

CHAPTER I

INTRODUCTION

1.1 Background of the project

Indonesia is a country with a wide and diverse market, with a population of more than 273 million people. The country's economy has grown rapidly in recent years, driven by a growing middle class and a thriving manufacturing sector. The country is also a major player in the global economy, with a strong presence in the world of trade and commerce. The Micro, Small and Medium Enterprises (MSME) sector is an important part of the Indonesian economy, contributing around 60% to the country's GDP. The sector is characterized by its small size, with most companies having fewer than 50 employees. However, despite their small size, MSMEs have an important role in the economy, providing jobs and contributing to the country's GDP growth. The large number of existing MSMEs is also accompanied by problems that hinder the development of MSMEs such as capital, marketing, availability of raw materials, mastery of technology, low mastery of business management, and cooperation between partners (Septa Rinawati & Sri Sadewo, 2019).

The government has established several programs aimed at providing financing and other forms of support to MSMEs. These programs include the National MSME Development Program which provides financing and other forms of support to MSMEs, as well as the MSME Development Fund which provides funding to MSMEs. In addition to these initiatives, there are also a number of private sector organizations that provide financing and other forms of support to MSMEs. These organizations include banks, microfinance institutions, and other financial institutions. An important event that aims to encourage the development of MSMEs in Indonesia is the MSME Expo. The event provides a platform for MSMEs to showcase their products and services, network with other businesses and investors, and gain access to financing and other forms of support. The MSME Expo is an annual event that takes place in various locations throughout Indonesia

Overall, the MSME Expo is an important event that plays a big role in encouraging the development of MSMEs in Indonesia. The event provides a platform for MSMEs to showcase their products and services, network with other businesses and investors, and gain access to financing and other forms of support. Micro, small and medium enterprises (MSMEs) in the country play an important role in the culinary industry, with many small-scale food businesses operating in the informal sector. However, many small and medium enterprises (SMEs) in Indonesia are struggling to adapt to this new landscape, often lack the expertise and resources to effectively navigate the digital marketing landscape. However, despite their importance, many of these small food businesses struggle to compete with large corporations and face major challenges in terms of access to resources, marketing and distribution.

In response to these challenges, our business aims to create a platform that celebrates Bengkalis' rich culinary diversity and promotes a sustainable food system that benefits local communities and the environment. Overall, the Bengkalis MSME culinary industry has a rich cultural heritage and strong growth potential. With the right support and resources, local entrepreneurs can take advantage of existing opportunities and continue to develop innovative products and services that showcase the region's unique culinary traditions.

Based on researchers' observations of culinary businesses in Bengkalis, many MSMEs or culinary businesses in Bengkalis carry out marketing media or promote their products through social media, this is also called digital marketing. There are many MSMEs in Bengkalis and use social media promotion strategies, such as the Nini Kebab MSME which is located on Jl. Rimbas, Bengkalis. Researchers intend to include these MSMEs in the Culinary and MSME Expo activities which will be held at the Bengkalis State Polytechnic. The researcher is interested in pursuing this MSME because from the researcher's observations of the products from Nini Kebab, there are a lot of enthusiasts and buyers. In fact, many MSMEs in Bengkalis are also open about this bread food. However, Nini Kebab products are still a favorite food in the Bengkalis area.

The Polbeng Business Expo aims to serve as a vital bridge connecting MSME with broader market opportunities and resources. As a Liaison Officer, the role encompasses facilitating communication and cooperation between participating MSME and potential partners or stakeholders. This involves organizing networking events, ensuring smooth logistical arrangements, and providing necessary support to MSME to effectively present their products. By fostering these connections, the expo not only helps MSME like Nini Kebab gain visibility but also enables them to tap into new markets, enhance their business strategies, and foster sustainable growth.

In addition to the Liaison Officer's role, the Business Consultant's function is pivotal in guiding MSME through the complexities of business development and digital marketing strategies. For Nini Kebab the consultant's role would include conducting market analysis, identifying potential areas for product diversification, and offering tailored advice on optimizing digital marketing efforts. By leveraging social media insights and consumer behavior data, the consultant can help Nini Kebab refine its marketing strategies, increase its online presence, and ultimately drive sales.

