

# CHAPTER I

## INTRODUCTION

### 1.1. Background of the Project

Business growth has become an increasingly important topic, especially in the context of Micro, Small, and Medium Enterprises (MSME). As competition in the market intensifies, MSME owners, employees, and external factors such as business partners and investors are constantly seeking various ways to enhance the company's brand experience. These efforts not only impact marketing strategies and campaigns but also encompass sales plans and updates to the business model. Improving brand experience and implementing brand extensions with the right strategies can provide significant competitive advantages for MSME. Referring to (Pudjowati et al.,2023), the process outlined by Pudjowati and her colleagues, requires a holistic approach involving all operational aspects of MSME, from product innovation to customer service enhancement. Thus, understanding and implementing effective business growth strategies are crucial for the long-term success of MSME.

Exhibitions are one of the effective methods in marketing, especially for MSME to expand their market reach and introduce their products or services to a wider audience. Through exhibitions, business owners have the opportunity to interact directly with potential customers, provide in-depth information about their offerings, and establish connections that may not be achieved through other marketing methods. In simple terms, an exhibition is an event where products and services are showcased, often with the aim of inviting buyers and enhancing the image of the displayed products or services Pertiwi et al., (2023).

The Writer and Other colleagues will hold a Polbeng Business Expo to help MSME and introduce typical Bengkalis Malay food. The hope is that MSME business actors can take advantage of this expo to improve their digital marketing. This exhibition is very beneficial for the wider community because, through effective promotion, public awareness of the products offered can increase. This

will help increase sales and maintain brand reputation which may have declined over time.

This exhibition must be promoted it serves to highlight MSME products, increase sales, and develop brand awareness in order to build a brand image. Use events like fairs, conferences, fundraisers, exhibitions, festivals, and workshops to understand consumer perspectives, develop team spirit, or showcase company products and services. The Expo has the potential to be successfully implemented and achieve its goals by enabling many people to gain knowledge about the materials and practical exercises that will be carried out. This exhibition is meant to provide knowledge and insight to the general public and students who want to start their own businesses and create employment opportunities to boost the economy.

MSME Sagoo Noodles Ibu Siti Hawa was established in 2010. Ibu Siti Hawa, a household business, had a vision to improve the quality of life for the local community. Initially, Ibu Siti Hawa started her business with simple ingredients like sago, water, and other kitchen utensils. Ibu Siti Hawa purchased around 1 kilo of sago per day, and now it has increased to 10-15 kilos per day. Ibu Siti Hawa has a strong vision and mission to build the local economy, particularly in Kelebuk village. Ibu Siti Hawa aims to create a business with minimal capital while generating significant profits.

In the early years, Ibu Siti Hawa faced several challenges. One of the main challenges was improving the quality of the product. Ibu Siti Hawa had to learn how to make sago noodles that were better and more appealing to consumers. Additionally, Ibu Siti Hawa also faced difficulties in sourcing quality raw materials and developing effective marketing strategies. However, with dedication and perseverance, she managed to overcome these challenges and improve both the quality of the product and her marketing strategies, making her business more successful and stable.

In the following years, Ibu Siti Hawa's sago noodles continued to grow and enhance its reputation among the local community. Ibu Siti Hawa kept innovating and improving the quality of her products by using better raw materials and

developing more flavor variations. Marketing strategies were also updated by utilizing social media and local promotions to raise awareness about her products. Today, Ibu Siti Hawa's sago noodles have become one of the most popular MSME products in the area, and Ibu Siti Hawa has become an inspirational example for other small entrepreneurs.

Based on the background, it can be concluded that increasing the capacity and quality of MSMEs is an urgent matter, especially to help them access a wider customer network and utilize information technology in the digital era. To answer this need, the author will carry out a project aimed at the general public, especially in Bengkalis. As a form of support, an expo was held to facilitate the promotion and marketing of MSMEs with the title **“Polbeng Business Expo Project (Case Study of Sago Noodles Ibu Siti Hawa Kelebuk Village)”**.

