

CHAPTER I

INTRODUCTION

1.1 Background of the Project

The development of the digital economy era presents both opportunities and challenges for Micro, Small, and Medium Enterprises (MSMEs) in enhancing competitiveness and business sustainability. The use of digital technology has proven to expand market reach, improve promotional effectiveness, and strengthen MSME branding. However, in practice, many MSMEs still face obstacles in implementing digital marketing strategies, such as limited marketing knowledge, low quality of human resources, and capital constraints (Setiawan, 2023).

The Indonesian government, through the Ministry of Cooperatives and SMEs, continues to encourage the acceleration of MSME digitalization. Based on data from the Central Statistics Agency (BPS, 2023), the number of MSMEs in Indonesia has reached 65.47 million units; however, only around 12 million units, or approximately 13%, have utilized digital technology. This condition indicates the need for assistance and direct implementation activities that can encourage the optimization of digital media for MSMEs, particularly through integrated promotional initiatives.

One form of utilizing digital technology in MSME marketing is through e-commerce. According to Kotler and Armstrong (2012), e-commerce is an online channel used by business actors to conduct business activities, including marketing and transactions. The rapid growth of e-commerce has positioned Indonesia as the country with the largest contribution in the ASEAN region. In addition to digital marketing, expo activities also serve as a strategic medium for MSMEs to introduce products, build branding, and conduct direct transactions with consumers.

Polbeng Business Expo Chapter II is an activity organized by students of the International Business Administration Study Program as a form of direct application of business theories acquired during lectures. This activity serves as a promotional and transactional platform for MSMEs while also functioning as a practical learning medium for students in managing marketing strategies, branding,

and customer service. By presenting 120 tenants from various business sectors, the expo creates a competitive and dynamic business environment.

This project focuses on the development of two culinary MSMEs, namely Mochimoydap and Teh Gopek, which participated in Polbeng Business Expo Chapter II. According to Naury, Santoso, et al. (2024), MSMEs play an important role in the Indonesian economy, both in terms of contribution to Gross Domestic Product (GDP) and job creation. Mochimoydap is an MSME producing mochi products that has utilized social media as a promotional tool, while Teh Gopek offers processed tea beverages with innovative packaging and strong visual appeal. Nevertheless, both MSMEs still require more optimal promotional strategies, particularly in integrating digital media with offline promotional activities such as expos.

Through this project, digital media optimization was carried out as a promotional tool before, during, and after the implementation of Polbeng Business Expo Chapter II. This optimization included the creation of digital promotional content, increased consumer interaction, and strengthening of MSME brand identity. Participation in the expo was also used as a means to evaluate the effectiveness of digital marketing strategies on increasing brand awareness, consumer engagement, and product sales.

Thus, this project is expected to provide a tangible contribution to the development of Mochimoydap and Teh Gopek MSMEs through digital media optimization, while also serving as an applied learning experience for students in implementing business theories and strategies directly in the field.

By participating in Polbeng Business Expo Chapter II, Mochimoydap and Teh Gopek can expand their business network, get direct feedback from consumers, and improve their marketing strategies. Involvement in this event will give them the opportunity to showcase their product innovation and attract more potential customers. Based on the information presented in this paper, the Author wants to examine the **Optimization of Digital Media in Mochimoydap and Teh Gopek Msmes Development at Polbeng Business Expo Chapter II.**

1.2 Identification of the Project

The development of the digital economy opens up great opportunities for MSMEs to increase their competitiveness through the use of digital media, particularly social media and e-commerce, but the level of digital adoption among MSMEs in Indonesia is still relatively low. Polbeng Business Expo serves as a strategic platform for MSMEs, particularly Mochimoydap and Teh Gopek in the culinary sector, to optimize product promotion and branding through digital media in order to increase visibility, consumer interaction, and sustainable business development.

1.3 Purpose of the project

1.3.1 General Purpose

The general objective of this proposal based on the explanation in the background above:

1. The general purpose of this project is to organize Polbeng business expo chapter II
2. Optimizing promotion through digital media is a key strategy in developing MSMEs Mochimoydap and Teh Gopek at the Polbeng Business Expo to increase reach, consumer interaction, and product competitiveness.

1.3.2 Specific Purpose

The specific project objectives that are expected to be achieved in writing in this final project are as follows:

1. Finding for Tenants for Polbeng Business Expo Chapter II
2. To create and post 30 catalogs containing information about MSMEs on 3 social media platforms
3. To create and post 30 promotional videos containing information about MSMEs on 3 social media platforms.
4. To create a Tenant Profiles and Profile Video MSMEs
5. To create a QRIS
6. Financial Report

1.4 Significance of the Project

This project is expected to be useful for interested parties or related parties, the benefits of this project are:

1. For the Author

This thesis is used to gain experience, add insight, and guidelines for completing the final project which is one of the requirements for completing the Applied Bachelor's degree at the Department of International Business Administration. To find out and solve problems related to the project and apply the knowledge that has been obtained.

2. For Students

This thesis can be used as a form of increasing creativity in doing world business, especially in increasing MSME knowledge of promotion through digital marketing. Utilizing the "Polbeng Business Expo" can improve the economy of students and society and make students and society the goal of this project.

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. This project is also a reference for other researchers who will raise

1.5 Time and Place of Project Implementation

The time and place of the project implementation will be in the ninth week 6 of the odd semester of 2024, the activity will last for 3 days. MSME Mochimoydap Sells on JL. Pramuka and MSME Tea GopekSells on JL. Ahmad Yani.

1.6 Writing System

Systematically the contents of this are arranged as follows:

CHAPTER I: INTRODUCTION

In this chapters, the author describes the background of the project, project visits, project objectives and benefits, the place and time of the project, and the systematic of writing a project report in.

CHAPTER II: LITERATURE REVIEW

In this chapter, the author describes the theories that are relevant to the main material in the Final Project, namely explaining the expo business police station on Bengkalis MSMEs.

CHAPTER III: METHODS AND PROCESSES OF ACHIEVEMENT

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

CHAPTER IV: RESULTS AND DISCUSSION

In this chapter, the author will describe the project profile and activity implementation report consisting of project preparation, activity implementation, implementation report, and activity implementation report.

CHAPTER V: CONCLUSIONS AND SUGGESTIONS

This chapter contains a summary of the results of the writings in the previous chapters written in conclusion US well US suggestions for improvement instead of writing.