

# **CHAPTER I**

## **INTRODUCTION**

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

An event is an activity organized by a person or group that is related to customs. Culture. Traditions or religions commemorate something important throughout human life or are held for a purpose that involves the community and occurs within a certain period of time. In other words, an event is a program that is planned or implemented with a specific purpose. The flexibility of an event depends greatly on the underlying idea of the event's initial implementation. Different from activities carried out directly. Events are carried out based on a previously prepared draft plan (Noor 2013 in Shabina et al 2024). According to Kennedy (2009), An event is an exhibition, performance, or celebration if it has an event organizer participant, and visitors. An event is a particular activity or festival that aims to exhibit, introduce, or celebrate something important that takes place within a certain period of time, with the aim of conveying a message to visitors.

The opinion found by (Rudjito 2003 in Syam Rizal. et al 2023) says that the definition of Micro. Small and Medium Enterprises (MSME) is a business that has an important role in the Indonesian economy, both in terms of employment created and in terms of the number of businesses. In Chapter I Article 1 of Law Indonesia No. 20 of (2008) concerning Micro, Small, and Medium Enterprises (MSME) what is meant by Micro, Small, and Medium Enterprises are: 1) Micro Businesses are productive businesses owned by individuals and/or individual business entities that meet the criteria for Micro Businesses as stipulated in this Law. 2) Small Businesses are productive economic businesses that stand-alone, which are carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or are part of either directly or indirectly Medium Enterprises or Large Enterprises that meet the criteria of Small Enterprises as referred to in this law. 3) Medium-sized Enterprises are productive economic businesses that stand on their own. Conducted by individuals or business entities that are not subsidiaries or branches of companies owned, controlled, or part of

either directly or indirectly by Small Enterprises or Large Enterprises with a net worth or annual sales as stipulated in this Law.

In general, micro, small and medium enterprises (MSME) are businesses that produce goods and services using the main raw materials based on the utilization of natural resources, talents and traditional artworks from the local area. The characteristics of MSME are that raw materials are easy to obtain, use simple technology so that technology transfer is easy to do, basic skills are generally owned for generations, are labor intensive or absorb quite a lot of labor, market opportunities are quite broad, most of the products are absorbed in the local or domestic market and some have the potential to be exported, certain commodities have characteristics related to creative and innovative businesses.

One of the participating in the Polbeng Expo is Bakso Bakar Om Ndut is a micro, small and medium enterprise (MSME) which operates in the culinary sector. Especially grilled meatballs which is located in Kelebuk Village, Bengkalis. Founded in 2018 by Mr. Ndut this business has a mission to present a unique taste of grilled meatballs that captivates the taste buds of the local community. With quality ingredients and traditional recipes passed down from generation to generation. Bakso Bakar Om Ndut has been known for honesty, quality and service since the beginning. With a strong foundation on honesty, quality and service. Bakso Bakar Om Ndut continues to develop innovation in every aspect of its business. They not only rely on high-quality ingredients and proven traditional recipes, but are also active in expanding marketing reach and improving customer experience. On the other hand, they are also committed to maintaining strict hygiene and food safety standards, thereby giving customers confidence about the quality of the products they enjoy. With creativity in creating new menu variations and the courage to follow the latest culinary trends.

Participating in this Expo, the Bakso Bakar Om ndut MSME will have the opportunity to expand its marketing network and increase public awareness of its products. Through direct exposure in product and service exhibitions, these MSME can highlight the quality and uniqueness of their products, thus opening the door for increased sales and revenue. Moreover, participation in the Expo will also

provide an opportunity for these MSME to strengthen their visibility and brand image. In this way, not only does public awareness of MSME products increase. but also, their brand image is further elevated. Currently, this business not only operates in one location in Kelebuk Village, but has opened three additional branches in the Bengkalis area.

Along with the success and good acceptance of Bakso Bakar Om Ndut from the public, this business has experienced significant growth. That The Writer I mentioned the previous paragraph. However, to achieve a higher increase in sales, more innovative marketing strategies are still needed. Bbased on this background, thew writer intends to do a project with the title''**Polbeng Business Expo (Case Study of Bakso Bakar Om Ndut)**''.

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

Project identification is how the Polbeng Business Expo will be implemented and how MSMEs will operate during the expo?

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

### **1.3.1 General Purpose of the project**

The general purpose of the project is to implement Polbeng Business Expo

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

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

1. To Preparing tenant for Polbeng Business Expo
2. To Creating Promotional Video for Bakso Bakar Om Ndut MSME
3. To Creating a Product Catalog for Bakso Bakar Om Ndut MSME
4. To Posting Marketing Media Promotion Through Social Media
5. To Create and Carry Out Transactions Using QRIS For MSME Bakso Bakar Om Ndut
6. To Make a Report from of the Project Financial Report and Activity Report.

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

The significance of the project are:

##### **1.4.1 For Writer**

This thesis is expected to be a valuable addition to my experience, knowledge and guidance in completing this academic journey, especially as part of the International Business Administration course. Through this writing process, I hope to deepen my understanding of various concepts and theories related to this project. as well as hone my ability to analyze and solve relevant problems. This thesis is also considered an important means to implement the knowledge I have gained in order to respond to the challenges of the international business world more effectively and competitively.

##### **1.4.2 For MSME**

Participating in these fairs offers MSMEs the chance to showcase their products and services to a broader audience, including potential customers, investors, and partners. These events serve as a platform for MSMEs to receive direct feedback from visitors and fellow participants, helping them better understand market trends and customer preferences. This feedback can inform future marketing strategies and product development. By engaging in these exhibitions, MSMEs can extend their market reach, build stronger relationships with stakeholders, and gain valuable insights to improve their business competitiveness.

##### **1.4.3 For Other Parties**

Participation in MSME fairs provides wide-ranging benefits, not only for MSMEs themselves but also for other parties such as policymakers, investors, and financial institutions. For policymakers, it provides a platform to understand the challenges faced by MSMEs and formulate policies that support their growth. Meanwhile, for investors and financial institutions, the exhibition provides an opportunity to identify promising MSMEs that have growth potential, as well as open up sustainable investment and funding opportunities.

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

### **1.5.1 Time and Place**

The time and place of this project are scheduled for the period of October to November, during the ninth week of the academic semester in 2024 and the activity will take place over two days.

### **1.5.2 Project Activities**

The expo activity was carried out at the Bengkalis State Polytechnic campus, precisely around the administration building. The video making process activities will be carried out at the MSME Bakso Bakar Om Ndut residence.

## **1.6 Writing System**

The Writing System Project Are:

### **CHAPTER 1: INTRODUCTION**

This chapter describes the project background, project visit, project objectives, benefits, project implementation time, and the systematic writing of the project report in the thesis.

### **CHAPTER 2: LITERATUR REVIEW**

This chapter describes the theories that are relevant to the main material in the final project, namely explaining the Polbeng expo business at Bengkalis MSMEs.

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

This chapter presents the project plan with diagrams, followed by an explanation of the implementation plan and execution process. Furthermore, reports related to the implementation plan and project execution will be discussed. This chapter also includes the implementation schedule and cost estimation required during the project, until the final cost estimation of the project.

### **CHAPTER 4: REVIEW AND DESCRIPTION**

This chapter describes the project profile and activity implementation report consisting of project preparation, activity implementation, implementation report, and activity implementation report.

### **CHAPTER 5: CONCLUSIONS AND SUGGESTION**

This chapter contains a summary of the results of the writing in the previous chapters which is written in the conclusion as well as suggestions for improvements instead for the writing.