels)		Provides information, that MSMEs are open today and displays product images.	Increase brand awareness
Fri, October 04, 2024	Instagram (Reels)		Provides information that MSMEs are open today and displays the process of serving sugarcane water.	Targeting young people
Sat, October 05, 2024	Instagram (Story)		Provides information, that MSMEs are open today and displays product images.	Targeting the family
Sun, October 06, 2024	Instagram (Story)		Provides information that MSMEs are open today and displays the process of serving sugarcane water.	Increase online sales

Source: Processed Data 2024

Based on the week 1 social media calendar table, the promotional videos made in the first week have not really attracted customers or have not been recognized by customers because this product has never been promoted at all. So, the author first promoted the MSME product “Es Tebu Ratman”.



Table 4.6 Week 2 Video Social Media Calendar








Date	Platform	Screenshot	Detail	Purpose
Mon, October 07, 2024	Instagram (Story)		Provides information, that MSMEs are open today and displays product images.	Increase summer sales
Tue, October 08, 2024	Instagram (Story)		Displays detailed information related to the purchase of sugar cane water and pictures of MSME booths.	Attract new customers
Wed, October 09, 2024	Instagram (Story)		Provides information that MSMEs are open today and displays the process of serving sugarcane water.	Targeting young people
Thu, October 10, 2024	Instagram (Story)		Provides information, that MSMEs are open today and displays product images.	Building a brand image
Fri, October 11, 2024	Instagram (Story)		Displays detailed information related to the purchase of sugarcane water and pictures of MSME booths.	Offering a unique experience
Sat, October 12, 2024	Instagram (Story)		Displays detailed information related to the purchase of sugarcane water and pictures of MSME booths.	Increase summer sales
Sun, October 13, 2024	Instagram (Story)		Displays detailed information related to the purchase of sugarcane water and pictures of MSME booths.	Targeting young people

Source: Processed Data 2024

Based on the week 2 social media calendar, using a more attractive promotional video concept can attract viewers to view promotion video. The change in audience increase is a progress for the promotion of MSMEs. In week 2 promotion, the author presents the concept of “we are open every day” which means providing information to the audience that MSMEs are open every day.



Table 4.7 Week 3 Video Social Media Calendar

Date	Platform	Screenshot	Detail	Purpose
Mon, October 14, 2024	Instagram (Story)		Provides information, that MSMEs are open today and displays product images.	Using environmentally friendly packaging
Tue, October 15, 2024	Instagram (Story)		Displays detailed information related to the purchase of sugarcane water and pictures of MSME booths.	Attract new customers
Wed, October 16, 2024	Instagram (Story)		Displays detailed information related to the purchase of sugarcane water and pictures of MSME booths.	Increase summer sales
Thu, October 17, 2024	Instagram (Story)		Displays detailed information related to the purchase of sugarcane water and pictures of MSME booths.	Expanding market reach
Fri, October 18, 2024	Instagram (Story)		Displaying MSME booths and promoting that MSMEs will be present at the Polbeng Business Expo	Increase brand awareness
Sat, October 19, 2024	Instagram (Story)		Provides information, that MSMEs are open today and displays product images.	Targeting young people
Sun, October 20, 2024	Instagram (Story)		Display a picture of a sugarcane water product and explain the benefits of consuming sugarcane water.	Targeting the family

Source: Processed Data 2024

Based on the week 3 social media calendar table, viewers are increasing more than before, meaning that the promotional videos made by the author get extraordinary results every week. In week 3, the author still uses the same concept as in the previous week. The concept of “we are open every day” succeeded in attracting the audience.

Table 4.8 Week 4 Video Social Media Calendar

Date	Platform	Screenshot	Detail	Purpose
Mon, October 21, 2024	Instagram (Story)		Displays detailed information related to the purchase of sugarcane water and pictures of MSME booths	Demonstrate the process of making sugarcane water
Tue, October 22, 2024	Instagram (Story)		Provides information, that MSMEs are open today and displays product images	Targeting young people
Wed, October 23, 2024	Instagram (Story)		Provides information that MSMEs are open today and a detailed video of the MSME location.	Expanding market reach
Thu, October 24, 2024	Instagram (Story)		Provides information, that MSMEs are open today and displays product images	Increase brand awareness
Fri, October 25, 2024	Instagram (Story)		Display a picture of a sugarcane water product and explain the benefits of consuming sugarcane water.	Targeting young people
Sat, October 26, 2024	Instagram (Story)		Displays detailed information related to the purchase of sugar cane water and pictures of MSME booths	Targeting the family
Sun, October 27, 2024	Instagram (Story)		Displays detailed information related to the purchase of sugar cane water and pictures of MSME booths	Increase online sales
Mon, October 28, 2024	Instagram (Story)		Display a picture of a sugarcane water product and explain the benefits of consuming sugarcane water.	Demonstrate the process of making sugarcane water
Tue, October 29, 2024	Instagram (Story)		Displays detailed information related to the purchase of sugar cane water and pictures of MSME booths.	MSME promotion will participate in Polbeng Business Expo

Source: Processed Data 2024

Based on the table of MSME posts “Es Tebu Ratman” above, The Instagram account @estebu.original has successfully run video promotion posts for 30 days. During this period, various interesting content about “Es Tebu Ratman” products has been shared regularly with followers. The main purpose of this promotion is to increase brand awareness, reach a wider audience, and ultimately drive increased sales. Each video post uploaded has specific purpose that complement each other. Some of the main purpose of these promotional video posts include:

1. Introducing various variants of “Es Tebu Ratman” products to potential buyers
2. Highlighting the quality and uniqueness of Es Tebu Ratman’s taste compared to similar products
3. Building interaction with followers through features provided by Instagram, such a comment and DM
4. Generating curiosity and desire to try “Es Tebu Ratman” product.
5. Increase public awareness of the existence of the “Es Tebu Ratman” brand

In additional, the content is also adjusted to the trends that are currently popular on social media. With a variety of interesting content, it is hoped that followers will not feel bored and continue to follow the @estebu.original Instagram account.

