

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Polbeng Business Expo Chapter II is a follow-up event to the Polbeng Business Expo which was held the previous year, this event is also one of the thesis requirements for the International Business Administration study program. Polbeng Business Expo Chapter II is an event that introduces and promotes various products from various MSMEs especially the Bengkalis area.

This event is very influential for the fostered MSMEs, because these MSMEs get various benefits from this event, starting from a wider target market, making various promotional videos, QRIS and others. Polbeng Business Expo Chapter II also affects the relationship between the community and the Bengkalis State Polytechnic campus, where the existence of this event can improve good relations between the community and the campus. In addition, this event was also able to increase the trust of the wider community in Polbeng, that Polbeng could also provide benefits to them through events organized by Polbeng, for example this Polbeng Business Expo. In this project, there is a committee that acts as a relationship officer to connect MSME owners and helpers who help MSME owners, namely younger siblings, this has a positive impact on all parties.

An exhibition is an activity that introduces and promotes a product to the wider community. This aims to attract consumers or the public to buy, spend or consume the products we sell. According to Kotler (2017) in a journal written by Ambulani (2024) exhibitions are one of the marketing activities in the form of marketing promotions that bring producers and consumers together directly.

As for other expert opinions about exhibitions, namely, according to Kirchgeorg et al. (2010) in a journal by Ambulani (2024) exhibitions are also community events that are usually organized in a short period of time by independent organizations or the government. Exhibitions are also one of the marketing processes that are of great interest to the public, ranging from children, teenagers, and adults. In addition, exhibitions also provide opportunities for

MSMEs players to interact directly with consumers, so that they can receive criticism, suggestions and feedback from consumers to adjust their products to current market needs.

Micro, Small and Medium Enterprises or known by the abbreviation MSMEs is a type of business built by individuals or groups that plays an important role in the economy of a country. In addition, MSMEs also play a role in providing jobs for the community and increasing people's income. MSMEs are characterized by small business capital, limited scope, and simple processes. To develop and advance MSMEs, it needs support and intervention from the government. Starting from financing, training, technology, market access, even the government also needs to facilitate the licensing process and reduce the tax burden for MSMEs.

According to Wilantara (2016) in the journal by Aliyah (2022), the term MSME refers to business activities formed by citizens, either in the form of private businesses or business entities. From the abbreviation MSMEs itself, we know that MSMEs is a business that is built or formed by an individual, alliance or organization, starting from micro-Enterprises, small businesses, and medium-sized businesses in accordance with the abbreviation, namely MSMEs.

Meanwhile, according to Prasetyo (2018) in a journal by Aliyah (2022), namely MSMEs in Indonesia, apart from playing a role as a driver of economic growth and development, are also able to solve unemployment problems because they can provide extensive employment opportunities. At present, MSMEs have the potential to be a large enough trade business that can make more people entrepreneurial, thus having an impact on the economy of a region.

MSMEs can also stabilize an economy because MSMEs are able to live in the midst of larger businesses. In addition, according to Widjaja et al. (2018) in the journal of Economics by Aliyah (2022) MSMEs can also help large businesses, such as supplying raw materials, components, and other required materials to be processed by large businesses into products or goods that have high value. Therefore, MSMEs need to be given special attention because MSMEs have a big impact on the economy.

The reason I chose this MSME is because currently there are a lot of people who like mochi and crepes, starting from children and even adults. Apart from tasting good, there are also various types of toppings and the shape is also attractive and the price is also affordable so that it attracts consumers to buy these products. Another reason I chose this tenant was because they had participated in this event before and they had also experienced the benefits of the event. Seeing that the target market at this event is children and their parents are also increasingly tempted to join this expo event. This is because their products are favored by children. However, it is not only children who like their products, teenagers and adults also like their products.

Currently, there are many MSMEs with various types of products being sold, ranging from food, drinks and various other types of products. One of the MSME products that we encounter is Mochi and Crepes. Mochi is one of the foods that are of great interest to the public today, be it children, teenagers and even adults. As we know, mochi is a typical cake from Japan made from sticky rice which is pounded until soft and slightly sticky, then formed into a round. In Indonesia itself, there are many people who produce mochi for sale. Especially in the Bengkalis area, currently there are many MSMEs that produce mochi, ranging from ordinary mochi to mochi ice cream. While Crepes is a cake that comes from France, Germany. this cake is already being sold in Bengkalis and is very attractive to young people. Especially children and teenagers.



