

CHAPTER I

INTRODUCTION

1.1 Background Of The Project

Culinary exhibitions play an important role in increasing public understanding of the diversity of culinary cultures and their role in maintaining a nation's unique cultural identity in an increasingly dynamic era of globalization. Culinary exhibitions are more than just a means of marketing culinary products. They also serve as a platform to raise awareness of the importance of culinary diversity and its contribution to maintaining a nation's cultural distinctiveness. This Culinary Expo is expected to be an event that will have a positive and memorable impact on the community, with the aim of increasing public understanding and promoting culinary products. In the organization of this Culinary Expo, we can invite various business actors such as culinary and non- culinary MSME business actors to participate in the enlivenment of this exhibition activity.

Micro, Small, and Medium Enterprises (MSMEs) have a very important role in driving a country's economic growth. In Indonesia, the MSME sector has become the backbone of the economy, contributing significantly to national income and creating jobs for the community. As an integral part of the economic structure, MSMEs not only contribute to the economy, but also have a great social impact, especially in reducing poverty levels and increasing financial inclusion. From an economic aspect, it is stated that the existence of micro, small and medium enterprises (MSMEs) has an important role in improving community welfare. With the higher level of community welfare, the better the country's economic growth and development. In addition, the legal aspect also supports that there are several rules for MSMEs which are intended to realize community welfare. Aliyah, (2022)

The role of Micro, Small and Medium Enterprises (MSMEs) in Indonesia's economic growth is very significant. The MSME sector is the part that contributes the most to national income in Indonesia. Based on data from the Ministry of Industry, the MSME sector is a driver of economic growth with a contribution of

around 60% by 2023. The MSME sector is the backbone of economic growth, both in terms of national income and the economy. This is due to the existence of a very diverse MSME sector, from the manufacturing sector, trade, services to the agro-industry sector. Technological advances and digital developments also help the MSME sector to be more effective and competitive in the market. Kadeni, (2020)

Es Doger is one of Indonesia's traditional drinks, famous for its freshness and distinctive sweet flavor. This drink is usually made from a mixture of shaved ice, coconut milk, tape, black sticky rice, young coconut, bread, and sweetened condensed milk. Besides being a favorite among local people, Es Doger also has the potential to be introduced to foreign tourists as part of Indonesia's culinary wealth.

Liaison Officer is the “pegasus” of the event. The author acts as a LO who serves as a liaison between the organizer, participants, and other related parties. Starting from coordinating permits to arranging schedule. So it can be concluded that LO is a figure who organizes all affairs in an event.

Based on the above background, the Project to be carried out will examine more deeply : **“Polbeng Business Expo (Case Study on The Liaison Officer and Business Consultant Role on MSME Es Doger Bandung)”**

1.2 Identification of the project

Based on the background above, the Problem Formulation that the author will raise are:

1. How to make the Polbeng Business Expo event a success through participation from MSME Es Doger Bandung.
2. How to carry out operational activities of MSME Es Doger Bandung during the Polbeng Business Expo event.

1.3 Purpose of the Project

1.3.1 General purpose

The main objective of this project is to organize and implement the Polbeng Business Expo.

1.3.2 Specific Purpose

The specific purpose of the project in the Polbeng Business Expo Es Doger Bandung are as follows:

1. To creating business Profile of expo and Es Doger Bandung MSME .
2. To creating promotional video of Es Doger Bandung MSME.
3. To creating product catalog of Es Doger Bandung MSME.
4. To post marketing promotion of Es Doger Bandung through digital marketing (social media).
5. To creating Qris payment method of Es Doger Bandung MSME.
6. To creating financial repot of Es Doger Bandung MSME.

1.4 Significance of the Project

Everything that is done must have benefit, While the benefits of the final project "**Polbeng Business Expo (Case Study on the liaison Officer and Business Consultant on MSME Es Doger Bandung)**" are as follows:

1. For Authors

The results of this project are additional knowledge in applying the theoretical knowledge obtained during practicum lectures specially in the field of entrepreneurship and knowing the factors that lead to success in entrepreneurship or managing an event.

2. Benefits for Enterpreneurs Actor

From this project, it can help develop the profile of Es Doger Bandung business to be more recognized by the public, and also make financial reports as a reference for capital references for the owner.

3. For Other Parties

It is hoped that the result of this project can be used as an additional reference for furter research on 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 was held for 2 days, namely in the 9th lecture week, and for the project preparation process takes 3 months August – October, 2024).

1.5.2 Place of Project Implementation

The project has been carried 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 on MSME Es Doger Bandung) 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 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 report, 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.