

CHAPTER I

INTRODUCTION

1.1. Background of The Project

Polbeng business expo chapter II is an occasion organised by Politeknik Negeri Bengkalis which can be a strategic discussion board for MSMEs to promote their products to the broader community. This event is not best an area to boom the recognition of local MSMEs, but additionally presents possibilities for MSMEs to draw greater clients and broaden their commercial enterprise potential. in keeping with (Fadhilatul Itsnaini & Taufiqur Rahman, 2024) possibilities for MSMEs players to enlarge markets, both at the neighborhood and country wide tiers. MSMEs are a totally vital sector within the economy, in particular in growing international locations which include Indonesia. business improvement consists of scale-up activities, product innovation, marketplace growth, and marketplace innovation.

The Polbeng Business Expo Chapter II will focus primarily on showcasing MSMEs tenants through a well-organized product exhibition that highlights creative and innovative local businesses. The event will be supported by the involvement of Liaison Officers and Business Consultants who will assist MSMEs tenants in coordinating activities, improving product presentation, and providing business guidance during the exhibition. Through this tenant-centered approach, the event is expected to strengthen MSMEs promotion, enhance business capacity, and support the sustainable growth of local MSMEs. The Polbeng Business Expo Chapter II is planned to be held in May 2025.

In addition, with the increasing use of digital technology, MSMEs also have the opportunity to expand their market through e-commerce platforms and digital marketing, which allows them to reach a wider range of consumers. According to (Dicha Putri Rezkia, 2024) through e-commerce, MSMEs can significantly expand their market reach, are not limited by geographical restrictions, and can access potential customers in various locations.

Dimsum Mentai is an MSMEs product in the shape of processed chook meat wrapped in soft wonton skins or spring rolls. The dish is served with a extraordinary mentai sauce, that's made from a mixture of mayonnaise, chilli sauce, fish roe (such as tobiko or mentaiko), and other components, ensuing in a savoury, creamy, and slightly highly spiced flavor. After the dimsum is steamed until cooked, the mentai sauce is drizzled on pinnacle, and then grilled to supply a barely crisp pinnacle with a different aroma. With a modern taste, Dimsum Mentai is in excessive call for, in particular among young people. The name of the owner of Dimsum Mentai is Windya Elfianti, her commercial enterprise has been running considering the fact that 27 August 2023 and is located on Jalan Cokroaminoto, Bengkalis. Until now, this MSMEs is still a favourite preference of culinary connoisseurs within the bengkalis town place.

Dapur Sheeqa is a culinary business that offers a variety of food products, with cireng and spring rolls as the flagship menu. The cireng at Sheeqa's Kitchen is a traditional Sundanese snack made from tapioca flour, featuring a crispy exterior and a chewy interior. The specialty of this cireng lies in its innovative and unusual fillings, such as shredded chicken, cheese, meatballs, and sausages, providing added value compared to regular cireng. To complement its flavor, cireng is usually served with various dipping sauces, such as peanut sauce and rujak seasoning, which further enhance the enjoyment when eaten. In addition to cireng, Dapur Sheeqa also offers spring rolls made with thin and crispy spring roll wrappers. These spring rolls are filled with spicy shredded chicken and teriyaki shredded chicken, then fried to perfection, resulting in a crispy exterior and a savory and spicy taste on the inside. The combination of high-quality ingredients, proper preparation, and distinctive flavor makes Dapur Sheeqa's spring rolls one of the snacks that are highly favored by consumers. Dapur Sheeqa is owned by Winda Murniadti and was officially established on 13 February, 2020. The business is located on Hangtuhah Street, right in front of Pak Wan's Building, Bengkalis. To this day, Sheeqa's Kitchen continues to grow and has been able to maintain its existence as one of the favorite culinary choices of the local community, thanks to the quality of its products and consistent taste.

The products offered by these two MSMEs, such as Dimsum Mentai and Dapur Sheeqa, have high appeal as they are popular and innovative foods. This can attract the attention of expo visitors and create a positive impression of local products. The reason I took this Dimsum mentai and Dapur Sheeqa MSMEs is because the taste of the food is very good and has been widely trusted by the public or consumers in Bengkalis, so there is no doubt that the food produced by Dimsum Mentai & Dapur Sheeqa for consumption because it has been confirmed the authenticity of the food and guaranteed Halal. According to (Lina Nur Rohmah, M. Rezza Al Rasyid, Dahlia & Indah Nurul Hidayah, 2023) Halal awareness is the level of knowledge possessed by Muslim consumers to find and consume halal products according to Islamic law.

Therefore, MSMEs Dimsum Mentai and Dapur Sheeqa can introduce their products to the wider community. Through the exhibition at the Polbeng Business Expo Chapter II event, MSMEs Dimsum Mentai and Dapur Sheeqa have a great opportunity to increase sales and expand marketing reach. Based on the above background, the author is interested in doing an event project with the title **”Polbeng Business Expo Chapter II (Case Study on the Liaison Officer and Business Consultant Role on MSMEs Dimsum Mentai and Dapur Sheeqa)”**.