The 30-day promotional video campaign achieved some significant results, including:

1. The engagement rate on each post has increased quite well.
2. There was an increase in sales of Es Tebu Ratman products after the promotion was launched.
3. The Es Tebu Ratman brand is increasingly recognized by the wider community.

Overall, the promotional video on the @estebu.original Instagram account was successful. The success of this promotion proves that social media is an effective tool for promoting MSME products.



Table 4.9 Week 1 Catalog Social Media Calendar

Date	Platform	Screenshot	Detail	Purpose
Mon, September 30, 2024	Instagram		Showing the short process of serving sugarcane water.	Promoting product
Tue, October 01, 2024	Instagram		Display product images and MSME locations.	Attract new customers
Wed, October 02, 2024	Instagram		Displays detailed information related to the purchase of sugarcane water and pictures of MSME booths.	Expanding market reach
Thu, October 03, 2024	Instagram		Provides information, that MSMEs are open today and displays product images.	Increase sales during Polbeng Business Expo
Fri, October 04, 2024	Instagram		Provides information that MSMEs are open today and displays the process of serving sugarcane water.	Targeting young people
Sat, October 05, 2024	Instagram		Provides information, that MSMEs are open today and displays product images.	Targeting the family
Sun, October 06, 2024	Instagram		Provides information that MSMEs are open today and displays the process of serving sugar cane water.	Increase sales during Polbeng Business Expo

Source: Processed Data 2024

Based on the week 1 catalog social media calendar table, the promotion of the MSME catalog is an added value to increase viewers of the @estebu.original account. The first week catalog displays information related to the location of MSMEs and product details.

Table 4.10 Week 2 Catalog Social Media Calendar








Date	Platform	Screenshot	Detail	Purpose
Mon, October 07, 2024	Instagram		Displays images of sugarcane products from various angles.	Increase summer sales
Tue, October 08, 2024	Instagram		Display all complete information related to MSME “Es Tebu Ratman”.	Increase sales during Polbeng Business Expo
Wed, October 09, 2024	Instagram		Display all complete information related to MSME “Es Tebu Ratman”.	Targeting young people
Thu, October 10, 2024	Instagram		Displays images of sugarcane products from various angles.	Increase sales during Polbeng Business Expo
Fri, October 11, 2024	Instagram		Display all complete information related to MSME “Es Tebu Ratman”.	Increase sales during Polbeng Business Expo
Sat, October 12, 2024	Instagram		Display all complete information related to MSME “Es Tebu Ratman”.	Increase summer sales
Sun, October 13, 2024	Instagram		Display all complete information related to MSME “Es Tebu Ratman”.	Increase sales during Polbeng Business Expo

Source: Processed Data 2024

Based on the week 2 catalog social media calendar table, the promotion of MSME catalogs is more varied by adding several supporting elements to attract consumer attention such as using colors that are slightly striking from the usual colors.




Table 4.11 Week 3 Catalog Social Media Calendar

Date	Platform	Screenshot	Detail	Purpose
Mon, October 14, 2024	Instagram		Display all complete information related to MSME “Es Tebu Ratman”.	Increase sales during Polbeng Business Expo
Tue, October 15, 2024	Instagram		Display all complete information related to MSME “Es Tebu Ratman”.	Increase sales during Polbeng Business Expo
Wed, October 16, 2024	Instagram		Displays images of sugarcane products from various angles.	Increase summer sales
Thu, October 17, 2024	Instagram		Displays images of sugarcane products from various angles.	Expanding market reach
Fri, October 18, 2024	Instagram		Displays images of sugarcane products from various angles.	Increase brand awareness
Sat, October 19, 2024	Instagram		Displays images of sugarcane products from various angles.	Increase sales during Polbeng Business Expo
Sun, October 20, 2024	Instagram		Display all complete information related to MSME “Es Tebu Ratman”.	Targeting the family

Source: Processed Data 2024

Based on the week 3 catalog social media calendar table, the concept of the catalog has a difference in design, the catalog contains information related to the benefits of sugar cane water for body health. The reason for using the concept of the benefits of this drink for health is to educate everyone that this traditional drink has many benefits for the body.

Table 4.12 Week 4 Catalog Social Media Calendar

Date	Platform	Screenshot	Detail	Purpose
Mon, October 21, 2024	Instagram		Display all complete information related to MSME “Es Tebu Ratman”.	Increase sales
Tue, October 22, 2024	Instagram		Provides information, that MSMEs are open today and displays product images	Targeting young people
Wed, October 23, 2024	Instagram		Display all complete information related to MSME “Es Tebu Ratman”.	Expanding market reach
Thu, October 24, 2024	Instagram		Display all complete information related to MSME “Es Tebu Ratman”.	Increase brand awareness
Fri, October 25, 2024	Instagram		Displays images of sugarcane products from various angles.	Increase brand awareness of “Es Tebu Ratman”
Sat, October 26, 2024	Instagram		Display all complete information related to MSME “Es Tebu Ratman”.	Increase sales during Polbeng Business Expo
Sun, October 27, 2024	Instagram		Display all complete information related to MSME “Es Tebu Ratman”.	Increase online sales
Mon, October 28, 2024	Instagram		Display all complete information related to MSME “Es Tebu Ratman”.	Increase sales during Polbeng Business Expo
Tue, October 29, 2024	Instagram		Displays images of sugarcane products from various angles.	Increase sales during Polbeng Business Expo

Source: Processed Data 2024

The success of this catalog promotion shows that creative efforts in marketing local products can yield significant results. The attractive catalog design, combined with clear and appetizing product information, succeeded in creating a deep impression in the minds of consumers. This proves that targeted and innovative promotion is the key to success in developing MSME businesses in today's digital era.

#### 4.3.5 Financial Report

The process of making financial reports starts from 1 month before the activity and 2 days of Polbeng Business Expo activities. This report was made to see the comparison of income before and after participating in the activity. Whether by participating in the Polbeng Business Expo activities, MSMEs “Es Tebu Ratman” get significant income or not. By making this financial report, MSME owners can develop and increase sales.

