

CHAPTER I

INTRODUCTION

1.1 Background of The Project

MSME (Micro, Small, and Medium Enterprises) refers to micro, small, and medium enterprises that play an important role in a country's economy. These businesses generally have a smaller scale than large companies, with limited workforce, turnover and assets. MSME covers various economic sectors, such as trade, services, industry and agriculture, and contributes greatly to creating jobs, increasing people's income and supporting local economic growth. Despite facing challenges such as limited access to financing and technology, MSME have high flexibility in adapting to market changes.

MSME provide employment opportunities for various levels of society, including those who are less skilled or marginalized from the formal sector. This helps reduce unemployment rates and increase economic participation, which in turn can improve social welfare. Apart from that, MSME also help in reducing economic inequality by empowering individuals and groups who previously did not have access to the formal sector. By providing opportunities for them to start and develop their own businesses, MSME help increase economic inclusion and reduce inequality in the distribution of income and wealth.

MSME have the ability to create new solutions to local problems and capture market opportunities that larger companies might miss. this innovation can encourage sustainable economic growth and increase a country's competitiveness in the global market. local economic growth MSME often operate at the local or regional level. the existence of successful MSME can encourage local economic growth by increasing demand for local raw materials, products and services. this has the potential to create a multiplier effect, where the growth of one MSME will encourage the growth of other MSME and support related economic sectors (Vinatra, 2023).

Dimsum Mentai is one of MSME in Bengkalis , Which lies not only in the uniqueness of its products, but also in its commitment to maintaining quality and consistency. By ensuring that every mentai dimsum produced maintains high quality standards, this business can build a good reputation and win the hearts of consumers who are increasingly smart and selective in choosing food. Another factor that influences business success is business capital. Capital is an important part when setting up or running a business (Diansari and Rahmantio 2022).

Dimsum Mentai is one of the micro, small and medium enterprises (MSME) in Bengkalis, which offers variations of dimsum with a distinctive touch of mentai as a topping. Mentai itself is a sauce made from mayo and fish eggs which has a savory and slightly spicy taste, giving traditional dim sum its uniqueness. This business is quite popular because it serves dimsum with a different taste from dimsum in general, attracting the interest of culinary lovers in Bengkalis and tourists who come. By using quality ingredients, Dimsum Mentai not only pampers the taste buds but is also the right choice for those who want to try local culinary innovations. (Junaidi, 2023).

Dimsum Mentai is an innovation in the culinary world that combines the deliciousness of traditional dimsum with a modern touch from mentai sauce. Dimsum, which originates from China, is known for its small and delicious variations often served in steamed baskets, while mentai, a fish roe- based sauce famous from Japanese cuisine, provides a creamy and slightly spicy taste. this combination creates a unique gastronomic experience, where dimsum fillings, such as dumplings or steamed buns, are coated with a savory mentai sauce, resulting in a pleasant and mouth-watering harmony of flavors. the courage to combine elements from various culinary cultures makes Dimsum Mentai an attractive choice for food lovers looking for something new and different.

Moreover Dimsum Mentai offer an interesting combination of traditional dimsum flavors with a modern touch from the currently popular mentai sauce. dimsum, which is a has become a favorite of many people because of its undeniable deliciousness. Meanwhile, mentai sauce, gained global popularity for

its distinctive creamy and slightly sweet taste. through this combination, dimsum mentai MSME businesses create products that combine authenticity and innovation, appealing to consumers who are looking for new and appetizing culinary experiences. By maintaining the quality of raw materials and paying attention to details in the manufacturing process, this business can provide significant added value in an increasingly diverse culinary market. (Junaidi, 2023).

The existence of MSME businesses like Dimsum Mentai can make a positive contribution to the local economy, by creating jobs, empowering local producers, and acting as an innovation agent in the culinary industry. moreover, MSME dimsum mentai business is not only, creating economic value but also enriching the culinary diversity of the region. as part of the local business ecosystem, the success of this MSME business can also inspire other business actors to explore their own potential for creativity and innovation, creating a dynamic and highly competitive business environment. (Junaidi, 2023).

