

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Indonesia is a country rich in culinary diversity, each region in Indonesia has its own culinary characteristics, each cuisine in one region will be very different from the cuisine in another region, this is influenced by many factors, including culture, geography, and customs of the local community (Adawiyah and Rais 2023). Each region has a unique culinary heritage, reflecting the diverse cultural identities of the locals. Each dish not only reflects a distinctive flavor but also carries the cultural story behind it. This diversity has great potential to encourage the culinary tourism sector while strengthening the local economy. One of the most effective ways to introduce culinary diversity is to organize exhibitions.

One way to introduce and showcase this culinary diversity is through the Polbeng Business Expo Chapter II, organized by students of the International Business Administration Study Program at the State Polytechnic of Bengkalis. The Polbeng Business Expo Chapter II is a business exhibition aimed at introducing MSME products and tenants to a wider audience. This is in line with the goals of MSMEs as stated by Nurfadilah et al. (2024), who explained that exhibitions serve as a forum for MSMEs to showcase their products to a wider audience, including potential buyers, business partners, and investors.

According to Imani et al (2023), MSMEs stand for Micro, Small, and Medium Enterprises. Basically, MSMEs are the meaning of businesses or businesses carried out by individuals, groups, small business entities, or households. Indonesia as a developing country makes MSMEs the main foundation of the community's economic sector, this is done to encourage the ability to be independent in developing in the community, especially in the economic sector. MSMEs are not only the backbone of the community's economy, but also play a role in absorbing labor, creating product innovations,

and supporting regional economic growth. MSMEs have an important role in national economic development, especially through the culinary sector which is one of the most in-demand sectors.

According to Suherman et al (2023), the existence of Micro, Small, and Medium Enterprises (MSMEs) in the culinary sector makes a very significant contribution to national economic development. In addition to being a locomotive for economic growth, culinary MSMEs also play a role in preserving local wisdom, maintaining traditional culinary diversity, and supporting sustainable development programs. In addition, good marketing skills will help culinary MSMEs to be more easily known by the market, both through conventional and online media.

Furthermore, according to Aditya and Rusdianto (2023), currently MSMEs actors must be able to market their products using digital media to increase consumer awareness of the MSMEs offering. MSMEs with strong networks use social media to develop their own businesses. When it comes to revenue, job opportunities, innovation, and competitiveness, e-business skills often have significant business benefits. However, there are still many small and medium business actors who do not have access to information technology, especially digital media, and do not understand the importance of digital media and its benefits.

Many MSMEs actors in Bengkalis have not taken advantage of social media marketing strategies effectively to develop their businesses, such as Krikill and Mpek-Mpek Adaan Khas Palembang MSMEs. These Krikill MSME are not active every day in marketing products online. Krikill is an abbreviation for *Keripik Kiloan* which was established in 2022, owned by Nurul and located at Ahmad Yani Street, Bengkalis, Riau, offering a variety of contemporary chips, namely basreng (fried meatball chips), chicken intestine chips, cimol chips, mie gulung chips, seblak beton chips, and macaroni chips. The most popular product was basreng, which is available in two flavor variants: original and spicy. These fried meatball chips are very delicious as a snack and as a complement when eating rice or soupy foods.

Mpek-Mpek Adaan Khas Palembang is also one of the MSMEs in Bengkalis, Riau, more precisely located at Bengkalis Street with a business owner named Ayu. This MSME started its business in 2023, by offering various types of shapes such as round Mpek-Mpek which is its trademark, as well as lenjer and submarine shapes from selected processed fish, namely Ikan Parang. Mpek-Mpek Adaan Khas Palembang is committed to continuing to introduce interesting flavors, as well as maintaining the quality of fresh raw materials. However, the Mpek-Mpek Adaan Khas Palembang MSME does not use social media as one of the marketing strategies.

Nurussofiah et al (2022) stated that social media plays an important role in expanding market reach. Social media is a digital base that makes it easier for users to socialize with each other, either interacting or sharing content in the form of notes, images, and videos. All shared content will be open to the public in real-time. One of the advantages of social media compared to other media is that it is easy to access any information, anytime, and anywhere.

The Author chose the two MSMEs for certain reasons. First, Krikill MSME or Keripik Kiloan is used as the object of research because this business has its own uniqueness, namely fried meatball chips that sell well but no one has sold them in Bengkalis and are in great demand by the millennial generation and gen z. In addition, this business has been running since 2022, showing its stability in the face of business competition. The business owner Krikill is also friendly and supports the author to use his business as a research object. This is very positive, and is expected to facilitate the exhibition process including sales transaction data or financial statements.

Second, Mpek-Mpek Adaan Khas Palembang MSME was chosen as one of the MSMEs in the research because this Mpek-Mpek has its own characteristics and adds a positive impression in the city of Bengkalis, in general the fish used to make Mpek- Mpek is *Ikan Tenggiri*, while this business uses the basic ingredient of *Ikan Parang* which has a distinctive and authentic taste that reflects culinary cultural heritage. The *Ikan Parang* provides a savory taste and soft texture, making this Mpek-Mpek different from other variations and attracting the attention of consumers. The exhibition involving *Mpek-Mpek*

Ikan Parang MSME provides an opportunity for MSMEs to show their innovation and product quality through exhibitions.