##### 4.3.5.1 Financial Report for 1 Month

Entering early October, MSME “Es Tebu Ratman” made preparations to purchase raw materials. Purchase of raw materials with an initial capital of IDR 3,000,000 with a total purchase of raw materials of IDR 1,173,000, electricity costs of IDR 100,000. With a total of all expenses of IDR 1,273,000. The following are expenditure for 1 month before the Polbeng Business Expo in Table 4.13:

Table 4.13 Expenditure Raw Material MSME for 1 Month

Item	Price (IDR)	Quantity	Total (IDR)
<b>A. Raw Materials</b>			
Sugarcane	3000	300	900,000
Cup Price	27,000	6	162,000
Straws	7,500	8	45,000
Plastic	3000	10	30,000
Cup	6000	6	36,000
Total			1,173,000
<b>B. Other Expenses</b>			
Electricity Cost	-	-	100,000
Total			100,000
<b>TOTAL</b>			<b>1,273,000</b>

Source: Processed Data 2024



Based on the data above, the remaining balance owned by MSME “Es Tebu Ratman” is IDR 2,000,000.

The revenue of MSME “Es Tebu Ratman” is calculated from October 01-29. Mr. Ratman for 1 Month, open every day. Follows the results of profit income in the following Table 4.14 are as follows:

Table 4.14 Net Income of Business for 1 Month

The Revenue of MSME				
No	Date	Sales Product	Price Per Cup(IDR)	Total Revenue (IDR)
1st week				
1	10/1/2024	13 cup	5000	65,000
2	10/2/2024	21 cup	5000	105,000
3	10/3/2024	15 cup	5000	75,000
4	10/4/2024	25 cup	5000	125,000
5	10/5/2024	20 cup	5000	100,000
6	10/6/2024	18 cup	5000	90,000
2nd week				
1	10/7/2024	23 cup	5000	115,000
2	10/8/2024	30 cup	5000	150,000
3	10/9/2024	20 cup	5000	100,000
4	10/10/2024	15 cup	5000	75,000
5	10/11/2024	10 cup	5000	50,000
6	10/12/2024	13 cup	5000	65,000
7	10/13/2024	22 cup	5000	110,000
3rd week				
1	10/14/2024	9 cup	5000	45,000
2	10/15/2024	13 cup	5000	65,000
3	10/16/2024	20 cup	5000	100,000
4	10/17/2024	10 cup	5000	50,000
5	10/18/2024	7 cup	5000	35,000
6	10/19/2024	13 cup	5000	65,000
7	10/20/2024	12 cup	5000	60,000
4th week				
1	10/21/2024	18 cup	5000	90,000
2	10/22/2024	12 cup	5000	60,000
3	10/23/2024	8 cup	5000	40,000
4	10/24/2024	20 cup	5000	100,000
5	10/25/2024	10 cup	5000	50,000
6	10/26/2024	7 cup	5000	35,000
7	10/27/2024	13 cup	5000	65,000
8	10/28/2024	20 cup	5000	100,000
9	10/29/2024	24 cup	5000	120,000
<b>Total Income</b>				<b>2,305,000</b>

Source: Processed Data 2024

Based on the table above, for 1 month, MSME “Es Tebu Rataman” was able to sell 461 cups with IDR 2,305,000 revenue of “Es Tebu Ratman”. Through the sales data of this product, the next step is to make a profit and loss statement for the

period 1 month. Income statement for 1 month before the Polbeng Business Expo to provide a comparison of income when participating in the expo. The following is the MSME Income Statement report “Es Tebu Ratman” in the Table 4.15 are as follows:

Table 4.15 Income Statement for 1 Month

<b>Es Tebu Ratman MSME</b> <b>Income Statement</b> <b>Period October 2024</b>		
<b>INCOME</b>		
Sales	2,305,000	
<b>NET INCOME</b>		2,305,000
<b>Cost of Goods</b>		
Raw Materials	1,173,000	
<b>Total Assets</b>		1,173,000
<b>Operational Cost</b>		
Electricity Cost	100,000	
<b>Total Operational Cost</b>		100,000
<b>Net Profit</b>		1,032,000

Source: Processed Data 2024

Based on the data in the table, the income statement presented provides a real picture of the financial performance of the “Es Tebu Ratman” business. The income statement shows that the revenue earned is IDR 1,032,000. The next is creating balance sheet can be presented in Table 4.16 are as follows:

Table 4.16 Balance Sheet for 1 Month

<b>Es Tebu Ratman MSME</b> <b>Balance Sheet</b> <b>Period October 2024</b>		
<b>Assets</b>		
<b>Current Assets</b>		
Cash		3,000,000
Raw Material Inventory		100,000
<b>Total Cash</b>		3,100,000
Accounts Receivable		0
Equipment		1,000,000
Accumulated Equipment Preparation		(16,700)
<b>Total Assets</b>		4,083,000
<b>Total Liabilities</b>		
Account Payable		0
<b>Total Liabilities</b>		0
<b>Equity</b>		
Capital		3,051,000
Retained Earnings		1,032,000
<b>Total Equity</b>		4,083,000

Source: Processed Data 2024

Based on the table, the total assets and liabilities of “Es Tebu Ratman” is IDR 4,083,000. Based on the income of MSMEs “Es Tebu Ratman” for 1 month before the implementation of the Polbeng Business Expo, Mr. Ratman got the most income per day IDR 100,000. Other than that, his income was below IDR 100,000. The author hopes that after participating in the Polbeng Business Expo, MSMEs “Es Tebu Ratman” will get more income than before.