Figure 1. 1 Alna Mochi and My Crepes Location

Source: Data Documentation, 2025

Therefore, based on this discussion, the author will organize a project or exhibition for the general public, especially the Bengkalis area, more precisely at State Polytechnic of Bengkalis with the title **“Polbeng Business Expo Chapter II (Case Study on the Liaison Officer and Business Consultant Role on MSMEs Alna Mochi and My Crepes) ”**.

1.2 Identification of the Project

Based on the background above, the problems identified to be discussed in this study are how to organize Polbeng Business Expo Chapter II and developing tenants in Polbeng Business Expo Chapter II activities (Case Study on the Liaison Officer and Business Consultant Role on MSMEs Alna Mochi and My Crepes)"

1.3 Purpose of the Project

1.3.1 The General Purpose

The general purpose of the project is to determine the students' ability to implement activities at the stages of the tenant assistance project which includes the stages of preparation, implementation, and accomplishment of the organization of the Business Exhibition event project.

1.3.2 The Specific Purpose

The Specific purpose of the project that will be carried out for this project are as follows:

1. To create the video profile for MSMEs
2. To create promotional videos for MSMEs
3. To carry out digital marketing activities on 4 social media platforms for free, plus 2 paid content
4. To create the product catalog flyer for MSMEs
5. To implementing the payment instrument by using the QRIS payment facility application from banking
6. To creating financial report of MSMEs Alna Mochi and My Crepes

1.4 Significance of the Project

In this project there are so many benefits contained in it, ranging from benefits for myself and others. Here are some of the benefits of Polbeng Business Expo Chapter II are as follows:

1. For Authors

The benefits for the author are to add and expand insight or knowledge in the field of business and entrepreneurship, as well as establish good relations with MSME owners and the surrounding community. In addition, the making of this thesis is used to add insight and experience as well as guidelines for completing the final project for International Business Administration students as a requirement to obtain an applied bachelor's degree in International Business Administration at State Polytechnic of Bengkalis.

2. For MSMEs

The benefit of this activity for MSMEs is that MSMEs can introduce their products directly to the wider community, including consumers, investors, and partners. Polbeng Business Expo Chapter II also provides benefits for MSMEs in the form of feedback from consumers and an assessment of consumer satisfaction with their products. In addition, MSMEs can also learn to understand market targets and trends, so that they can continue to develop their MSMEs. This event also provides benefits to MSMEs in the form of relationships between communities, helping MSMEs in creating and attracting customers and making it easier for MSMEs to introduce their products.

3. For Other Parties

This project is useful for those who want to do similar project as a reference, experience, and learning. In addition, from this project they also know that there are so many MSMEs scattered in Bengkalis and know that State Polytechnic of Bengkalis students are able to attract the wider community to join every event on campus, such as this event.

1.5 Place of Project Implementation

The place of this project is on the campus of the State Polytechnic of Bengkalis, precisely on Jl. Bathin Alam, Sungai Alam, Bengkalis Riau.

1.6 Writing System

The systematics of writing the Polbeng Business Expo Chapter II Project Case Study on MSMEs Alna Mochi and My Crepes are as follows:

CHAPTER I : INTRODUCTION

In this chapter, the author describes the project background, project identification, project objectives, project benefits, time and place of project implementation, and writing systematics.

CHAPTER II : LITERATURE REVIEW

In this chapter, the author explains theories relevant to the main material of the Project/MSMEs, describing the implementation of job descriptions and job specifications from the Marketing and Operations divisions.

CHAPTER III : METHODS AND ACCOMPLISHMENT PROCESSES

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

CHAPTER IV : RESULTS AND DISCUSSION

In this chapter, the author will explain the project profile and report on the implementation of activities consisting of project preparation, activity reports, and financial reports at the MSMEs project of Polbeng business expo.

CHAPTER V : CONCLUSION AND SUGGESTIONS

This chapter contains a summary of the writing results in the previous chapters written in the conclusion and recommendations for improvements as a replacement for the writing.

REFERENCE

APPENDICES

WRITER BIOGRAPHY