

CHAPTER I

INTRODUCTION

1.1 Background of the Project

An expo or business exhibition is an activity held for a business to showcase or demonstrate their business products or services. The benefits, urgency, and role of business exhibitions for business people and entrepreneurial startups are that these exhibitions can be a means for business people to introduce products to customers, increase brand awareness for new businesses. In addition, this business exhibition can be used to see other competitors by observing and studying competitors. With this exhibition, business people can also see the trends that are happening and are being favored by the public by Gunawan (2023).

A real life example of MSMEs effectively leveraging digital marketing is Bakso mama via and Rujak Indah, two local culinary businesses that will participate in the Polbeng Business Expo. Bakso mama via offers high quality meatballs with a distinctive taste and affordable prices, while rujak serves various types of fresh fruit salad (rujak) made with innovative preparation methods. Despite being in different food categories, both businesses have great potential to grow and attract consumers from diverse backgrounds.

The development of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia plays an important role in boosting the economy and building the welfare of the people. This can help inspire and encourage individuals to innovate in creating new creativity, as well as open job opportunities for the surrounding community. By creating unique and new products, it can increase local wealth and the surrounding culture Aprilia et al., (2023).

Currently, the development of the culinary business in Indonesia is rapidly growing due to the increasing lifestyle of people who prefer buying food at eateries rather than cooking at home. In this context, there are several factors that influence a person's choice of dining place, such as food quality, cleanliness, and the service provided by the partners Elsaday et al., (2022).

Bakso Mama Via is an MSME in Bengkalis that started its business in 2020 and is currently located on Jl. Pramuka, in front of D'ulek Resto Bengkalis. Meanwhile, the Rujak Indah MSME started and developed its business in 2017, located on Rimbas Sekampung Street.



Figure 1.1 Location Bakso mama via MSMEs
Source: Google maps, 2025



Figure 1.2 Place Bakso Mama Via MSMEs
Source: Documentation, 2025



Figure 1.3 Location Rujak Indah MSMEs
Source: Google maps, 2025



Figure 1.4 Place Rujak Indah MSMEs

Source: Documentation, 2025

The participation of Bakso mama via and Rujak Indah in the Polbeng Business Expo aims to introduce their products to a wider market, build business networks, and take advantage of digital marketing to promote their businesses. Additionally, the expo provides an opportunity for both MSMEs to learn and share experiences with other entrepreneurs in developing more effective marketing strategies.

The Polbeng Business Expo is also an important platform for MSME entrepreneurs to face challenges in the business world, such as increasing competition and changing consumer trends. Through this expo, MSMEs can gain new insights into how to optimize marketing and improve product quality to compete in a larger market. As a promotional event and a platform for collaboration among MSMEs, the Polbeng Business Expo is expected to have a positive impact on the local economy, increase MSMEs' understanding of digital marketing, and strengthen the sustainability of their businesses in the future. From the background description above, the author is interested in conducting a thesis project with the title "Polbeng Business Expo Chapter II (Case Study on the Liaison Officer and Business Consultant Role on MSMEs Bakso mama via and Rujak Indah)"

1.2 Identification of the Project

Based on the background described above, the project identification that will be discussed in this project are:

1. How to implementation Polbeng Business Expo Chapter II be carried out, and how will MSMEs operate during the expo?

1.3 Purpose of the Project

The objectives of this project are categorized into two main groups, namely general purpose and specific purpose. The project objectives are outlined as follows:

1.3.1 General purpose

1. The main objective of this project is to organize and implement the Polbeng business expo.

1.3.2 Specific Purpose

The specific purpose of Polbeng Business Expo Bakso mama via and Rujak indah are:

1. To create video profile of Bakso mama via and Rujak indah MSMEs
2. To create promotional activities video Bakso mama via and Rujak indah MSMEs
3. To create product catalog of Bakso Mama Via and Rujak Indah MSMEs
4. To create 30 Catalogs and 30 promotion videos of MSMEs to create promotional video of Bakso mama via and Rujak indah MSMEs
5. To create Qris of Bakso mama via and Rujak indah MSMEs
6. To create financial report of Bakso mama via and Rujak indah MSMEs

1.4 Signicant of the Project

Every project carries its own benefits, and the benefits of this final project, titled "Polbeng Business Expo (Case Study Bakso mama via and Rujak indah MSMEs)" are as follows:

1. For the Authors

The results of this project are valuable in providing additional knowledge and insights into the application of theoretical concepts obtained during practical lectures, particularly in the field of marketing and business management.

By focusing on the impact of promotional activities on customer decision-making and engagement during the Polbeng Business Expo, this study allows authors to better understand the dynamics of consumer behavior and the effectiveness of various promotional strategies.

2. For MSMEs (Bakso mama via and Rujak indah)

This project will help increase the visibility and profile of both Bakso mama via and Rujak indah, making their businesses more recognized by the public. By exploring and analyzing the impact of promotional activities on customer decision-making and engagement, the findings will provide valuable insights into the effectiveness of various marketing strategies.

3. For Other Parties

It is hoped that the results of this project can serve as a useful reference for future research on related topics, such as the effectiveness of promotional activities in influencing customer decision-making, the role of marketing strategies in enhancing customer engagement, and the impact of business expos on MSMEs growth.

1.5 Time and Place of Project Implementation

1.5.1 Time of Project Implementation

The implementation time of the Polbeng business expo Chapter II will be held in May 2025, The activity will be carried out for 3 days.

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

CHAPTER I: INTRODUCTION

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

CHAPTER II: LITERATURE REVIEW

This chapter presents the theories and previous research necessary to support the rationale behind the project and the project design. It includes discussions on entrepreneurship, event management, and the role of liaison officers and business consultants in MSMEs development.

CHAPTER III: 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 discusses the results of the project, including project preparation, implementation, and completion. The author also discusses project reporting plans, which encompass activity reports, financial reports, schedules, and cost estimates related to the project.

CHAPTER V: CONCLUSION AND SUGGESTIONS

In this chapter, the author presents the conclusions drawn from the project and provides suggestions for MSMEs, especially in relation to the MSMEs involved.

REFERENCES

WRITER BIOGRAPHY