

CHAPTER I

INTRODUCTION

1.1 Background of the Project

In 2021, Indonesia had 64.19 million MSMEs, contributing approximately 61.07% of the total Gross Domestic Product (GDP), equivalent to IDR 8,574 trillion. MSMEs play a crucial role in driving economic growth and reducing poverty. The government encourages MSMEs to actively participate in product and culinary exhibitions, as MSMEs from Bengkalis have done, so that their superior regional products are widely recognized. This way, MSMEs can expand their market network, increase sales, and help Indonesia reduce extreme poverty and achieve inclusive economic development (Coordinating Ministry for Economic Affairs of the Republic of Indonesia, 2022).

Polbeng Business Expo Chapter II is a continuation of the first successful event held by the 2021 International Business Administration students in October 2024. Based on the success and feedback from the previous event, we plan to improve this event with a focus on the culinary and events sectors. We are making various improvements, such as more thorough planning, adding interactive activities, and enhancing the quality of presentations and visitor interactions. The goal is to provide a better experience for all parties, expand networks, and create opportunities for mutually beneficial collaboration.

Culinary exhibitions are crucial for promoting the diversity of culinary cultures and preserving cultural identity amidst globalization. In addition to marketing products, these exhibitions also educate the public about the importance of culinary diversity in preserving unique cultures. These events aim to broaden knowledge about local and international cuisine and promote unique products. Businesses from various sectors are also invited to participate to strengthen networks, introduce innovations, and encourage collaboration for a better visitor experience.

The culinary industry is currently experiencing rapid growth, driven by various factors. Lifestyle changes, the influence of social media, awareness of healthy eating, and culinary tourism trends have all contributed to this growth. Technological advancements, such as food ordering apps, also play a key role, making it easier for consumers to access a variety of dishes and opening up opportunities for entrepreneurs.

Based on the author's observations of culinary businesses in Bengkalis, many MSMEs or culinary businesses have begun to utilize social media to market and promote their products, known as digital marketing. Although previously they were less familiar with technology, this shift can be considered a form of transformation. "Transformation refers to a major change in the structure of an organization," according to Kawung et al. (2022). The increasing role of digital transformation has driven the development of various levels of digitalization. According to the American Marketing Association (AMA), digital marketing involves various activities, institutions, and processes driven by digital technology to create, communicate, and deliver value to consumers and other related parties. Chaffey defines digital marketing as the use of technology to support marketing activities aimed at improving consumer understanding by tailoring offerings to their needs. Meanwhile, one of the effective social media platforms used for direct marketing is TikTok. This platform allows businesses to advertise their products or services by uploading images or short videos that show various items to potential customers (Saffira and Rahmawan, 2022).

The author is keen to start a business in the MSME sector, inspired by the success of Roti Pau Lumer and Kyarin products. These brands have built a strong fan base, especially among enthusiastic teenagers and children a key demographic driving market trends. This high demand signals robust market acceptance and sustainable growth potential. Based on these insights, the author believes targeting similar segments in MSMEs will yield high profitability. By understanding the increasing demand trend among this young age segment, the author sees a great opportunity to build a business that not only meets consumer needs, but also has the potential to grow rapidly amidst increasingly dynamic market developments. In

addition, the appeal of these products, which are able to combine quality with suitability to market tastes, is a key factor underlying the author's decision to invest in this promising MSMEs (Micro, Small, and Medium Enterprises) sector. Based on the background that has been described, the Author are interested in conducting a study entitled: **“Polbeng Business Expo Chapter II (Case Study on MSMEs Roti Pau Lumer and Kyarin)”**.

1.2 Identification of the Project

Based on the background above, the problem formulation that the author will raise is:

1. How to organize Polbeng business expo chapter II and ensure the events is a success?
2. How to run MSMEs Roti Pau Lumer and Kyarin operational activities?

1.3 Purpose of the Project

The purpose of this project are divided to into 2 (two), namely the main purpose and specific purpose. The purpose of the project are as follows:

1.3.1 General Purpose

1. The main objective of this project is to organize Polbeng business expo.
2. analyzing how the public responds to marketing strategies in MSMEs for lumer pau bread and kyarin

1.3.2 Specific Purpose

The special purpose of the project in the Polbeng Business Expo chapter II Roti Pau Lumer and Kyarin are as follows:

1. To create a profile of Roti Pau Lumer and Kyarin business.
2. To create a promotional video of Roti Pau Lumer and Kyarin business
3. To create a product catalog from Roti Pau Lumer and Kyarin business.
4. To create a Qris for Roti Pau Lumer and Kyarin business.
5. Conduct marketing promotion through social media.
6. To create a financial report of the Roti Pau Lumer and Kyarin business.

1.4 Significant of the Project

Everything that is done must have a benefit, while the benefits of the final project “Polbeng Business Expo Chapter II (Case Study: MSME Roti Pau Lumer and Kyarin)” are as follows:

1. For Authors

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

2. Benefits for Entrepreneurs Actor

From this project, it can help develop the profile of Roti Pau Lumer's business to be more recognized by the public, and also make financial reports as a reference for capital references for the owner.

3. For Others Parties

It is hoped that the results of this project can be used as an additional reference for further research on the same topic.

1.5 Time and Place of Project Implementation

The Polbeng business exhibition will take place over three days, scheduled for May 20–22, 2025, with the aim of providing students with an opportunity to showcase their innovations and work in the field of entrepreneurship. The exhibition will be held on the Bengkalis State Polytechnic campus, which is expected to provide easy access for students, lecturers, and the surrounding community to participate and enjoy the event.

1.6 Writing System

Systematics of writing the project Polbeng Business Expo (Case Study on MSME Roti Pau Lumer and Kyarin) is as follows:

CHAPTER I : INTRODUCTION

This chapter covers the background, project identification, objectives, benefits, implementation location and timeline, and the structure of the project report.

CHAPTER II : LITERATURE REVIEW

This chapter outlines the relevant theories for the final project, including four previous studies, general theory, and special theory.

CHAPTER III : METHOD AND ACCOMPLISHMENT PROCESS

This chapter outlines the project preparation, implementation, completion, and reporting plans.

CHAPTER IV : RESULT AND DISCUSSION

This chapter covers the business profile and project reports: preparation, implementation, completion, and finances.

CHAPTER V : CONCLUSIONS AND SUGGESTIONS

This chapter presents the conclusions and recommendations from the project's implementation results.