

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Polbeng Business Expo is a business exhibition event organized by students majoring in Commercial Administration, International Business Administration study program, Politeknik Negeri Bengkalis (Polbeng). This program was created to support Micro, Small and Medium Enterprises (MSMEs) by providing booths for business owners to sell their products and gain access to business development opportunities. The event serves as a platform for MSME players to expand their business network, increase sales, and gain the knowledge and skills needed to grow their business. The event is an important part of students' academic journey, as it helps them develop essential skills in event management, marketing, and business operations.

Programs like the Entrepreneur Expo can help entrepreneurs. By showcasing their products at the expo, entrepreneurs can attract potential customers, partners and investors, leading to increased sales and business growth. Expos provide a platform for entrepreneurs to connect with industry peers, share experiences and learn from each other. This can lead to new collaborations, partnerships and business opportunities. (S. Rizal and E. Zulfa, 2012 in Hilma Farhani et al., 2023).

As a higher education institution in Bengkalis, Polbeng has a commitment to participate in regional economic development. Polbeng Business Expo is a tangible manifestation of this commitment, where Polbeng acts as a facilitator and organizer of events that support the growth of MSMEs. MSMEs have a significant role in the Bengkalis economy by providing employment, increasing community income, and supporting local economic growth. Therefore, supporting the development of MSMEs is a strategic step in advancing the regional economy.

Politeknik Negeri Bengkalis (Polbeng) has participated in several business events and exhibitions to increase public awareness and participation in business development and entrepreneurship. One example is Polbeng participating in Riau Expo 2022 and Bengkalis Education & Business Expo 2017.

In some of these events, Polbeng exhibited and promoted the results of student entrepreneurship, as well as several SME products that have collaborated with Polbeng. For example, at Riau Expo 2022, Polbeng exhibited the results of student entrepreneurship and several SME products that have collaborated with Polbeng. At the 2017 Bengkalis Education & Business Expo, Polbeng exhibited the results of student final project work and several student works that had been included in regional and national competitions. In this context, Polbeng Business Expo can be a more specific platform to increase public awareness and participation in business development and entrepreneurship.

This culinary business is very much found in various places, one of which is in Bengkalis. Loklok Seafood is one of the umkm in Bengkalis that sells seafood satay with various processed seafood. The location is located at Tugu Field, Jalan Ahmad Yani in front of the Bengkalis City regional building. Apart from selling various processed seafood, this umkm also sells grilled rice with various topping options. Loklok Seafood is a suitable place for seafood lovers who want to enjoy satay and grilled rice dishes at pocket-friendly prices. The strategic location in front of the regional building can also be a special attraction for visitors who want to enjoy a meal while enjoying the city atmosphere.

One of the MSMEs that will be featured in this expo is Loklok Seafood, a local food business that has gained popularity for its culinary offerings that sell a variety of seafood dishes. The expo provides an opportunity for MSMEs like Loklok Seafood to connect with potential customers, partners and investors, which in turn can improve their competitiveness and business sustainability by showcasing their products and services at the expo.

Based on the background above, the author is interested in taking on a project with the title **Polbeng Business Expo (Case Study on MSME Loklok Seafood)**.

1.2 Identification of the Project

Based on the explanation of the background of the problem above, the identification of project problems that will be discussed in the project "Polbeng Business Expo (Case Study on MSME Loklok Seafood)" is How to conduct a polbeng business expo and make the event success.

1.3 Purpose of the Project

The purpose of this project are as follows:

1.3.1 General Purpose

The general purpose of this project is to organize Polbeng Business Expo.

1.3.2 Specific Purpose

1. Preparing tenant for Polbeng Business Expo
2. Creating 30 video promotions and 30 catalogs of tenant
3. Post marketing promotions through social media
4. Creating financial reports of tenant
5. Creating QRIS of tenant

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 Loklok Seafood)" are as follows:

1. For Entrepreneurs

From this project, it can help develop the profile of Loklok Seafood business to be more recognized by the public, and also make financial reports as a reference for capital references for the owner.

2. For Authors

The results of this project are additional knowledge in applying theoretical knowledge obtained during practical lectures spesifically in

the field of entrepreneurship and knowing the factors that lead to success in entrepreneurship or managing an event.

3. For Universities

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

Based on the identification, the implementation time of the Polbeng Business Expo was held for 2 days, namely in the 9th lecture week, and for the project preparation process takes 3 months (August – October, 2024). The implementation location is at the Bengkalis State Polytechnic campus.

1.6 Writing System

The writing systematics of the project Polbeng Business Expo (Case Study on MSME Loklok Seafood) 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 : METHODS 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

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

CHAPTER V : CONCLUSION AND SUGGESTION

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

REFERENCES

APPENDICES

WRITER BIOGRAPHY