

CHAPTER I

INTRODUCTION

1.1. Background of the project

Polbeng Business Expo is an activity organised by students of the International Business Administration Study Programme as part of their final project. This activity is a form of real application of business theories that have been learned during lectures, as well as a place to demonstrate students' abilities in managing various aspects of business directly. The Expo is designed to provide a platform for students to showcase the work and innovations they have developed during their studies, so that they can get direct feedback from visitors and other participants.

By presenting 60 tenants consisting of various types of businesses, Polbeng Business Expo offers a diversity and wealth of interesting business ideas. Each tenant displays different products or services, ranging from food and beverages, This diversity not only provides an interesting variety for visitors, but also creates a competitive and dynamic environment for students. Students are required to be able to attract visitors' attention, compete in a healthy manner, and develop effective marketing strategies for their businesses.

To support the smoothness and success of the event, Polbeng Business Expo involved various parties, including supervisors, sponsors, and local communities. Support from these various parties is very important to create a quality event and provide valuable experience for all participants. Students are also required to be able to work together in teams, manage various aspects of the event, and face challenges that arise during the preparation and implementation of the expo.

In the current era of globalisation and digitalisation, the culinary industry has experienced significant development. Innovation in the presentation and promotion of culinary products is one of the key factors in attracting consumer attention. Culinary Expo is one of the most effective platforms in introducing new culinary products to the public.

Expo Culinary is an event designed to showcase culinary diversity and innovation in the world of food and beverage. The event serves as an important platform for culinary industry players to introduce their products, share knowledge, and network with fellow professionals and consumers. Amidst the rapid development of the culinary industry, Expo Culinary is not only a promotional event but also a vehicle to explore new trends and technologies in the culinary world.

Liaison Officer is a profession that is tasked with mediating the relationship between one company/organisation and another. It can also play a role in organising activities in an event. In other words, the liaison officer is part of the committee structure.

Liaison Officer (LO). Liaison Officer is an officer who is the liaison between the delegation guests and the organising committee. Being a liaison officer requires skills, knowledge and art in order to be a good and qualified guest companion.

Most economic sectors and Micro, Small and Medium Enterprises (MSMEs) during the Covid-19 pandemic slowed down (Prayitno,2018), most MSME players could not develop and many ended up in bankruptcy (Alfaridz,Indriyana, Luthfi, & Sokhivah, 2021; Soleha, 2020). This is what makes MSME business actors change their sales strategy through a digitalisation scheme. The digitalisation scheme is by utilising marketplaces (online stores) and using social media as a marketing technique (Hasibuan et al., 2020). In addition, digital MSME players must be able to synergise with netizens in marketing products and services (Arianto, 2020). Thus, the digital MSME development scheme through the MSME Viirtual Expo is expected to be an alternative to save business actors in the midst of the Covid-19 pandemic.

The culinary industry is one of the sectors that has experienced rapid growth in recent years. The increase in population, lifestyle changes, and increasing public interest in culinary variations are some of the main driving factors. Expo Culinary comes as an event that aims to showcase various innovations and creations in the culinary world, as well as a promotional and networking event for food and

beverage industry players Culinary is an activity of preparation, processing, presentation of food and beverage products that make elements of creativity, aesthetics, tradition and local wisdom as the most important elements in improving the taste and value of products to attract purchasing power and provide experiences for consumers. (Ministry of Tourism Creative Economy; 2015). The 2015 manufacturing industry survey states that the culinary subsector is the third highest subsector of all creative industry subsectors. Indonesia has a diversity of culinary specialities that make the culinary industry in Indonesia has the opportunity to grow in each region (Hasnam et al., 2017).

National economic growth is largely determined by the dynamics of the regional economy, while the regional economy is generally supported by small and medium-scale economic activities. Business units that fall into the category of Micro, Small and Medium Enterprises (MSMEs) are the lifeblood of the regional and national economy. MSMEs are able to become the priority or backbone of the people's economic system to reduce the problem of poverty and unemployment, besides that MSMEs also play a role in the distribution of development results. The existence of MSMEs is a very important thing in the economy (Simanjuntak, 2020)

Micro, small and medium enterprises are businesses owned by individuals or groups of individuals that have levels according to net worth and annual sales. In order to help MSMEs fulfil their financial reporting needs, the financial accounting standards board of the Indonesian Accounting Association (DSAK IAI) in 2016 has compiled and ratified the Financial Accounting Standards for Micro, Small and Medium Entities (SAK EMKM). The issuance of SAK EMKM is a form of IAI's support as an accountant professional organisation, in improving the enforcement of transparency and accountability of entity financial reporting, while encouraging the growth of the MSMEs sector in Indonesia.

Tenants in the context of an expo are exhibitors who rent space or a place to showcase their products or service merchandise. Tenants at exhibitions have the goal of increasing brand visibility, product promotion, interacting with potential consumers, and establishing business relationships.

Alpukat kocok is one of the innovations in beverage products that have managed to attract attention in the culinary industry. In addition to selling whipped avocado in this MSME also sells other fruit variations which are also best sellers such as, whipped dragon fruit, whipped manga, and squeezed oranges. and for the price according to the toppings we want. available toppings: original, milo, ore, chocolates, cheese, koko crunch, and chocolate.

1.2. Identification of the Project

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

1. How to conduct a polbeng business expo and make the event a success
2. How to run SMEs Alpukat Kocok operational activities

1.3 Purpose of the project

The project objectives are divided into 2 (two) namely the main purpose and specific purpose. The purpose of project are as follows:

1.3.1 The General purpose

The main objective of this project to organize Polbeng Business Expo

1.3.2 Specific purpose

The sepecial purpose of this project in the Polbeng Business Expo Alpukat Kocok are as follows:

1. To creating concept and making business profile of expo and Raja Alpukat Kocok MSME
2. To creating concept and making promotional video of Raja Alpukat Kocok MSME
3. To creating concept and making product catalog of Raja Alpukat kocok MSME
4. To post marketing promotion of Raja Alpukat Kocok through digital marketing (Social Media).

5. To creating concept and making design booth of Alpukat Kocok MSME
6. To creating and making Qris payment method of Raja Alpukat Kocok MSME
7. To creating and making financial report of Raja Alpukat Kocok 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 The Liaison Officer And Business Consultant Role on MSME: Raja Alpukat Kocok**

Benefits for entrepreneurs

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

1. For Authors

The result of this project are additional knowledge in applying theoretical knowledge obtained during practical lectures specifically in the field of entrepreneurship or managing an event.

2. For Universities

It is hoped that the result of this project can be used as an additional reference for further research 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, for the project preparation process takes 3 months.

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 systematic writing of the final project of the Business Development Strategy Workshop for Bumdes Air Putih Jaya is as follows:

CHAPTER 1: INTRODUCTION

In this chapter the author describes the Project Background, Project Identification, Project Objectives, Project Significance, Project Time and Place, and Writing System.

CHAPTER 2: LITERATURE REVIEW

In this chapter the author describes the theory needed to strengthen the reasons for making the project and the design of the project to be discussed, namely previous research and theoretical basis.

CHAPTER 3: METHOD AND ACCOMPLISHMENT PROCESS

In this chapter the author describes how the Project Preparation, Project Implementation Plan, Project Achievement Plan, and Schedule and Cost Estimates.

CHAPTER 4: RESULTS AND DISCUSSION

In this chapter the author describes the analysis of the results of the final project, namely the final project implementation report.

CHAPTER 5: CONCLUSIONS AND SUGGESTIONS

In this chapter there are several conclusions and suggestions as an overview of the final project report.