1.2. Identification of The Project

Besed on the background that has been presented, the project identification are as follows

1. How to successfully organise Polbeng Business Expo Chapter II well during the event?
2. How to run the operations of Dimsum Mentai and Dapur Sheeqa MSMEs during the Polbeng Business Expo Chapter II event?

1.3. Purpose of The Project

1.3.1. General Purpose

The general objective of the final project-based research in the Thesis course in the Business Administration Study Program through the implementation of a project entitled Polbeng Business Expo Chapter II is to determine the students' ability to implement activities at the stages of the tenant assistance project which includes the stages of preparation, implementation, and completion of the organization of the Business Exhibition event project.

1.3.2. Specific Purpose

The specific purpose of the project that will be carried out for this project are as follows:

1. To create the Business Profile of Polbeng Business Expo Chapter II
2. To create the MSMEs Business Profile Video
3. To create Promotional video for MSMEs
4. To create product catalog of MSMEs.
5. To create concept of digital marketing through social media with paid content
6. To create Qris Payment method of MSMEs
7. To create sales report and financial report of Dimsum Mentai and Dapur Sheeqa MSMEs

1.4. Significance of The Project

The benefits of the final project “Polbeng Business Expo Chapter II (Case Study Liaison Officer and Business Consultant Role on MSMEs Dimsum Mentai & Dapur Sheeqa are as follows:

1. For The Author

This thesis can be used as a form of proof of experience, add insight, and reference in completing the final project which is one of the requirements for completing an applied undergraduate program in the International Business Administration department.

2. Community

It is hoped that this project can be a benefit in the form of valuable input and information for the community from an economic and social perspective.

3. For MSMEs

This thesis can be used by MSMEs to understand the extent to which Polbeng Business Expo activities contribute to improving their knowledge, awareness, and understanding of business opportunities. It also evaluates how these activities assist MSMEs in developing skills in business management, marketing, and product innovation. Through the Polbeng Business Expo Chapter II, these activities provide tangible benefits to the participating MSMEs and the broader community.

4. For Other Parties

This thesis is expected to provide additional knowledge to other institutions that are in need both internally and externally. This project can also be used as output and become a reference for other research to raise the same topic.

1.5. Time and Place of Project Implementation

1.5.1. Time and Place

The Time and Place of Implementation this project will be carried out in Bengkalis City, Riau Province. The project focuses on MSMEs Dimsum Mental and Dapur Sheeqa. The project will be conducted over 3 days during the 9th week of the semester, with project preparation taking 3 months, and its implementation will take place at the Bengkalis State Polytechnic, Jalan Bathin Alam, Sungai Alam, in 2025.

1.5.2. Project Activities

Expo activities will be carried out in the area around Politeknik Negeri Bengkalis, precisely around the trade administration building. Digital marketing activities, catalogs, the video making process will be carried out right at Dimsum Mental and Dapur Sheeqa MSMEs.

1.6. Writing System

The Writing Systematics the project “**Polbeng Business Expo Chapter II “(Case Study Liaison Officer and Business Consultant Role on MSMEs Dimsum Mental and Dapur Sheeqa)”** are follows:

CHAPTER I : INTRODUCTION

In this chapter, we write about the background of MSMEs, the purpose of organizing the expo and the benefits of organizing the expo for MSME actors, the place and time of the expo, and the systematic writing of the project report in the thesis.

CHAPTER II : LITERATURE REVIEW

In this chapter the author describes the theories that are relevant to the main material in the final project, namely regarding the basic concepts of MSMEs, the importance of branding and promotion, the importance of identifying customer satisfaction in the start of the 2025 Polbeng Expo event and the benefits and obstacles faced by MSMEs in participating in the Expo.

CHAPTER III : METHOD AND ACCOMPLISHMENT PROCESS

In this chapter, the author will describe the plan with the MSMEs Expo project diagram, followed by the implementation plan and the Expo implementation process. The author will also outline the schedule and estimated costs incurred during the Expo project period, including the estimated cost of writing the thesis.

CHAPTER IV : RESULTS AND DISCUSSION

In this chapter, the author will present the MSMEs Expo project profile and activity implementation report consisting of project preparation, activity

implementation, implementation report, and the results achieved from the Expo activities.

CHAPTER V

: CONCLUSION AND RECOMMENDATION

This chapter contains a summary of the results of writing in the previous chapters in the form of conclusions and suggestions for improvement and development for the Expo MSMEs in the future the author will provide recommendations for MSMEs, Expo organizers, and the government.

REFERENCES

APPENDICES

WRITERS BIOGRAPHY