#### 4.3.5.2 Financial Report during Polbeng Business Expo

The implementation of the Polbeng Business Expo, MSME “Es Tebu Ratman” made preparations to purchase raw materials before the expo activities began. The following is data on the expenditure on the purchase of raw materials for MSME “Es Tebu Ratman” in Table 4.17 as follows:

Table 4.17 Expenditure Raw Material MSME for Polbeng Business Expo

Item	Price (IDR)	Quantity	Total (IDR)
A. Raw Materials			
Sugarcane	3000	150	450,000
Cup Price	27,000	5	120,000
Straws	7,500	6	35,000
Plastic	3000	6	18,000
Cup	6000	4	20,000
Total			643,000

Source: Processed Data 2024

Based on MSME raw material expenditure data, the following is the income during the Polbeng Business Expo activities in Table 4.18 are as follows:

Table 4.18 Net Income of Business for Polbeng Business Expo

Day	Date	Sales Product	Price Per cup (IDR)	Total Revenue (IDR)
Day 1	October 30, 2024	114 Cup	5000	570,000
Day 2	October 31, 2024	140 Cup	5000	700,000
Total Income Day 1 & Day 2		254 Cup		1,270,000

Source: Processed Data 2024

Based on the table above, MSME "Es Tebu Ratman" managed to achieve revenue of IDR 1,270,000 for two days participating in the Polbeng Business Expo. Sales on the first day and second reached 254 cups. This shows an increase in consumer interest in Es Tebu Ratman products during the event. Furthermore,

making income statement for MSMEs “Es Tebu Ratman” during the Polbeng Business Expo. The following in Table 4.19:

Table 4.19 Income Statement for Polbeng Business Expo

<b>Es Tebu Ratman MSME Income Statement Period October 2024</b>		
<b>INCOME</b>		
Sales	1,270,000	
<b>NET INCOME</b>		1,270,000
<b>Cost of Goods</b>		
Raw Materials	643,000	
<b>Total Assets</b>		643,000
<b>Operational Cost</b>		
Electricity Cost	0	
<b>Total Operational Cost</b>		0
<b>Net Profit</b>		627,000

Source: Processed Data 2024

Based on the table above, recording the income statement for the period October 30 & 31, after calculating income and expenses during the sales process of “Es Tebu Ratman” the total net profit earned by Mr. Ratman is IDR 627,000. The following is a balance sheet report for 2 days of Polbeng Business Expo activities in Table 4.20 are as follows:

Table 4.20 Balance Sheet for Polbeng Business Expo

<b>Es Tebu Ratman MSME Balance Sheet Period October 2024</b>		
<b>Assets</b>		
<b>Current Assets</b>		
Cash		1,000,000
Raw Material Inventory		30,000
<b>Total Cash</b>		1,030,000
Accounts Receivable		0
Equipment		1,000,000
Accumulated Equipment Preparation		(16,700)
<b>Total Assets</b>		2,013,300
<b>Total Liabilities</b>		
Account Payable		0
<b>Total Liabilities</b>		0
<b>Equity</b>		
Capital		1,386,300
Retained Earnings		627,000
<b>Total Equity</b>		2,013,300

Source: Processed Data 2024

Based on the above report, the total assets, liabilities and equity by Mr. Ratman during the 2 days amounted to IDR 2,013,300.

Based on the financial report 1 month before the implementation of the Polbeng Business Expo and 2 days during the Polbeng Business Expo, MSME “Es Tebu Ratman” received a profit 4 times and even 7 times more than before. This means that through the Polbeng Business Expo participating MSMEs will get more profit in accordance with what has been promoted for 1 month, after participating in the Polbeng Business Expo, they get a profit of IDR 570,000 and IDR 700,000 for 2 days of activities. This is a very significant increase in income.

The advantages and benefits of MSMEs “Es Tebu Ratman” participating in the Polbeng Business Expo are as follows:

1. MSMEs profits are higher after participating in the Polbeng Business Expo
2. MSMEs are clean and maintained, especially when making sugar cane ice
3. The drink price is affordable and friendly for all ages
4. The drink sugarcane has many benefits for the health of the body

#### 4.3.6 Payment Transactions Using QRIS

During the Polbeng business Expo activities there were several customers who made payments using QRIS. QRIS that has been registered can be easily identified by customers, as shown in Figure 4.18 are as follows:



Figure 4.18 QRIS MSME  
*Source: Documentation2024*

Based on the QRIS figure above, there are several customers who use QRIS for purchasing transactions for “Es Tebu Ratman”. The following is evidence of customers making payment transactions using QRIS on day 1 and day 2 in Figures 4.19 and 4.20 are as follows:

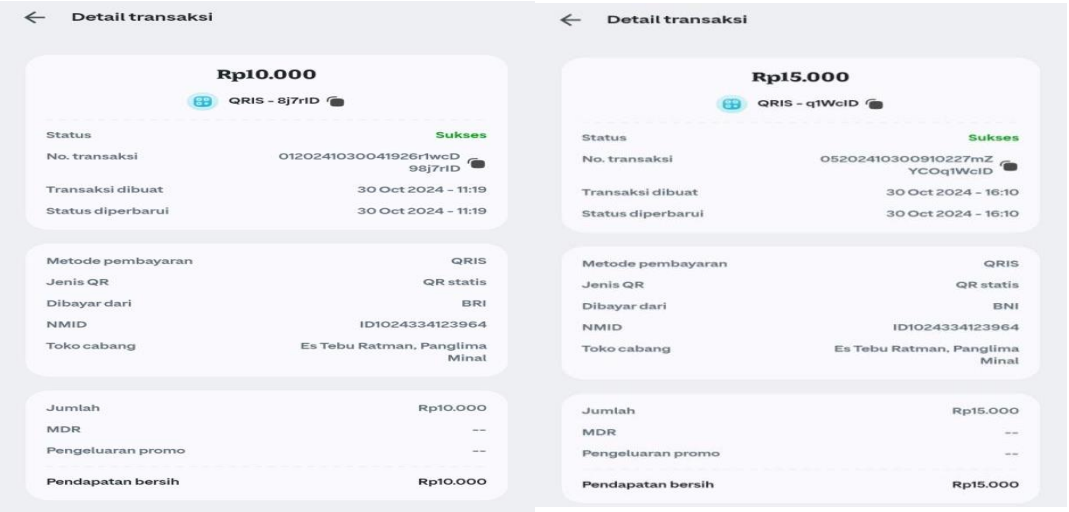


Figure 4.19 Day 1 QRIS Payment  
Source: Documentation 2024

Based on the picture above, there are 2 customers who make payment transactions using QRIS. These transactions were made at 11:19 and 16:10 through BRI and BNI accounts.