The importance of marketing for MSME such as Dimsum Mentai is very great to increase the visibility and attractiveness of the business. With the right marketing strategy, Dimsum Mentai can introduce its innovative products to more consumers, either through social media, local promotions, or partnerships with online platforms. Effective marketing also helps create brand awareness, expand market reach, and build relationships with loyal customers. In addition, marketing allows MSME to understand market needs and preferences, so they can adapt products and services to continuously growing consumer demand. (Junaidi, 2023).

Therefore, based on this background, the researcher intends to create a project entitled "**Polbeng Business Expo (Case Study on Dimsum Mentai)**".

1.2 Identification of The Project

Based on the background of the problem, the Expo and social media will be used to improve MSME in the marketing process, both directly and digitally, to make MSME products known to a wider audience. This Expo is aimed at MSME

business owners and students, encouraging them to apply effective marketing strategies in their businesses.

1.3 Purpose of The Project

The Purpose of the Project are :

1.3.1 General purpose

To organize Polbeng Business Expo

1.3.2 Specific Purpose

1. To implement of Polbeng Business Expo MSME Dimsum Mentalai
2. To create a profile of MSME
3. To create digital marketing videos abaout MSME
4. To create a catalog that cointains information about MSME
5. To create promotional videos for MSME
6. To make a financial report from the “Polbeng Bussines Expo Case Study on MSME”

1.4 Significance of The Project

Every thing is done must have a benefits, while the benefits of the final project is "**Polbeng Business Expo (Case Study on MSME Dimsum Mentalai)**" are asfollows:

1.4.1 For the Author

This thesis is used to gain experience, add insight, and guidelines for completing the final project which is on of the requirements for completing the Applied Bachelor's degree at the department of International Business Administration.

1.4.2 For Community

It is hoped that this project can be a valuable input and information for thecommunity and provide many benefits both in terms of economy and socialculture

1.4.3 For Other Parties

This thesis is expected to provide more knowledge to other institutions both internal and external. This project will also be used as an output of the project.

1.5 Time and Place of Project Implementation

The implementation will take place during the 9th week of the odd semester in 2024. The event will span 2 days at the Bengkalis State Polytechnic, specifically near the business administration building. Activities related to digital marketing, catalog creation, and video production will be conducted at the MSME Dimsum Mentai Bengkalis location.

1.6 Writing Systematics

The writing systems of the project **Polbeng Business Expo MSME (Case Study on Dimsum Mentai)** are follows:

CHAPTER 1: INTRODUCTION

In this chapter, we write about the background of MSME, the aim of the expo and the benefits of holding the expo for MSME players, the place and time of holding the expo, as well as the systematics of writing project reports in the thesis.

CHAPTER 2: LITERATURE REVIEW

In this chapter the author explains theories that are relevant to the main material in the Final Project, namely the basic concepts of MSME, the importance of branding and promotion, as well as the benefits and challenges faced by MSME in participating in the Expo.

CHAPTER 3: METHOD AND ACCOMPLISHMENT PROCESS

In this chapter the author will explain the plan with a diagram of the MSME Expo project, then continue with the implementation plan and the Expo implementation process.

The author will also outline the schedule and estimated costs incurred during the Expo project period, including the estimated costs of writing a thesis.

CHAPTER 4: RESULTS AND DISCUSSION

In this chapter the author will describe the MSME Expo project profile and activity implementation reports consisting of project preparation, activity implementation, implementation reports, and results achieved from Expo activities.

CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS

This chapter contains a summary of the results of the writings in the previous chapters which were written as conclusions as well as suggestions for improvement and development for the MSME Expo in the future. The author will provide recommendations for MSME, Expo organizers, and the government.