

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Expo is an event held in the form of an exhibition or trade fair with the aim of introducing and promoting products, services or services as information through the exhibition being held. Expo is a public event that showcases products, services or ideas. Indonesia has great potential in the field of MSMEs and entrepreneurs, but faces challenges in promoting its products as stated by Salim, (2023). Expos are generally held on a large scale and are an opportunity to introduce new products, share knowledge, and build connections between participants and visitors who have interests in similar fields.

Exhibitors can consist of companies, MSMEs, communities and academics, while visitors can include investors, potential consumers and the general public who are interested, An exhibition is an activity of presenting works of art to be communicated so that they can be appreciated by the wider community as stated by Calvin, (2023).

MSMEs need to adopt modern technology to increase their operational efficiency and competitiveness in an increasingly competitive global market as stated by Yolanda, (2024). MSME is an abbreviation for Micro, Small and Medium Enterprises, which refers to types of small to medium scale businesses based on the number of assets, turnover and number of employees. MSMEs are usually owned and managed by individuals or families with limited capital. MSMEs play an important role in the country's economy because they create jobs and increase the number of businesses of course this reduces the unemployment rate.

Competitiveness for the MSME culinary industry is the ability of small and medium businesses to survive, develop and compete with other businesses in the competitive food and beverage market. For MSMEs, building competitiveness is very important to attract customers, retain them and create sustainable growth. The increasingly rapid development of MSMEs, especially in the city of Bengkalis, has

had a positive impact on open employment opportunities and income for local residents Like MSME Fried Chicken Aisy and *Aneka Minuman Ibu Devvi*.

The reason to choose MSME Fried Chicken Aisy in Bengkalis because they serve very crispy and delicious fried chicken, making it a favorite of many people, especially students, workers and families. With so many people liking fast food, Fried Chicken Aisy has a big opportunity to develop in the culinary business.

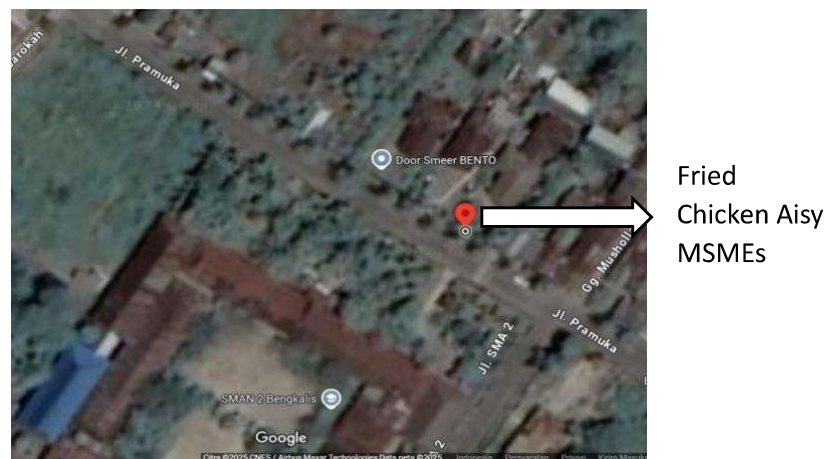


Figure A.1 Coordinates of Fried Chicken Aisy MSMEs
Source: Google Map 2025



Figure A.2 Location of Fried Chicken Aisy MSMEs
Source: Author 2025

The reason to choose MSME Aneka Minuman Ibu Devvi because they offer a large selection of delicious Pop Ice flavors, such as chocolate and durian, which are really liked by children and teenagers. The price is also very affordable, so it is

suitable for all groups. Apart from that, Pop Ice is made directly on the spot, so it is always fresh and high quality.



Figure A.1 Coordinates of *Aneka Minuman Ibu Devvi* MSMEs
Source: Google Map 2025



Figure A.2 Location of *Aneka Minuman Ibu Devvi*
Source: Author 2025

Product innovation at Fried Chicken Aisy can offer Seasoned Fried Chicken with a variety of spices such as balado, sweet corn and roasted corn which will attract customers' attention. Meanwhile, *Aneka Minuman Ibu Devvi* can present Special Pop Ice with attractive toppings such as cheese or jelly, adding to the product's appeal and providing a new experience for consumers.