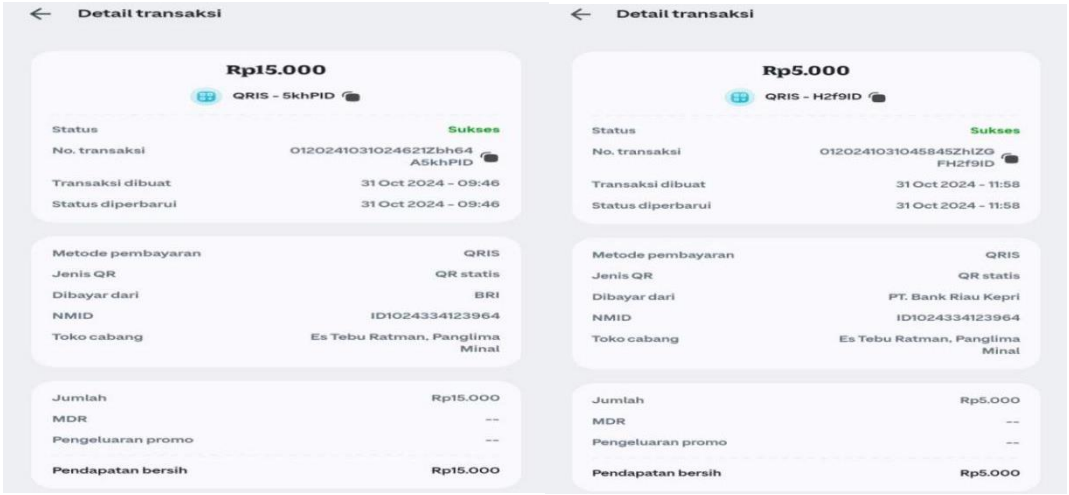


Figure 4.20 Day 2 QRIS Payment  
Source: Documentation 2024

Based on the picture above, on day 2 there were 2 customers who made payments using QRIS transactions, namely at 09.40 and 11.58. Payment of this transaction uses BRI and PT Bank Riau Kepri Syariah accounts.

#### 4.4 Project Accomplishment

##### 4.4.2 Accomplishment of Project Activities

The success of Polbeng Business Expo 2024 cannot be separated from the careful planning and hard work of the entire committee. Every detail of the event, from theme selection, location determination, to spatial arrangements, was carefully designed to create a conducive atmosphere for visitors and participants. The following is the rundown of Polbeng Business Expo activities in the following Table 4.21:

Table 4.21 Schedule of Activities

No	Time		Event	Information
	Timeline	Duration		
Day 1 on Wednesday,October30,2024 (Opening)				
1	08.30-08.45	15 minutes	Offering Dance	ByCommittee
2	08.45-08.50	5 minutes	OpeningPreparation	ByCommittee
3	08.50-09.00	10 minutes	OpeningbyMasterof Ceremonies	ByMasterof Ceremonies
4	09.00-09.05	5 minutes	RecitationoftheHolyQur'an	ByCommittee
5	09.05-09.15	10 minutes	SingingIndonesiaRayaand Student Mars	ByCommittee
6	09.15-09.30	15 minutes	WelcomeremarksfromtheChief Executive	ByCommittee
7	09.30-09.45	15 minutes	Welcome Remarks from the Chairman of the Department of Commercial Administration	By Department of AN
8	09.45-10.00	15 minutes	Remarks from the Director of Bengkalis State Polytechnic	By Director of Polbeng
9	10.00-10.15	15 minutes	Documentation	ByDirector et al
10	10.00-12.00	2 hours	Event Fashion Show	BySpeaker
11	12.00-12.30	1 hours	Break	BySpeaker
12	12.30-13.00	30 minutes	Distribution of vouchers and Prizes	By Committee
13	13.00-16.00	3 hours	Event Singing Competition	BySpeaker
14	16.00-17.00	1 hours	Net Operation	BySpeaker
Day 2 on Thursday,October31,2024 (Closing)				
1	08.00-12.00	2 hours	Event Fashion Show	BySpeaker
2	12.00-12.30	1 hours	Break	BySpeaker
3	12.30-13.00	30 minutes	Distribution of vouchers and Prizes	By Committee
4	13.00-16.00	3 hours	Event Singing Competition	BySpeaker
5	16.00-17.00	1 hours	Prize Distribution of all Events	BySpeaker
6	17.00-17.30		Net Operation	BySpeaker

Source: Processed Data 2024

The initial opening as a welcome to the guests was with the Malay dance “Tari Persembahan” as a form of appreciation to the guests in Polbeng Business Expo. The Polbeng Business Expo was officially opened by MC and the highlight of the opening ceremony of Polbeng Business Expo 2024 was marked by a symbolic ritual full of meaning, namely the beating of the gong. Documentations can be seen in Figure 4.21 are as follows:



Figure 4.21 Expo Opening  
*Source: Documentation 2024*

Opening the series of Polbeng Business Expo 2024 events, all invited guests who attended, including the educators of Bengkalis State of Polytechnic took the time to pose together in a group photo session. Documentation of this moment can be seen in Figure 4.22 are as follows:



Figure 4.22 Photo Session  
*Source: Documentation2024*



The photo above is documentation attached to record the precious moment when the invited guests and the leadership of Bengkalis State Polytechnic gathered in a group photo session after the opening ceremony of the Polbeng Business Expo.