The role of liaison officers in Polbeng Business Expo activities as a liaison for MSME to introduce opportunities and wider market sources will have a positive impact such as helping to introduce social media promotions to market their products more widely. If there is no assistance from the liaison officer, this will make MSME not interested in participating in these activities and MSME will not get good benefits and opportunities from wider market sources.

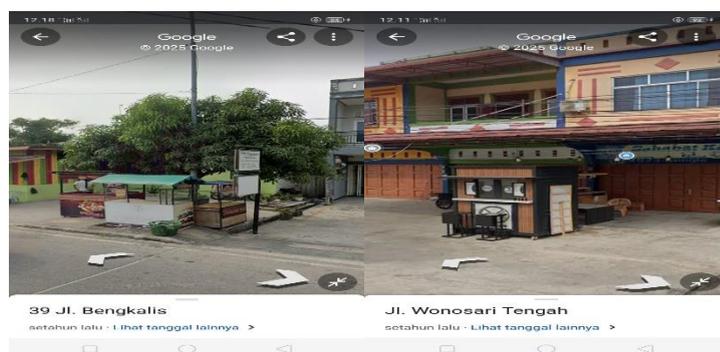


Figure 1.1 Nini Kebab Location
Source: Processed Data 2024

Author is interested in taking on MSME because, from the author's observations about Nini Kebab products, there are very many enthusiasts and buyers, especially as the target consumer is more towards teenagers and small children. Based on the background that has been described, the Author are interested in conducting a study entitled: **“Polbeng Business Expo Case Study on the Liaison officer and business Consultant Role on MSME Nini Kebab in Bengkalis”**

1.2 Identification of the Project

Based on the background explanation above, it can be concluded that the problem is:

1. How to make the Polbeng Business Expo event a success through participation from MSME Nini Kebab
2. How to carry out MSME Nini Kebab operational activities during the Polbeng Business Expo event.

1.3 Purpose of the Project

1.3.1 General Purpose

The general aim of this project is to organize culinary and MSME expo activities

1.3.2 Special Purpose

The special Purpose of the project in the Polbeng Business Expo Nini Kebab are as follows:

1. To creating business profile of expo and Nini Kebab
2. To creating 30 promotional video Nini Kebab
3. To creating 30 product catalogs of Nini Kebab
4. To post marketing 30 promotion of Nini Kebab through digital marketing (Instagram and WhatsApp).
5. To assist in creating financial report of Nini Kebab MSME

1.4 Significance of the Project

Everything that is done must have a benefit, while the benefits of the final project “**Polbeng Business Expo as a Liaison Officer and Business Consultant (Case Study: MSME Nini Kebab)**” are as follows:

1. Benefits for Authors

The results of this project are additional knowledge in applying theoretical knowledge obtained during practical lectures specially in the field of entrepreneurship and knowing the factors that lead to success in entrepreneurship or managing an event

2. For MSME

From this project, it can help develop the profile of Nini Kebab business to be more recognized for capital references for the owner.

3. For Other Parties

It is hoped that the results of this project can be used as an additional reference for further research on the same topic.

1.5 Time and Place of Project Implementation

1.5.1 Time of project Implementation

The implementation time of the Polbeng business expo will be held for 2 days, namely in the 9th lecture week, and for the project preparation process takes 3 months (August- October, 2024).

1.5.2 Place of Project Implementation

This project will be carried out on the State Polytechnic of Bengkalis campus area.

1.6 Writing System

The systematics of writing the project Polbeng Business Expo (Case Study on the Liaison Officer and Business Consultant Role on MSME Nini Kebab in Bengkalis) is as follows:

CHAPTER I : INTRODUCTION

This chapter will explain the background, project identification, project objectives, project benefits, place and time of project implementation and the systematics of writing project reports.

CHAPTER II : LITERATURE REVIEW

This chapter will explain the theory that is relevant to the subject of the final project which is divided into previous studies, general theory, and special theory of the final project.

CHAPTER III : METHOD AND ACCOMPLISHMENT PROCESS

This chapter will explain the project preparation plan, project implementation plan, project completion plan and project reporting plan

CHAPTER IV : RESULT AND DISCUSSION

This chapter will explain the business profile, project implementation reports, namely: project preparation, project implementation, project completion and financial reports.

CHAPTER V : CONCLUSIONS AND SUGGESTIONS

This chapter will explain the conclusions and recommendations of the project implementation results in the previous chapters.