

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Project

Puding Sutra MSMEs are micro, small, and medium businesses engaged in the culinary sector, especially in pudding production. Established in 2020, Puding Sutra is committed to providing delicious, healthy, and affordable desserts for the community. Using high-quality ingredients and a hygienic manufacturing process, Puding Sutra offers a wide range of exciting flavors, from traditional to innovative that combine local flavors with modern culinary trends. These MSMEs also utilize digital platforms to expand market reach, so that their products can be enjoyed by consumers from various regions. This is in line with the results of research by Sagita & Wijaya (2022) which revealed, "The use of digital marketing can occur through product publications on various social media such as Tiktok, Instagram, Facebook, and even WhatsApp status."

The dedication of Puding Sutra in maintaining quality and customer satisfaction makes it the top choice for pudding lovers in Indonesia. Also in line with Santoso & Mujayana's opinion (2021), "Using social media and marketplaces as a means of sales is proven to increase sales. Through continuous innovation and friendly service, Puding Sutra hopes to continue to grow and make a positive contribution to the local economy and meet the increasingly diverse consumption needs of the community.

Puding Sutra has become one of the increasingly popular desserts in Indonesia in recent years. This food has a soft texture that melts in the mouth and a distinctive creamy sweet taste. Although it is called "Puding Sutra", it is actually a type of silky pudding made from milk and eggs. This product offers various flavors such as chocolate, taro, vanilla, mango, strawberry, and others. In Indonesia, people prefer pudding made from agar-agar. In appearance, gelatinous pudding is as attractive as other puddings. However, when consumed, the texture is cold with a distinct taste. Indonesians living in the tropics use agar-agar as the main ingredient, and serve it

cold. The manufacturing process and finish are just as exciting, with puding often served as dessert. Puding can be made from gelatin or non-gelatinous ingredients.

In addition to focusing on product quality, Puding Sutra also utilizes digital technology to market its products. Through social media, Puding Sutra has succeeded in expanding its market reach to various regions. This is in accordance with the results of research conducted by Hadi & Zakiah (2021) and Saifuddin (2021), which show that digital marketing is an effective strategy in attracting. This digital marketing strategy not only increases sales but also strengthens brand awareness among young consumers who are their main target market. Social media has the potential to help MSMEs players in marketing their products (Stelzner, 2012 in Adya Utami Syukri 2022). The success of Puding Sutra in serving appetizing puding products and its dedication in providing the best service have made it recognized as one of the leading culinary MSMEs in Indonesia. With a spirit of innovation and commitment to quality, Puding Sutra continues to grow and make a positive contribution to the national culinary industry as well as the local economy. In conclusion, the Polbeng Business Expo presents a golden opportunity for Puding Sutra culinary MSMEs in Bengkalis to showcase their products while facing challenges in enhancing competitiveness and innovation in an ever-evolving market. This study aims to identify the opportunities and challenges faced by these MSMEs and provide strategic recommendations to optimally leverage this event. Therefore, based on this background, the researcher intends to do a project with the title **“POLBENG BUSINESS EXPO (CASE STUDY FOR *PUDING SUTRA* MSME IN BENGKALIS)”**.

## **1.2 Identification of the Project**

The Identification of the Project are:

1. What is an effective promotional strategy to increase sales and brand awareness of Puding Sutra through participation in the Polbeng Business Expo?

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

The Purpose of the Project are:

#### **1.3.1 General Purpose**

Implementetion Polbeng Business Expo. The Puding Sutra making project aims to meet market demand by providing home consumers with delicious and quality desserts as well as attractive dessert options for restaurants and cafes. One of the main objectives is to achieve significant financial returns through the sale of Puding Sutra in various market segments, as well as expand the business by increasing the scale of production and distribution. Product innovation is also a major focus, by developing various flavors to attract more customers and create a visually appealing product display. In addition, the project aims to create jobs in the areas of production, marketing and distribution. An effective marketing strategy is expected to increase public awareness about Puding Sutra products and build a positive reputation as a quality manufacturer.

#### **1.3.2 Specific Purpose**

The Specific Purpose of the Project are:

1. Preparing tenant for Polbeng Business Expo
2. Creating 30 Video promotion of tenant
3. Creating 30 Catalogs of tenant
4. Creating the Profile on tenant
5. Posting Marketing media promotion through social media
6. Creating Financial report of tenant
7. Creating QRIS of tenant

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

The Significant of the Project are:

#### **1.4.1 Benefits for Authors:**

- a. Hone skills in market analysis, strategic planning, and business project management.

- b. Increase understanding of the production process, marketing, and culinary business management.
- c. Gain practical experience in starting and running your own business.
- d. Develop an entrepreneurial spirit and achieve financial independence.

#### 1.4.2 Benefits to the MSMEs:

- a. Opportunity to promote MSMEs products or services to a wider audience, including students, academics and the general public.
- b. Increase brand awareness and strengthen market position through participation in well-attended events.
- c. Opportunity to sell products directly to expo visitors, increasing revenue and customer base.
- d. Access to training that can improve the management, financial and operational skills of MSMEs owners.

#### 1.4.3 Benefits for the College Student:

- a. Students learn to manage projects from start to finish, including planning, implementation, and evaluation.
- b. Sharpen leadership skills and teamwork to achieve common goals.
- c. Encourage students to innovate and develop creative ideas.
- d. Learn to take responsibility for their tasks and roles in the project.

Thus, the Puding Sutra venture project not only provides financial benefits to the author but also contributes to the development of entrepreneurship, business management, and the culinary industry more broadly.

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

The Time and Place of the Project are:

### 1.5.1 Time is Project

Project implementation activities will be carried out in the 9th week of the odd semester 2024. The expo event will be held for 2 days. Apart from that, digital marketing activities will also be carried out for 1 full month. Periodic evaluations

and strategy adjustments will be carried out throughout this process to ensure optimal achievement of goals. With a structured schedule, it is hoped that Puding Sutra MSMEs can make maximum use of this moment to expand market reach and improve business performance.

#### 1.5.2 Place is Project

The Puding Sutra MSMEs project is planned to be carried out at the Bengkalis State Polytechnic, with the theme "Expo of Culinary and MSMEs" Jl. Bathin Alam, Sungai Alam, Bengkalis Riau. The project is planned to be implemented in September 2024.

### 1.6 Writing System

#### CHAPTER 1: INTRIDUCTION

In this chapter, the author 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. Puding Sutra also faces opportunities and challenges in expanding market reach, increasing brand visibility, and remaining competitive in an ever-changing industry.

#### CHAPTER 2: LITERATUR REVIEW

In this chapter, the author explains the theories that are relevant about MSMEs with the main material in the final Project is to explain the implementation of job descriptions, job specifications from the Marketing and Operations division. Marketing via social media to promote products and engage customers. Understanding these strategies can help businesses like Puding Sutra leverage digital platforms to increase market presence and sales.

### **CHAPTER 3: METHODS AND PROCESSES OF ACHIEVEMENT**

In this chapter, the author will explain financial management, then continue with the implementation plan and implementation process, project implementation report. Then proceed with the schedule and estimated costs incurred during the project period, up to the estimated cost of the thesis.

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

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

### **CHAPTER 5: CONCLUSIONS AND SUGGESTIONS**

In this chapter, contains a summary of the results of the writing in the previous chapters which is written as a conclusion and suggestions for improvement as a substitute for writing on MSME Puding Sutra.