

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background of the Project**

In the Indonesian context, exhibitions have become an important part of national culture. Various exhibitions have been held in Indonesia, ranging from art exhibitions, local product exhibitions, culinary exhibitions to the latest technology exhibitions. As such, exhibitions have played an important role in raising awareness and appreciation of Indonesian culture and art. Recent research on food-related events emphasised how local, regional, national and international fairs, festivals and exhibitions reflect and construct people's perceptions of food as part of a culture, indicating ethnic belonging, production and consumption. It is seen from the perspective of event organisers, participants and other interested parties who create and experience the diversity of food cultures.

The culinary or food and beverage business has become one of the most popular and promising businesses in Indonesia. The large and continuous market potential makes the culinary business grow over time. On the other hand, food is a basic human need, and everyone needs to consume food every day. This continuous and limitless consumption makes culinary business opportunities endless. There are also various types of culinary businesses, ranging from drinks, snacks, fast food, frozen food, coffee shops, and so on. Besides being varied, the culinary business also has long-term prospects because it has a wide target market, and is able to generate promising profits due to the high level of demand.

Micro, Small and Medium Enterprises (MSMEs) are businesses that have an important role in the Indonesian economy, both in terms of employment created.important role in the Indonesian economy, both in terms of employment opportunities created. The Role of Micro, Small and Medium Enterprises (MSMEs) in the Prosperity of the State Economy and Society and Society as well as in terms of the number of businesses. MSMEs stands for

Micro, Small, and Medium Enterprises. Medium. Basically, MSMEs is the meaning of a business or business conducted by individuals, groups, small business entities, and households Indonesia as a developing country makes MSME the main foundation of the community's economic sector. Indonesia as a developing country makes MSMEs the main foundation of the community's economic sector, this is done to encourage the ability of independence in developing in the community. to encourage the ability of independence in developing in society, especially in the economic sector. in the economic sector Gramedia Blog (2020) In Satriaji Vinatra (2023). The term MSMEs refers to business activities formed by citizens, either in the form of private businesses or business entities Wilantara, (2016) in Satriaji Vinatra (2023). Micro, small, and medium enterprises (MSMEs) are a sizable part of the country's economy, as they play a significant role in improving the economy. the country's economy, because it plays a very important role in improving the community's economy. The existence of MSMEs is very important in the country's economic growth and can benefit and distribute community income. benefit and distribute community income.

Many MSME in Bengkalis have successfully utilized promotional strategies through social media to grow their business, one of which is the Gemoy Pancake Culinary MSME. Located around jl.Hangtuah, in front of Hello Hotel Bengkalis, Pancakes gemoy offers a variety of cake products that have gone viral on social media and received a lot of attention from consumers. Their signature products include pancakes and milk buns, all of which have a wide and loyal fan base. Based on the author's observation, Pancake gemoy has a strong appeal among teenagers and children, who are their main target consumers. The popularity of Pancakes gemoy products on social media not only shows the quality of their products, but also the effectiveness of the marketing strategies implemented. Taking these factors into account, the author plans to include Pancakes Gemoy MSME in the Culinary and MSME Expo activities that will be held at the Bengkalis State Polytechnic. Pancakes Gemoy participation in this event is expected to expand their market reach and increase

public awareness of the superior products they offer. Pancakes Gemoy participation in this expo is also expected to inspire other MSME in Bengkalis to utilize social media effectively in promoting their products. In addition, this expo will be the right platform for Pancake gemoy to introduce their products to a wider and more diverse audience.

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 Pancake Gemoy”**.

## **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 MSME Pancake Gemoy operational activities

## **1.3 Purpose of the Project**

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

### **1.3.1 General Purpose**

The general objective of this project is to organize Polbeng Business Expo MSME activities.

### **1.3.2 Special Purpose**

The specific project objectives that are expected to be achieved in writing in this final project are as follow:

1. To creating concept and making business profile of expo and Pancake Gemoy MSME.
2. To creating concept and making promotional video of Pancake Gemoy MSME.
3. To creating concept and making product catalog of Pancake Gemoy MSME.

4. To creating and post marketing promotion of Pancake Gemoy through digital marketing (social media).
5. To creating concept and making Designing Booth of Pancake Gemoy MSME.
6. To making Qris payment method of Pancake Gemoy MSME.
7. To making financial report of Pancake Gemoy MSME.

#### **1.4 Significant of the Project**

Every thing 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 Pancake Gemoy”**. are as follows:

1. For Entrepreneurs

This reaserch can be used as a material consideration in making decisions about a product’s marketing strategy to increase the sales volume of Polbeng Business Expo Case Study on the Liaison Officer and Business Consultant Role on MSME Pancake Gemoy”. and other products,especially in the same field.

2. For Researchers

This study can be as additional experience, knowledge, and as a guide to the completion of the final project that became on the requirements for completing the Diploma IV in its International Business Administrations study program, majoring in Business Administrations. It is hoped that this final project can be used as a means to increase the development of author creatuvity and innovation.

3. For the Community

This research is expected to provide insught in the form of a final project that can be used to increase knowldage in studying the activities of a product’s marketing process.

## **1.5 Time and Place of Project Implementation**

### **1.5.1 Time of Project Implementation**

The implementation time of the Polbeng business expo has been for 2 days, namely in the 9th lecture week, and for the project preparation process takes 3 months.

### **1.5.2 Place of Project Implementation**

This project has been carry out on the State Polytechnic of Bengkalis campus area.

## **1.6 Writing System**

Systematics of writing the project Polbeng Business Expo Case Study on the Liaison Officer and Business Consultant Role on MSME Pancake Gemoy” 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: 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.