## **1.2. Identification of the Project**

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

- 1.2.1. How to succeed the Polbeng Business Expo event through the participation of MSME Sago Noodle Ibu Siti Hawa.
- 1.2.2. How to carry out the operational activities of MSME Sago Noodle Ibu Siti Hawa during the Polbeng Business Expo event took place.

## **1.3. Purpose of the Project**

The Purpose of the Project are:

### **1.3.1. General Purpose of the Project**

The project goal to be achieved is to organize and implement the Polbeng Business to improve MSME with the topic of digital media and implement it to realize an exhibition that is by the plan.

### **1.3.2. Specific Purpose of the Project**

The Specific Purpose of the Project are:

1. To Preparing Tenant for Polbeng Business Expo
2. To Create a promotional video for Ibu Siti Hawa's Sago Noodle MSME

3. To Creating a Product Catalog for Ibu Siti Hawa Sago Noodle MSME
4. To Posting Marketing Media Promotion Through Social Media
5. To Create and Carry Out Transactions Using QRIS For Sago Noodles Ibu Siti Hawa
6. To Make a Report From of the Project Financial Reports and Activity Reports

#### **1.4. Significance of the Project**

The Significance of the Project are:

1. The Writer

This thesis is anticipated to be a valuable enhancement to my experience, knowledge, and guidance in completing this academic journey, particularly as part of the International Business Administration program. Through this writing process, I aim to deepen my understanding of various concepts and theories related to the project, as well as to refine my ability to analyze and address relevant problems. This thesis is also viewed as an important tool for applying the knowledge I have gained in order to better and more competitively respond to the challenges of the international business world.

2. For MSME

Participation in this exhibition provides MSME with the opportunity to introduce their products and services to a broader audience, including potential customers, investors, and partners. Through this exhibition, MSME have a platform to receive valuable feedback on their products and services directly from visitors and other participants. This helps them understand current market trends and customer preferences, which can, in turn, guide future marketing strategies and product development. By actively participating in such exhibitions, MSME can expand their market reach, strengthen relationships with stakeholders, and gain valuable insights to enhance their business competitiveness.

### 3. For Other Parties

Participation in MSME exhibitions provides significant benefits not only for the MSME themselves but also for other stakeholders such as policymakers, investors, and financial institutions. This exhibition offers a platform for policymakers to understand the challenges faced by MSME and to formulate policies that support their growth. Meanwhile, for investors and financial institutions, the exhibition presents an opportunity to identify promising MSME with growth potential and to explore sustainable investment and funding opportunities.

## **1.5. Time and Place of the Project**

### 1.5.1 Time of Project

The time and place of this project is scheduled for October 30-31, 2024 at Politeknik Negeri Bengkalis. This activity will last for two days.

### 1.5.2 Project Activities

The Polbeng Business Expo event will be held at the Bengkalis State Polytechnic Campus, which is located in a strategic environment with adequate facilities to support the smooth running of this activity. This location was chosen to provide comfort for participants, visitors and related parties in enjoying the entire series of events that have been well designed..

## **1.6. Writing System**

Systematically the contents of this are arranged as follows :

### **CHAPTER 1 : INTRODUCTION**

In this chapter, the Writer describes the background of the project, project visits, project objectives and benefits, the place and time of the project, and the systematics of writing a project report in an undergraduate thesis.

### **CHAPTER 2 : LITERATURE REVIEW**

In this chapter, the Writer describes the theories that are relevant to the main material in the Final Project, namely explaining the expo business Polbeng on Bengkalis MSME.

### **CHAPTER 3 : METHODS AND ACCOMPLISHMENT PROCESS**

In this chapter, the Writer will explain the project plan with project diagrams, then proceed with the implementation plan and execution process, and report on the implementation plan and project execution. Then continue with the schedule and estimated costs incurred during the project period, to the estimated cost of the bachelor's thesis.

### **CHAPTER 4 : RESULTS AND DISCUSSION**

In this chapter, the Writer will describe the project profile and activity implementation report consisting of project preparation, activity implementation, implementation report, and activity implementation report.

### **CHAPTER 5 : CONCLUSION AND RECOMMENDATIONS**

This chapter contains a summary of the results of the writings in the previous chapters written in conclusions as well as suggestions for improvement instead of writing.