Next, move on to the location of MSME tenants located on the street of the Administration building and the Civil building. All MSMEs were located in an U-shape close to the main stage. There are 71 MSMEs participating in enlivening the Polbeng Business Expo with a variety of culinary delights found on Bengkalis Island. The following is documentation of the tenant location in Figure 4.23:



Figure 4.23 MSME in Polbeng Business Expo  
*Source: Documentation 2024*

The implementation of the Polbeng Business Expo, the next step is to make a video profile of MSME “Es Tebu Ratman”. The profile video contains detailed information related to MSMEs, starting from the opening of the business, the benefits of the product to the reasons why MSMEs can develop until now. This video is 2.28 minutes long and uploaded on the @estebu.original account. Here is the video upload documentation in the Figure 4.24:



Figure 4.24 Video Profile MSME  
Source: Documentation2024

Next, make a video of MSME activities “Es Tebu Ratman” for 2 days. The author made 2 activity videos on the first and second day. The proof of uploading activity videos can be seen in Figure 4.25:

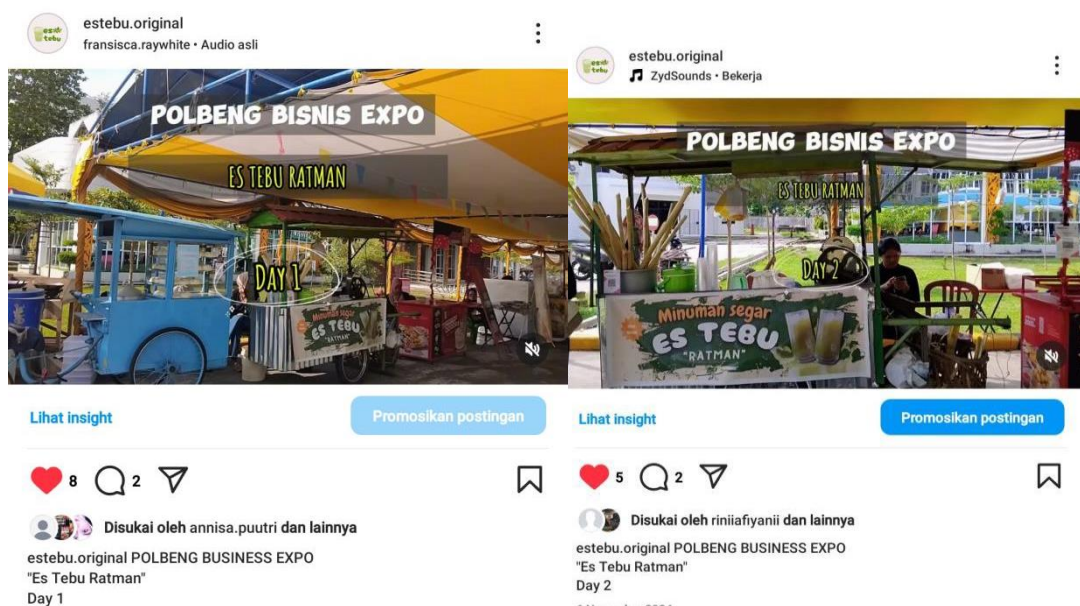


Figure 4.25 Video Day 1 and Day 2 Activities  
Source: Documentation 2024

#### 4.4.1.1 Give Appreciation to Tenant through Certificate

The Polbeng Business Expo activities were completed, the committee gave appreciation to MSMEs that had participated in enlivening the event at the Polbeng Business Expo activities in the form of E-certificates. The following is in the Figure 4.26 are as follows:



Figure 4.26 Certificate of Appreciation for MSME  
*Source: Documentation 2024*

#### 4.4.1.2 Obstacles to Activities

In the implementation of the Polbeng Business Expo MSME “Es Tebu Ratman” there were several obstacles when carrying out activities. The obstacles are as follows:

1. Discussing digital marketing promotions, MSME owners are old enough to understand less about social media. In addition, MSME owners have never had a social media account to promote their business.
2. Providing information that every MSME participating in the Polbeng Business Expo must have QRIS, MSME owners do not agree and do not believe in QRIS transactions because so far they have always used cash transactions.

#### 4.4.1.3 Solutions

The solutions to the obstacles faced by the author for MSME “Es Tebu Ratman” are as follows:

1. The author introduces the stages when promoting products on social media and fortunately, MSME owners understand and follow what the author says. MSME owners hand over the promotion of MSMEs to the author to manage.
2. Providing education related to transactions using QRIS, MSME “Es Tebu Ratman” agreed to use payment transactions using QRIS. When the Polbeng Business Expo activity took place there were several customers using QRIS payment transactions.

#### 4.4.2 Accomplishment of Project Finance

The implementation of an activity, one important aspect that must be considered is financial management. Details of the Polbeng Business Expo budget can be seen in the Table 4.20 are as follows:

Table 4.20 Financial Reports of Polbeng Business Expo Activities

No	Description	Amount/ Volume	Unit	Unit price (IDR)	Total (IDR)
<b>A. INCOME</b>					
<b>TOTAL INCOME</b>					<b>88,086,000</b>
<b>B. EXPENSES</b>					
<b>I. MARKETING</b>					
1	Stage Banner (7x3 m)	1	Pieces	700,000	700,000
2	Gate Banner	2	Pieces	400,000	800,000
3	Event Banner (3x1 m)	5	Pieces	90,000	450,000
4	Banner (12x3)	1	Pieces	500,000	500,000
5	Flyers	546	Pieces	1,000	546,000
6	Benner Pohtobooth	1	Pieces	170,000	170,000
7	Coupons (2,500)	157	Pieces	1,000	157,000
8	Pamphlets	200	Pieces	5,000	1,000,000
9	Social media and advertising	-	-	500,000	500,000
<b>TOTAL</b>					<b>4,823,000</b>
<b>II. EQUIPMENT</b>					
1	Cone Tent Rental	1	Pieces / 2 days	320,000	320,000
2	Tent Rental	14	Pieces / 2 days	750,000	10,500,000
3	Table Rental	58	Units / 2 days	20,000	1,160,000
4	Guest tent + Chairs 6 x 12	1	Units / 2 days	850,000	850,000
5	Chair Rental	150	Units / 2 days	6,000	900,000
6	Arch	1	Units / 2 days	800,000	800,000
7	Blower	4	Units / 2 days	200,000	800,000
8	Sound System	2	Pieces	150,000	300,000
9	Stage	1	Pieces	1,800,000	1,800,000

