

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background of the Project**

Polbeng Business Expo is an event organized to display products, services and technology related to a particular field. Expo is held on a large scale and usually lasts about a few days or weeks. In the expo, related parties can display their products, services and technology in the form of booths or stands, as well as provide information related to their booths or stands to expo visitors. While an exhibition is an event that organizes and introduces the products, services, works of a person, or community. Exhibitions can be held on a large or small scale and can be displayed in the form of trade shows, art and cultural exhibitions, and technology exhibitions. In the exhibition, the parties involved can show their products, services, or works in the form of booths, stands, or galleries and provide further information to exhibition visitors.

Bazaar is a place or event that displays and sells various kinds of trade products. Usually bazaars are held in buildings, streets, or other places and have varying sizes. Micro, Small, and Medium Enterprises (MSME) are an important foundation in the Indonesian economy. The strategic role of MSME is reflected in their contribution to creating jobs, advancing the economy, and reducing poverty Supatmin (2023) in Agus, et.al, (2023). MSME are the main support in providing employment and are a significant source of economic growth. Through the presence of MSME, people's income increases, improving their standard of living and purchasing power. In addition, the active involvement of MSME in this sector also helps reduce poverty levels by providing economic opportunities to groups of people who previously may not have been reached by the formal sector Utami, (2019) in Agus, et.al, (2023). The culinary business is a business that operates in the food and beverage sector. The culinary business includes various activities such as providing ready-to-eat food, cafes, catering and so on. There are several

factors for a culinary business to achieve success, namely creativity in creating unique menus, understanding tastes. market and maintain taste consistency. In today's digital era, culinary businesses are also involved in online marketing and social media to increase visibility and attract customer attention.

In attendance are many MSME in Bengkalis and use social media promotion strategies, such as the Qiu-Qiu Thai Tea culinary MSME, which is located in the 2 coordinat maps 1, 26877 U, 102, 12857 T. Jl. Pramuka, Senggoro, Kec. Bengkalis, Kabupaten Bengkalis, Riau 28711. Qiu-Qiu Thai Tea sells variant of thai tea drink which is quite popular. This drink is generally made from a mixture of tea, sweetened condensed milk, sugar, as well as a variety of toppings such as jelly and then added with ice to be served cold.

State Polytechnic Bengkalis Business Administration Study Program held the Polbeng Business Expo which was located at the Bengkalis State Polytechnic Campus. The author was required to look for an MSME and promote it to sell at the Polbeng Business Expo. The name of the MSME was "Qiu-Qiu Thai Tea".

The business consultant plays a key role in supporting MSMEs with business development and digital marketing strategies. For Qiu-Qiu Thai Tea, this involves market analysis, identifying product diversification opportunities, and optimizing digital marketing. By utilizing social media insights and consumer data, the consultant helps enhance Qiu-Qiu Thai Tea online presence and boost sales.

The role of liaison officer in Polbeng Business Expo activities as a liaison for MSME to introduce opportunities and wider market source will have a positive impact such as helping to introduce social media promotions to market their products more widely. If there is no assistance from the liaison officer, this will make MSME not interested in participating in these activities, and MSME will not get good benefits and opportunities from wider market sources.



**Figure 1.1 Qiu-Qiu Thai Tea Location**

*Source : Processed Data 2024*

The reason the author choose Qiu-Qiu Thai Tea MSME, apart from being a popular drink, is because it is to promote his business so that it becomes better known to the people around Bengkalis and to help business owners make a profit from selling at the Polbeng Business Expo.

Based on the above background that has been describes, the Author are interested in conducting a study entitled : **“Polbeng Business Expo (Case Study on the Liaison Officer and Business Consultant Role on MSME Qiu-Qiu Thai Tea)”**

## **1.2 Identification of the Project**

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

1. How to make the Polbeng Business Expo event a success through participation from MSME Qiu-Qiu Thai Tea
2. How to improve the business development of MSME of Qiu-Qiu Thai Tea

## **1.3 Purpose of the Project**

### **1.3.1 General Purpose**

The main objective of this project is to organize and carry out the Polbeng Business Expo, especially the Qiu-Qiu Thai Tea MSME.

### 1.3.2 Special Purpose

The special purpose of the project in the Polbeng Business Expo Qiu-Qiu Thai Tea are as follow:

1. To creating business profile of expo and Qiu-Qiu Thai Tea MSME
2. To creating promotional video 30 of Qiu-Qiu Thai Tea MSME
3. To creating product catalog 30 of Qiu-Qiu Thai Tea MSME
4. To post marketing promotion 30 of Qiu-Qiu Thai Tea through digital marketing Social Media ( Instagram and WhatsApp)
5. To creating financial report of Qiu-Qiu Thai Tea MSME

### 1.4 Significant of the Project

Everything that is done must have a benefit, while the benefits of the final project “**Polbeng Business Expo (Case Study on the Liaison Officer and Business Consultant Role on MSME Qiu-Qiu Thai Tea)**” are as follows:

1. For Authors

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

2. For MSME

From this project, it can help develop the profile of Qiu-Qiu Thai Tea business to be more recognized for capital references for the owner

3. For Other Parties

It is hoped that the result of this project can be used as an additions reference for furter research the same topic

### 1.5 Time and Place of Project Implementation

#### 1.5.1 Time of Project Implementation

The implementation time of the Polbeng business expo will be held for 2 days, namely in the 9th lecture week, and for the project preparation process takes 3 months (August – October, 2024).

#### 1.5.2 Place of Project Implementation

This project will be carried out on the State Polytechnic of Bengkalis campus area.

### 1.6 Writing System

The writing systematics of the final project “Polbeng Business Expo (Case Study on the Liaison Officer and Business Consultant Role on MSME Qiu-Qiu Thai Tea)” is as follow:

#### **CHAPTER I : INTRODUCTION**

In this chapter the author describes the Background of the Project, Identification of the Project, Purpose of the Project, Significance of the Project, Time and Place of Project, and Writing System.

#### **CHAPTER II : LITERATURE REVIEW**

In this chapter, the author describes the theory needed to strengthen the reasons for making the project and the design of the project to be discussed, namely previous research and theoretical basis.

#### **CHAPTER III : PROJECT METHOD AND ACCOMPLISHMENT PROCESS**

In this chapter the author describes the Project Preparation, Project Implementation Plan, Project Accomplishment Plan, and Schedule and Budget of the Project

#### **CHAPTER IV : RESULTS AND DISCUSSION**

This chapter will explain the business profile, project implementation reports, namely: project preparation, project implementation, project completion and financial reports.

## **CHAPTER V : CONCLUSION AND SUGESTION**

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