

CHAPTER I

INTRODUCTION

1.1 Background of the Project

A business exhibition or what we often hear as an expo is an event designed to bring together suppliers of products, industrial equipment and services in a place where participants can demonstrate and promote the products and services they offer (Hall, 2003) in Puan Ayu Maharani (2022). Furthermore, the benefits of the exhibition for the community are that the community can find goods or services that they did not know before. They can also find some of the goods or services they have needed all this time. After that is the urgency, the role of the exhibition for the community is to make it easier for the community to get information related to businesses that they do not know yet. The last is the role of the exhibition for the community, namely as a place where the community can be helped to fulfill their needs through products or services offered by business actors.

Marketing strategy according to Swasta (2008) in Athallah Anya Suryono (2022) is a complete system of business activities through planning, pricing, promoting, and distributing goods and services that satisfy and meet the needs of buyers. From the opinion above, it can be concluded that marketing strategy provides direction in relation to market segmentation, target market identification, positioning and marketing mix. The marketing mix consists of four elements, namely product, price, promotion, and place. One of the MSME actors is of the opinion that marketing is selling, even though the definition of marketing is not just selling. Basically, marketing is a strategy that must be considered by business actors to increase sales and added value of a product.

The growth and development of the MSME sector is often interpreted as one of the indicators of successful development, especially for countries with low per capita income. MSMEs able to survive and compete if they are able to implement good management. Management generally includes marketing, production, human resources (HR), and finance. Certain concepts and designs at the strategic level are key factors for success. Analysis of the market, customers and products is very

important in a complex world. Strategic analysis includes the strategy triangle, namely: Customers, Competitors and Companies. MSMEs currently play an important role in supporting the local economy and creating jobs.



Figure 1.1 Coordinates of Cemal Cemil JJ MSMEs
(Source: Author, 2025)

https://maps.app.goo.gl/oyhDitmXW5Qet1Fy9?g_st=aw

Figure 1.1 illustrates the geographical location of *Lapak TM Skuyy* MSMEs, which is situated on Jalan Jenderal Sudirman, Bantan, Selatbaru, Bengkalis Regency. This location is considered strategic as it is located near residential areas and main access roads, allowing the business to reach potential customers easily. The accessibility of the location supports daily business operations and contributes to increased customer visits.



Figure 1.2 Location of Lapak TM Skuyy MSMEs
(Source: Author, 2025)

Figure 1.2 shows the physical appearance of *Lapak TM Skuyy* MSMEs. The business operates in a small kiosk with a simple yet functional design that supports

daily selling activities. The layout allows customers to place orders easily, while the visibility of the kiosk helps attract passing consumers. This physical condition reflects the typical characteristics of micro-scale enterprises operating in the local area. This business now sells light snacks and specialty drinks, such as *sate lok-lok*, pizza, *mie galak* and various iced tea flavors, ranging from green tea to other tea variants. With its quality products, "*Lapak TM Skuyy*" has successfully attracted consumer interest in the surrounding area and continues to expand its market reach.

Additionally, Joko Prabowo, the owner of the MSME "*Cemal Cemil JJ*" has also been operating at the same location for the past year on Jalan Jenderal Sudirman, Bantan, Selatbaru.

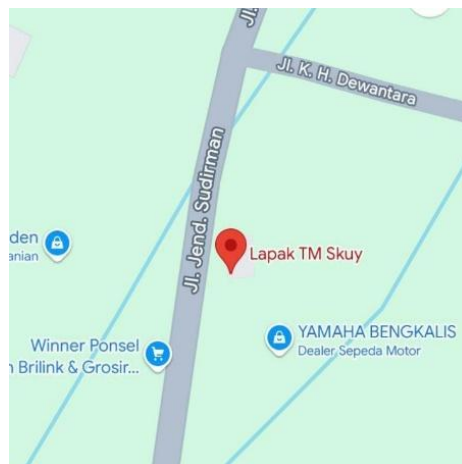


Figure 1.3 Coordinates of Cemal Cemil JJ MSMEs
https://maps.app.goo.gl/oyhDitmXW5Qet1Fy9?g_st=aw
(Source: Author, 2025)

Figure 1.3 illustrates the geographical location of Cemal Cemil MSMEs, which is located on Jalan Jenderal Sudirman, Bantan, Selatbaru, Bengkalis Regency, the same area as Lapak TM Skuy MSMEs. Although both businesses operate in the same location, Cemal Cemil has a different product focus and business concept. The shared location provides strategic advantages, such as high customer traffic and easy accessibility, which support the sustainability of both MSMEs.



Figure 1.4 Location of Cemal Cemil JJ MSMEs
(Source: Author, 2025)

Figure 1.4 shows the physical appearance of *Cemal Cemil JJ* MSMEs. The business utilizes a selling space located in the same area as another MSME, with a layout adjusted to its own operational needs. This condition reflects collaboration and efficient use of space commonly found among micro-scale enterprises in local business environments. The business now offers a wide selection of mouth-watering food that is ready to please the palate, such as kebabs with delicious flavors and rich seasonings. Risol mayo with creamy fillings and savory chicken, burgers with fluffy buns and generous fillings, and fried meatballs that are crispy on the outside and soft on the inside and seblak spicy. With quality ingredients and attention to detail, these foods indulge the palate and deliver a satisfying taste. Because of their consistent quality and unparalleled taste, they have attracted the attention of many customers and have become a favorite choice for casual dining and special occasions.