The Expo which is being held aims to advance Micro, Small and Medium Enterprises (MSMEs) around Bengkalis. This activity is expected to make a significant contribution to their income through various effective means. One of

these ways is by introducing the products, services and services offered by MSMEs to the wider community.

Based on the background above, the author is interested in holding an expo entitled "Polbeng Business Expo Chapter II (Case Study on Chicken Aisy and *Aneka Minuman Ibu Devvi* MSME)".

1.2 Identification of the Project

Based on the background above, the problem formulation that the author raises is “How to conduct Polbeng Business Expo Chapter II (Case Study on Fried Chicken Aisy and *Aneka Minuman Ibu Devvi* MSME)?”

1.3 Purpose of the project

The purpose of this project are divided into two categories, namely the main purpose and specific purpose of the project are as follows:

1.3.1 General Purpose of the Project

To implement Polbeng Business Expo Chapter II (Case Study on Fried Chicken Aisy and *Aneka Minuman Ibu Devvi* MSME).

1.3.2 Specific Purpose of the Project

The specific purpose of Polbeng Business Expo are as follows:

1. To create video profile for Fried Chicken Aisy and *Aneka Minuman Ibu Devvi*
2. To create design and digital implement marketing for MSMEs offer appropriate of 30 days
3. To create product 30 catalogs and 30 promotional video
4. To create a MSMEs profile video and activity videos during the expo
5. To prepare financial transaction report
6. To create financial reports of MSMEs transaction during the Expo
7. To prepare a pose expo financial report based on proformance during the event

1.4 Significance of the Project

The Project of Polbeng Business Expo has several benefits of the final project (Case Study on MSME Fried Chicken Aisy and *Aneka Minuman Ibu Devvi*), are as follows:

1. For the Author

Expanding creative skills writers should take advantage of being able to increase writer productivity and make it easier to present information in a way that is easy to understand and interesting for readers. So by adding insight you can complete the final project of an applied bachelor's degree from the department of international business administration. To know and solve problems relating to the project.

2. For Students

This thesis can be applied to foster greater creativity in international business dealings, particularly in the area of MSME development through digital marketing expertise. The "Polbeng Business Expo" may help students and society's economy, which is why this project's main focus is on students and society.

3. For the Community

It is anticipated that this thesis would enlighten other institutions, both internal and foreign. As a project output, this project will also be utilized. This project is also a reference for other scholars who would raise the same topic but with a different point of view.

1.5 Time and Place of Project Implementation

1.5.1 Time of Project Implementation

The project was implemented from May 20-22, lasting three days. During this period, all planned activities were carried out according to the predetermined schedule and successfully attracted 133 tenants participating.

1.5.2 Place of Project Implementation

This project was implemented on the Bengkalis State Polytechnic campus, located on Jalan Bathin Alam, Sungai Alam Village, specifically around the

Business Administration building. Activities such as digital marketing, catalog creation, and promotional video production were conducted at the operational locations of the Aneka Minuman Ibu Devvi and Ayam Goreng Aisy MSMEs, to ensure that promotional materials accurately represented their products and business environment.

1.6 Writing System

Systematics of writing the project Polbeng Business Expo (Case Study on Fried Chicken Aisy and *Aneka Minuman Ibu Devvi* MSMEs) is as follows:

CHAPTER I : INTRODUCTION

This chapter will explain the background, project identification, project objectives, project benefits, place and time of project implementation and the systematics of writing project reports.

CHAPTER II : LITERATURE REVIEW

This chapter will explain the theory that is relevant to the subject of the final project which is divided into 4 previous studies, general theory and special theory of the final project.

CHAPTER III : METHODS AND ACCOMPLISHMENT PROCESS

This chapter will explain the project preparation plan, project implementation plan, project completion plan and project reporting plan.

CHAPTER IV : RESULTS AND DISCUSSION

In this chapter, the author will explain the project activity profile and project implementation report, which includes project preparation, project implementation report which includes project preparation, project implementation, project completion, completion of project activities, and project financial completion.

CHAPTER V : CONCLUSIONS AND SUGGESTIONS

This chapter will explain the conclusions and recommendations of the project implementation results in the previous chapters.