Therefore, based on this background, the author is interested in involving Krikill and Mpek-Mpek Adaan Khas Palembang MSMEs, as research for the final project with the title **“Marketing Strategy to Attract Consumer Interest in Krikill and Mpek-Mpek Adaan Khas Palembang MSMEs at Polbeng Business Expo Chapter II”**

1.2 Identification of the Project

Based on the background described above, the identification of the problem in this study directed at analyzing the implementation of marketing strategies for Krikill and Mpek-Mpek Adaan Khas Palembang during the Polbeng Business Expo Chapter II.

1.3 Purpose of the Project

The purpose of the project Polbeng Business Expo Chapter II is to provide a platform for showcasing the entrepreneurial creativity and innovation of students. This event aims to support the growth of small businesses by connecting participants with potential customers. By fostering collaboration and exposure, the expo contributes to building a strong entrepreneurial ecosystem within the Polbeng community.

1.3.1 General Purpose

To evaluate the implementation of marketing strategies for Krikill and Mpek-Mpek Adaan Khas Palembang during the Polbeng Business Expo Chapter II.

1.3.2 Specific Purpose

The specific purposes of the Polbeng Business Expo Chapter II project for Krikill and Mpek-Mpek Adaan Khas Palembang MSMEs are as follows:

1. To create business profile videos for Krikill and Mpek-Mpek Adaan Khas Palembang MSMEs on YouTube and other promotional platforms.
2. To create promotional videos for Krikill and Mpek-Mpek Adaan Khas Palembang MSMEs.

3. To create digital product catalogs for Krikill and Mpek-Mpek Adaan Khas Palembang MSMEs.
4. To create a QRIS payment method to help improve the business performance of Krikill and Mpek-Mpek Adaan Khas Palembang MSMEs.
5. To create financial reports, including bookkeeping, during the exhibition for Krikill and Mpek-Mpek Adaan Khas Palembang MSMEs.

1.4 Significance of the Project

1.4.1 For Writers

This project can provide new insights into the field of entrepreneurship for the author. By analyzing the results of this project, the author can gain an understanding of MSME development strategies through business expos.

1.4.2 For Students

This thesis can serve as additional knowledge for students. Furthermore, it can act as a useful reference for future thesis writing, particularly for those focusing on MSME-related projects. Through this study, students can gain an understanding of how the implementation of the "Polbeng Business Expo Chapter II" provides benefits for both students and MSMEs.

1.4.3 For Another Party

It is hoped that this project will make a significant contribution to enhancing the understanding of MSME management and development. The significance of this project for others lies in its potential to serve as a source of inspiration, broadening their perspectives and deepening their knowledge to design more effective strategies that support the sustainable growth of MSMEs through business expos.

1.5 Place and Time of Project Implementation

The following are the time and place for carrying out the project "Marketing Strategy to Attract Consumer Interest in Krikill and Mpek-Mpek Adaan Khas Palembang MSMEs at Polbeng Business Expo Chapter II" with the following details:

Implementation time : 3 days Implementation date : 20-22 May 2025
Place : State Polytechnic of Bengkalis, Street Bathin Alam,
Sungai Alam, Bengkalis, Postal Code 28783

1.6 Writing System

The systematic writing carried out to carry out the project **“Marketing Strategy to Attract Consumer Interest in Krikill and Mpek-Mpek Adaan Khas Palembang MSMEs at Polbeng Business Expo Chapter II”** is as follows:

CHAPTER I: INTRODUCTION

In this chapter the author explains the background of the project and MSMEs, the purpose of the expo, the benefits of the expo for MSMEs, the place and time of the expo, and the systematics of writing project reports in the thesis.

CHAPTER II: LITERATURE REVIEW

In this chapter the author presents theories that support the main topics in the Final Project, such as the basic concept of MSMEs, the importance of brands and promotions, as well as the benefits and challenges faced by MSMEs in participating in the expo.

CHAPTER III: METHODS AND ACCOMPLISHMENT PROCESS

In this chapter, the author will explain the MSME exhibition project plan using a diagram, followed by a detailed description of the plan's implementation and the steps involved in the exhibition process. The author will also present an activity schedule along with an estimated budget covering all project requirements, including the costs associated with thesis preparation.

CHAPTER IV: RESULTS AND DISCUSSION

In this chapter, the author will explain the profile of the MSMEs expo project and present a complete report starting from project preparation, implementation of activities, to the achievement of results from expo activities.

CHAPTER V: CONCLUSIONS AND RECOMMENDATIONS

This chapter summarizes the results of the discussion from the previous chapters, presented in the form of conclusions and suggestions for improvement and development of MSMEs exhibitions in the future. The author will also provide recommendations to MSMEs actors, exhibition organizers, and the government.