These two MSMEs have collaborated by combining their businesses in a single location, creating a hub that offers a wide range of food and beverages from both enterprises. This collaboration provides convenience for customers to enjoy the signature products of both MSMEs in one place, while also strengthening their competitiveness and expanding their market reach. The diversity of products offered by "*Lapak TM Skuyy*" and "*Cemal Cemil JJ*" highlights significant potential in the local culinary market, and this collaboration offers opportunities for further development through product innovation and broader marketing. Exhibitions such

as the "POLBENG BUSINESS EXPO" are crucial moments to showcase the potential and strength of their products while supporting future business growth.

From various studies and titles, this research has never been studied before. Based on monitoring conducted on several factors that influence consumer purchasing decisions in purchasing products at "*Lapak TM Skuyy*" and "*Cemal Cemil JJ*" namely the price offered, product quality, and the location of the two MSMEs. Based on this description, this project is entitled "Project Implementation of Facilitating Assistance as Liaison Officer and Business Consultant for *Lapak TM Skuyy* and *Cemal Cemil JJ* at Polbeng Business Expo Chapter II".

1.2 Identification of the Project

How to implement the Polbeng Business Expo Chapter II "Project Implementation of Facilitating Assistances as Liaison Officer and Business Consultant for *Lapak TM Skuyy* and *Cemal Cemil JJ* at Polbeng Business Expo Chapter II".

1.3 Purpose of the Project

1.3.1 General Purpose of the Project

To implement the Polbeng Business Expo Chapter II.

1.3.2 Specific Purpose of the Project

1. To Create Profile of *Lapak TM Skuyy* and *Cemal Cemil JJ* MSMEs.
2. To Create Video Profile of MSMEs, And Video of Tenant Activity During the Expo.
3. To Determine the Concept of Digital Marketing of MSMEs for 30 days.
4. To Create 30 Catalogs And 30 Promotional Videos of MSMEs.
5. To Create Qris for MSMEs.
6. To Create Financial Report of MSMEs Transaction During the Expo.
7. To Create Financial Report for the Expo.

1.4 Significance of the Project

Project Benefits From this final project it is expected to be beneficial for interested parties or related parties. The benefits of this project are:

1. For Writers

The Polbeng Business Expo case study on MSMEs (Micro, Small and Medium Enterprises) provides several benefits to the authors, including expanding their knowledge of the MSME industry and developing their capacity for research and analysis. The authors' professional portfolios are strengthened by this academic and professional recognition, which can result in citations, conference invitations and speaking engagements. The project supports future research collaborations and client consultations by providing significant networking opportunities with MSMEs, students and other stakeholders. Through their impact on practices and policies that encourage MSME expansion, the authors advance broader economic success. The process is also personally satisfying, providing the authors with a sense of accomplishment and developing their capacity to communicate complex ideas. Overall, the project serves multiple stakeholders while expanding the authors' and MSMEs'.

2. For Micro, Small and Medium Enterprises (MSMEs)

MSMEs have the opportunity to introduce their products and services to a wider audience through this exhibition, including partners, investors, and new customers. By participating in this exhibition, MSMEs can gain valuable insights directly from guests about their products and services, which helps them understand consumer tastes and market trends.

3. For Student

This exhibition provides students with a valuable learning platform where they can gain practical, hands-on experience beyond the classroom. By getting directly involved, students can improve their communication, teamwork, and marketing skills by engaging with real products and services. Interacting with MSME owners and visitors allows students to better understand real business challenges, consumer behavior, and market dynamics. This strengthens their readiness for professional and entrepreneurial environments.

1.5 Time and Place of Project

1.5.1 Scheduled projects

This project was implemented on 20-22 May 2025 with a three-day activity at the Bengkalis State Polytechnic with a total of 133 tenants participating, and a combined event with an expo.

1.5.2 Place and Time of Project

Activities carried out offline, the project management team are closely monitored all activities to ensure that the project implementation runs smoothly and well. We are confident that the project run smoothly and provide a significant positive impact on the community.

1.6 Writing System

The writing system in this project is carried out for the Case Study “POLBENG BUSINESS EXPO” about MSMEs "*Lapak TM Skuyy*" and "*Cemil JJ*" as follows:

CHAPTER I: INTRODUCTION

In this chapter the author explains the background of MSMEs, the aims of the Expo and the benefits of holding the Expo for MSMEs, the place and time of the Expo, as well as the systematics of writing project reports in the thesis.

CHAPTER II: 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 MSMEs, the importance of branding and promotion, as well as the benefits and challenges faced by MSMEs in participating in the Expo.

CHAPTER III: METHODS AND ACCOMPLISHMENT PROCESS

In this chapter the author will explain the plan with a diagram of 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 IV: RESULTS AND DISCUSSION

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

CHAPTER V: CONCLUSIONS AND SUGGESTION

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 MSMEs, Expo organizers, and the government.

REFERENCES

APPENDICES

WRITERS' BIOGRAPHY