

CHAPTER I

INTRODUCTION

1.1 Background of the Project

In the era of Industrial Revolution 4.0, there is an inevitable shift in the business paradigm that cannot be avoided. In this context, Micro, Small and Medium Enterprises (MSMEs) as the backbone of the national economy are faced with demands to adapt to fundamental changes in industrial governance. One of the crucial efforts that MSMEs can take as a proactive step is to utilize the existence of E-commerce as a digital marketing strategy by Winarsih (2021) in Bagus Hari Sugiharto (2024).

Donuts are one of the foods that are widely consumed by Indonesian people and now there have been many developments in donut products on the market with various brands currently circulating showing an increase in response to consumer needs by Panjaitan (2020) in Suda (2023).

According to Sufi (2009) in M. Rivaldi Putra (2022), Donuts have long been known to the public as a snack quite filling. Apart from snacks or snacks, donuts also often replace breakfast and school lunch menus child. The appearance of the donuts is also more varied. In the past, donuts appeared with its distinctive shape, namely round with a hole in the middle, is now a donut comes in various forms. Donuts aren't just sprinkles either powdered sugar, but comes with a variety of sprinkles, spreads, or coatings.

According to Noor (2017) in Indah Fitri Rahmawati, et al (2024) an event is defined as an activity organized for important events in human life that is bound by custom, culture, religion and tradition for a certain purpose and involves the surrounding community and is held at a certain time .

Polbeng Business Expo is an event organized by Bengkalis State Polytechnic as a forum to bring together business people and the general public. This event aims to support the development of Micro, Small and Medium Enterprises (MSMEs) and encourage innovation and collaboration between business actors. In this expo,

dozens of MSMEs from various sectors were presented to showcase their superior products. Not only that, the expo was also enlivened by various interesting events, such as seminars, product demos, and entertainment, which aimed to attract visitors and increase interaction between business actors and the community.

One of the MSMEs invited to participate in the Polbeng Business Expo is Donat Aisy, a donut business founded by Mrs. Mery Fitmawanti in 2020. Located on Jalan Kelapapati Darat, Behind Bengkalis Hospital, Donat Aisy is known as an MSME that offers quality donut products with a soft texture and delicious taste. This business offers various interesting flavors, such as original, cheese, matcha, red velvet, taro, cappuccino, chocolate meses, shredded, and bomboloni donuts. All of these variants are sold at a very affordable price, which is only 2 thousand rupiah per piece.

Donat Aisy has a good reputation among the local community due to its consistent product quality and innovation in creating new flavors. Donat Aisy's presence at the Polbeng Business Expo provides an excellent opportunity to introduce its superior products to a wider audience. In addition, participation in this event can also be an inspiration for other MSMEs in terms of branding, product innovation, and marketing strategies.

By participating in the Polbeng Business Expo, Donat Aisy has the opportunity to expand its market reach, increase public awareness of the brand, and build business networks with other business actors. This participation also supports Donat Aisy to continue to grow and contribute to advancing the MSME sector in Bengkalis and surrounding areas. Events like this are strategic steps to encourage local MSMEs to be more competitive and able to face the challenges of an increasingly dynamic market.

Based on the background that has been described, the Author are interested in conducting a study entitled **“Polbeng Business Expo (Case Study on MSME Donat Aisy)”**.

1.2 Identification of the Project

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

1. How to make the Polbeng Business Expo event a success through participation from MSME Donat Aisy
2. How to improve the business development of MSME Donat Aisy

1.3 Purpose of the Project

1.3.1 General Purpose

The general purpose of this project is to implementation of the Polbeng Business Expo in accordance with the plan.

1.3.2 Specific Purpose

The specific purpose of the project in the Polbeng Business (Case Study on MSME Donat Aisy) are:

1. To creating business profile of expo and Donat Aisy MSME
2. To creating 30 promotional video of Donat Aisy MSME
3. To creating 30 product catalog of Donat Aisy MSME
4. To post marketing promotion of Donat Aisy through digital marketing (Social Media)
5. To creating Qris payment method of Donat Aisy MSME
6. To assist in creating financial report of Donat Aisy 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 (Case Study on MSME Donat Aisy)”** are as follows:

1. Benefit for Author

Benefits for the authors of this project include a deeper understanding of marketing strategies and brand awareness development for MSMEs, as well as gaining experience in applying marketing theory through real case studies.

2. Benefit for Entrepreneur

Expo activities provide opportunities for MSME to introduce their products and brands to a wider audience. By participating in expos, entrepreneurs can interact directly with consumers and get feedback on their products or services, which is very useful for quality improvement.

3. Benefit 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 the 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 the Project Implementation

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

1.6 Writing System

Systematics of writing the project Polbeng Business (Case Study on MSME Donat Aisy) 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 4 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 : RESULTS AND DISCUSSION

In this chapter, the author will explain the project activity profile and project implementation report, which includes project preparation, project implementation report which includes project preparation, project implementation, project completion, completion of project activities, and project financial completion.

CHAPTER V : CONCLUSIONS AND SUGGESTIONS

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