

CHAPTER I

INTRODUCTION

1.1 Background of the project

Politeknik Negeri Bengkalis was the venue for the POLBENG Business Expo Chapter II, which was organized by students of the International Business Administration Study Program, Department of Business Administration. This activity was carried out as part of a project-based final assignment aimed at providing students with direct experience in organizing business events while supporting Micro, Small, and Medium Enterprises.

Through the POLBENG Business Expo Chapter II, students were involved not only in the implementation of the event but also in the planning, organizing, and evaluation stages. One of the main responsibilities of the students was to bring MSMEs to participate as tenants and assist them in promotional and sales activities. This involvement allowed students to apply the knowledge gained during their studies, particularly in marketing and business management.

Promotion plays an important role in attracting visitors to an exhibition. Social media platforms such as Instagram, TikTok, and Facebook were used to share event information, introduce MSME tenants, and promote the products offered during the expo. However, not all MSMEs are fully prepared to carry out digital promotion effectively. Some MSMEs still face limitations in creating promotional content, presenting product information, and utilizing social media optimally, which may limit their sales potential during the exhibition.

In addition to promotion, financial record-keeping is also an important aspect for MSMEs in monitoring business performance. Many MSMEs do not yet have well-organized financial reports, making it difficult to identify changes in sales before and after participating in exhibition activities. Proper financial records

are needed to help MSMEs evaluate their business development in a simple and practical way.

Based on these conditions, the author was assigned to assist two culinary MSMEs located in Bengkalis, namely Cafe Print and Es Buah Rosiana, to participate as tenants in the POLBENG Business Expo Chapter II. Cafe Print was established in 2023 and operates in the culinary sector with its main product being spicy noodles, while Es Buah Rosiana has been operating since 2020 and offers a variety of fresh beverages at affordable prices. Both MSMEs have products that are well accepted by consumers but still require assistance in promotion and business management.

Therefore, this project was carried out in the form of assistance for Cafe Print and Es Buah Rosiana during the POLBENG Business Expo Chapter II. The assistance included the creation of digital catalogs, promotional videos, and business profile videos, which were published for one month prior to the expo through Instagram, TikTok, and Facebook. In addition, the author supported the implementation of a digital payment system using QRIS and prepared financial reports before and after the expo. Through this project, MSME growth was observed practically based on sales performance, increased product exposure, and improvements in financial record-keeping during the expo period.

Based on the background above, the author conducted a project focusing on the growth of Cafe Print and Es Buah Rosiana at the POLBENG Business Expo Chapter II

1.2 Identification of the project

Based on the background previously described, the project identification that will be discussed in this project is as follows:

1. How will the A Study on the MSME Growth of Cafe Print and Es Buah Rosiana at POLBENG Business Expo Chapter II project be implemented?

1.3 Purpose of the project

This project is implemented with the aim of providing solutions to the problems that have been identified. The objectives to be achieved through this project are divided into general objectives and specific objectives, as follows:

1.3.1 General Purpose

The general objectives of the A Study on the MSME Growth of Cafe Print and Es Buah Rosiana at POLBENG Business Expo Chapter II are as follows:

1. To find out how the Growth of Cafe Print and Es Buah Rosiana MSMEs at POLBENG Business Expo Chapter II will be implemented.

1.3.2 Specific Purpose

These objectives are arranged so that the implementation of the project can run in a directed manner and achieve optimal results. The specific objectives of this project are as follows:

1. To create a profile video for Cafe Print and Es Buah Rosiana.
2. To create 30 promotional videos for Cafe Print and 30 promotional videos for Es Buah Rosiana.
3. To create 30 catalogs for Cafe Print and 30 catalogs for Es Buah Rosiana.
4. To execute digital marketing activities for the MSMEs for one month prior to the Expo.
5. To conduct bookkeeping of financial transactions during the Expo and to prepare MSME financial reports after the POLBENG Business Expo Chapter II.
6. To assist Cafe Print and Es Buah Rosiana in implementing QRIS as a cashless payment system.

1.4 Significance of the Project

This project is designed to make a positive contribution to the various parties involved. The benefits of the A Study on the MSME Growth of Cafe Print and Es Buah Rosiana at POLBENG Business Expo Chapter II, include the following:

1. For the Author

This project provides an opportunity for the author to broaden his horizons in the field of entrepreneurship by being directly involved in managing business events, marketing MSMEs and as a direction to complete the final project. The author can also hone the ability to face real challenges and develop promotional strategies.

2. For Employers

It is hoped that the POLBENG Business Expo Project will provide meaningful benefits for MSMEs, such as opportunities to increase profits, gain hands-on experience in promoting their products, and interact directly with consumers. In addition, this event is expected to help MSME products become more widely recognized by the public and open new opportunities for business development in the future.

3. For the University

It is hoped that the results of this project can be an additional reference and provide new insights that are useful for the development of similar activities in the future. In addition, the results are also expected to provide useful input to improve the implementation of future events.

1.5 Time and Place of Project Implementation

POLBENG Business Expo Chapter II is planned to take place over three days on 20–22 May 2025. This activity will be carried out at Politeknik Negeri Bengkalis, located at Jl. Bathin Alam, Sungai Alam, Bengkalis, Riau.

1.6 Writing System

CHAPTER I: INTRODUCTION

In this chapter, the author will explain the background of the project, project identification, project objectives, project importance, time and place of project implementation, and the writing system used in the preparation of this proposal.

CHAPTER II: LITERATURE REVIEW

In this chapter, the author will describe the theories underlying this project, which are used to support the design and implementation of the project. The theory is divided into two, namely general theory and specific theory.

CHAPTER III: METHOD AND COMPLETION PROCESS

In This Chapter the Author Describes the Project Preparation, Project Implementation Plan, Project Accomplishment Plan, And Project Reporting Plan

CHAPTER IV: RESULTS AND DISCUSSION

This chapter, the author will explain the business profile and project implementation report, which includes, project preparation, project implementation, project Accomplishment, and financial statements.

CHAPTER V: CONCLUSION AND RECOMMENDATION

In this chapter, the author will provide conclusions from the results of the project implementation and provide suggestions for improvement or development based on the findings obtained in the previous chapters

WRITER BIOGRAPHY

REFERENCES