<b>TOTAL</b>					<b>17,430,000</b>
<b>III. SUPPLIES</b>					
1	Rope	1	Roll	20,000	20,000
2	Double Tip	3	Roll	8,000	24,000
3	Extra large plastic waste	12	Pcs	32,500	390,000
4	Diesel oil	120	Liters / 2 days	8,000	960,000
5	40m Spokes	1	Roll	250,000	250,000
6	2 inch nails	3	Ons	15,000	45,000
7	Rafia rope	1	Roll	10,000	10,000
8	Balloon	200	Pieces	3,000	600,000
9	Appeal paper + press	1	Pieces	60,000	60,000
10	4m plywood	1	Pieces	50,000	50,000
<b>TOTAL</b>					<b>2,409,000</b>
<b>IV. CONSUMPTION</b>					
1	Committee Breakfast	82	Person / 2 days	16,000	1,312,000
2	Lunch Committee	82	Person / 2 days	24,000	1,968,000
3	Aqua water glass	35	Box	25,000	875,000
4	Le Mineral Bottle	8	Box	50,000	400,000
5	Disposable Glass	15	Pack	10,000	150,000
6	Snack	800	Pieces	8,000	6,400,000
7	Snack for judges and others	150	Pieces	10,000	1,500,000
8	Fruit	-	-	180,000	180,000
9	H-4 and H+2 consumption	-	-	2,000,000	2,000,000
<b>TOTAL</b>					<b>14,785,000</b>
<b>V. OTHER FEES</b>					
1	Decoration per tenant	54	Person	50,000	2,700,000
2	Photo Booth Rental	1	Person / 2 days	1,000,000	1,000,000
3	Photographer Rental	1	Person / 2 days	2,200,000	2,200,000
4	Tissues	10	Pack	10,000	100,000
5	Proposal Making	150	Pieces	10,000	1,500,000
6	Letter	100	Sheet	250	25,000
7	Certificate	54	Sheet	5,000	270,000
8	Unexpected Costs	1	-	4,000,000	4,000,000
<b>TOTAL</b>					<b>11,795,000</b>
<b>VI. EVENT</b>					
1	Singing	-	-	-	3,864,000
2	Fashion show	-	-	-	8,446,000
3	Ranking 1	-	-	-	3,254,000
4	Drawing	-	-	-	6,105,000
5	Spelling Bee	-	-	-	5,435,000
<b>TOTAL</b>					<b>27,104,000</b>
<b>TOTAL EXPENSES</b>					<b>78,346,000</b>
<b>C. TOTAL EXPENDITURE DETAILS</b>					
1	TOTAL INCOME	-	-	-	88,086,000
2	TOTAL EXPENSES	-	-	-	78,346,000
<b>TOTAL REMAINING FUNDS</b>					<b>9,740,000</b>

Source: Processed Data 2024

The table above presents a complete breakdown of income and expenses obtained from organizing the Polbeng Business Expo. The main source of income

comes from tenant registration fees, events, sponsorships, and donors. All expenses incurred, from the preparation stage to the implementation of the event, have been recorded in detail in the table as a form of transparency and accountability.

Based on the data in Table 4.24, the total revenue collected from the Polbeng Business Expo was IDR 88,086,000. Meanwhile, the total expenses incurred during the event reached IDR 78,346,000. Thus, there are remaining funds of (IDR 88,086,000 - IDR 78,346,000). The remaining funds of IDR 9,740,000 were then distributed equally to all 82 members of the organizing committee as a form of appreciation for their contribution.

#### 4.4.2.1 Expenditures the Promotion for MSME

The following is a breakdown of all cash expenditures allocated for various promotional activities during the period in the Table 4.21 are as follows:

Table 4.21 Expenditures the Promotion

No	Item	Amount	Unit	Total (IDR)
1	Banner MSME	1	Pcs	40,000
2	Social Media and Advertising	-	-	200,000
3	Canva Premium	1	Pcs	10,000
<b>TOTAL</b>				<b>250,000</b>

*Source: Processed Data 2024*

Based on the table, the expenditures during the promotion of the implementation of “Es Tebu Ratman” activities was IDR 250,000.



## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

#### **5.1 Conclusions**

Based on the organization of Polbeng Business Expo 2024, several conclusions can be drawn regarding tenants, business opportunities, and the effectiveness of the promotional strategies implemented. These conclusions will be used as evaluation material for future organizations:

1. Tenant to participate in the Polbeng Business Expo activities is in accordance with the MSME criteria. The selected MSME is MSME “Es Tebu Ratman”, this MSME has been operating for 6 years and is located on Jl. Panglima Minal, Air Putih, next to Puskesmas Bengkalis.
2. Profile of MSME “Es Tebu Ratman”, this MSME has been operating since 2018. Mr. Ratman as the owner of MSMEs sells his product, namely pure sugarcane water without preservatives which is guaranteed the authenticity of the sweet taste of the sugarcane water. Every day Mr. Ratman goes around looking for sugarcane as the main raw material for his business around Bengkalis.
3. The process of making 30 promotion video for MSME “EsTebu Ratman”, video shooting was carried out 8 times and process of editing promotion video takes a lot of time, which is 1 month before the posting time has been prepared.
4. The process of making 30 catalogs for MSME “Es Tebu Ratman”. This catalog is a form of promotion to show more detailed information regarding MSME products.
5. The process of posting promotion video of MSMEs “Es Tebu Ratman” through the Instagram account @estebu.original with various promotion content has been uploaded regularly. The purpose of these promotional activities is to increase brand awareness, reach a wider target audience, and encourage consumer buying interest.
6. Financial reports for MSMEs “Es Tebu Ratman” there are 2 types, namely

profit and loss statements and balance sheets. Financial statements 1 month before the Polbeng Business Expo activity and 2 days of the Polbeng Business Expo implementation. The preparation of this financial report is attached in the form of a table and the purpose of making this financial report is to make a comparison of income before and after joining the Polbeng Business Expo activities.

7. QRIS for MSMEs “Es Tebu Ratman” through the Gopay Merchant Application. The QRIS registration and activation process through this application is very easy and fast. In just one working day, QRIS is ready to use. At the Polbeng Business Expo there were several consumers who made payment transactions using QRIS.

## **5.2 Suggestion**

To improve the quality of Polbeng Business Expo in the future, the Polbeng Business Expo organizing committee submitted several proposals for the improvement of future events, including:

1. Before the implementation of the next Polbeng Business Expo, it is necessary to make more careful preparations for all the facilities and infrastructure needed. Simulate the implementation a few days before the event to anticipate technical problems that may occur. In addition, involving parties who have experience in organizing similar events can be an effective step for the right solution.
2. Exhibition preparation should start well in advance so that all aspects can be carefully planned. Make a clear timeline for each stage of preparation, from theme selection, determining participants, to booth design. Involve juniors to provide creative and innovative ideas in the implementation of the exhibition.
3. Finding MSMEs that already have an MSME brand to make it easier to make a thesis. In addition, look for MSMEs that have booth tenants, MSMEs that understand social media marketing and can work together to make Polbeng Business Expo a success.



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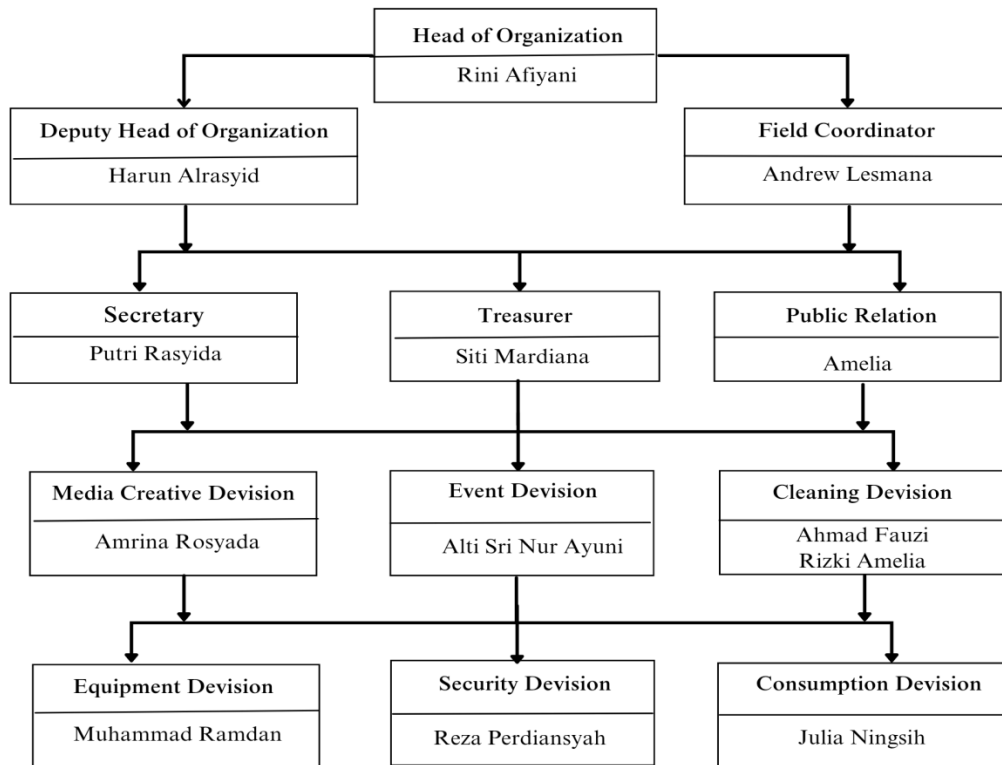
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## APPENDICES

### Appendix 1. Structure of the Committee



Source: Documentation, 2024

## Appendix 2. Banner Polbeng Business Expo



Source: Documentation, 2024

### Appendix 3. Polbeng Business Expo Location



Source: Source: Documentation, 2024



**Appendix 4. Photo with the Committee of the Polbeng Business Expo**



*Source: Documentation, 2024*



**Appendix 5. Photo of MSME Buyer “Es Tebu Ratman”**



*Source: Documentation, 2024*

**Appendix 6. Photo with the Owner of MSME “Es Tebu Ratman”**



*Source: Documentation, 2024*

## Appendix 7. Committee Certificate



*Source: Documentation, 2024*












## WRITER BIOGRAPHY



Rizki Amelia was born in Sungai Alam, Bengkalis, Riau on May 07, 2003. She is the second of two children. Her father is the late Misbah, and her mother is the late Supriyati. She has an older sister named Sri Julia Ningsih. In 2009, the author studied at SD Negeri 43 Sungai Alam and graduated in 2015. The author continued his education at SMP Negeri 12 Bengkalis and graduated in 2018. The author then continued his education again at SMA Negeri 2 Bengkalis and graduated in 2021.

Next, the author continued his D-4 education at Bengkalis State of Polytechnic, majoring in Business Administration and International Business Administration. In October-December 2024, the author carried out the final project with the title "Polbeng Business Expo (Case Study on Es Tebu Ratman MSME)". Hopefully this thesis writing can provide benefits for readers and further researchers.

## Revision Sheet

NO	TANGGAL	REVISI	PARAF PEMBIMBING
1	1/11/2024	Revised template for Chapter IV	
2	8/11/2024	Revision of Catalog and Promotion Video for MSME	
3	15/11/2024	- Revised Project Preparation, only list Preparing and Plan - Revision of project specific purpose	
4	22/11/2024	- Revision of framework Project - Additional of 5 lecturer journals - Revised Sosial media calender	
5	29/11/2024	Revision of Polbeng Business Expo Profile and MSME Profile	
6	6/12/2024	Revision of thesis writing follows the Bengkalis State Politechnic thesis guide	
7	13/12/2024	- Revised promotion video posting Schedule and revised Sosial media calender	
8	20/12/2024	- Revision Financial report - Revision Conclusion and suggestion - Revision Sosial media calender	
9	2/1-2025	perbaiki, perwisan References	
10	3/1-2025	Acc daftar sidang skripsi	