

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Indonesia is known as a country with abundant cultural diversity (Barella, et al., 2023). This diversity is also reflected in its culinary richness, where each region has its own uniqueness in its cuisine (Adawiyah and Rais, 2023). This cultural diversity and culinary diversity is the main attraction for locals and foreign tourists. One of the most effective ways to introduce this diversity is by organizing exhibitions, one of which is a culinary exhibition. This is in line with what is conveyed by Hanafi (2023), who says that cultural events are activities created to promote and elevate various aspects of local culture, including culinary, art, music, and dance. Thus, culinary exhibitions as part of cultural event activities can be an effective means to introduce and celebrate local culinary diversity, as well as attract the attention of the public and tourists.

To introduce culinary diversity to the wider community, particularly in Bengkalis, there is Polbeng Business Expo. Polbeng Business Expo is an exhibition organized by Bengkalis State Polytechnic students with the aim of introducing various types of local businesses, both culinary related and not. This activity is an opportunity for Micro, Small and Medium Enterprises in Bengkalis to showcase their creative power and product potential to the public. In this expo, visitors can enjoy a variety of local specialties, as well as find non-culinary products such as handicrafts or other creative goods. Polbeng Business Expo is more than just an exhibition, it is also a forum to support the development of MSMEs in Bengkalis, increase the promotion of local products, and strengthen the relationship between entrepreneurs and the community. The expo is hoping to provide a stage for business actors, especially MSMEs in Bengkalis, in the culinary and non-culinary sectors, to showcase the potential and creativity of Bengkalis citizen.

According to Damis and Harun (2024), MSMEs are a form of small community business whose establishment is based on a person's initiative, so that it can reduce the unemployment rate in Indonesia. Their relatively high level of labor absorption and small investment capital requirements mean that MSMEs can flexibly adjust and respond to changing market conditions. In addition, MSMEs is important for improving the economy at both the local and national levels.

With their adaptive nature, MSMEs can quickly adjust to changes in market trends and needs, thus becoming one of the key drivers for the Indonesian economy. In the context of culinary exhibitions, MSMEs have the opportunity to increase the visibility of their products, expand business relations, as well as build direct relationships with potential consumers and partners. To provide opportunities for small and medium-sized enterprises to showcase their products, food exhibitions also serve as a means to assess the standard of service provided to guests. The quality of service from exhibitors, both small businesses and organizers, greatly influences the experience that visitors have during the event.

In the national economy, one of the most popular sectors, is the culinary sector, according to Rani and Desiyanti (2024), the MSME business that is in great demand and is cultivated by business people is MSMEs with a type of culinary serving. This shows that businesses in the food and beverage sector are very attractive because they are in accordance with the needs of the community and have the opportunity to continue to grow along with market trends. Business activities in the fast food sector offer various advantages, such as few barriers to starting a business, fairly low production costs, and a growing market.

Culinary sector, are not only a basic necessity, but also an important element in the lifestyle of modern people who value convenience and efficiency. Therefore, small and medium enterprises in the food and beverage sector have great potential to grow and compete. In this case, small and medium enterprises in the food and beverage sector are required to always innovate in

presenting products that suit consumer tastes, while maintaining quality and affordable prices. In addition, rapid advances in digital technology provide new opportunities for small and medium-sized food businesses to expand their markets, one of which is through online marketing.

Hidayati and Dwiridotjahjono (2024) explain that online marketing provides opportunities for MSMEs to access more potential customers, not only in local areas but also at regional and national levels. By implementing digital marketing strategies, such as the utilization of social media, search engine optimization, and paid advertising, MSMEs can expand the reach of their products. However, the success of digital marketing strategies is not only determined by the implementation of those strategies, but the ease of the transaction process also affects. This is where the role of electronic payment systems becomes crucial.

Astridtia and Nugroho (2024) describe, one of the significant developments is the QRIS digital payment standard, designed by Bank Indonesia and the Indonesian Payment System Association (ASPI). QRIS facilitates payment transactions quickly, safely, and efficiently through scanning QR codes using mobile devices. The implementation of QRIS aims to simplify the transaction process, reduce dependence on cash, and support financial inclusion in various segments of society.

Many MSMEs in Bengkalis, including Cakealamanja MSME and Rujak Jambu Cristal MSME, have started trying to utilize social media for marketing, but their utilization is still not optimal. In order to grow more rapidly and compete, they need a more planned and effective digital marketing strategy. Cakealamanja an MSME founded 2020 and owned by Nurhayati on Pramuka street, Gang Baroqah, Air Putih, Bengkalis, Riau, produces various culinary products, with *Susu Kurma Hanin* (date milk) as its most popular flagship product.

Further, the date milk from its MSME's is made from 100% natural ingredients. Dates contain a variety of essential nutrients such as vitamin A, potassium, phosphorus, and fiber, which have a positive effect on digestive

health and maintaining the immune system. Dates are also known to have many benefits, including as antioxidants that fight free radicals and improve blood circulation. Cakealamanja MSME actively uses social media such as Instagram and WhatsApp to promote its products.

Rujak Jambu Cristal MSME, is a business founded by Ade Saputrawan in 2021, is located in Jendral Sudirman street, downtown on Bengkalis. It offers a unique culinary product, namely *Rujak Jambu Cristal* (crystal guava salad). Crystal Guava itself is a fruit with a crunchy texture and natural sweetness, making it suitable as the main ingredient for *Rujak*. Besides its fresh and delicious taste, crystal guava is also known to have many health benefits. This fruit is rich in vitamin C, which plays an important role in increasing the immune system and accelerating the healing process. Crystal guava also contains digestive fibers and antioxidants that protect the body from free radical damage. Rujak Jambu Cristal, it was chosen as one of the MSME in this study to add interesting product variations. If most MSME offer various types of heavy food, Rujak Jambu Cristal presents something different by selling processed fruit into salad made from fresh crystal guava fruit.

The Author chose these two MSMEs for several reasons. Cakealamanja MSME was taken as an example of a study because this business has its own uniqueness and potential. Cakealamanja MSME provides various types of innovative processed food and beverages, with the main product, date milk, being quite popular and attractive to consumers. By offering several variations of food products, Cakealamanja MSME demonstrates its ability to meet diverse market needs. In addition, the business has been in operation since 2020, demonstrating its stability and ability to withstand business competition. Cakealamanja MSME is also owned by a friendly, open and supportive owner, who responded very warmly when the author requested permission to use his business as a research object. This gives a positive impression, so it is expected to facilitate the process of MSME exhibition and data collection.

The presence of small and medium enterprises such as Rujak Jambu Cristal MSME and Cakealamanja MSME in this expo is expected to

complement the variety of products displayed. Their presence not only adds to the diversity of products on display, but also adds a creative element to the exhibition. With the presence of Cakealamanja MSME, provide a wide selection of processed foods and are suitable for consumption by all groups. On the other hand, with the presence of Rujak Jambu Cristal MSME, visitors can enjoy fresh fruit-based dishes, which are different from the usual heavy meals and drinks. This choice aims to provide a more varied experience for visitors to the expo, as well as showcase the creativity of local MSMEs in processing fresh ingredients into attractive products. Hence, based on the background that has been described, the Author is interested in involving the two MSMEs as research for the final project with the title **“The Role of Social Media Marketing to Improve the Brand Image of Cakealamanja and Rujak Jambu Cristal MSMEs (Case Study at Polbeng Business Expo Chapter II)”**

1.2 Identification of the Project

Based on the background described above, the research problem in this study is how the Polbeng Business Expo Chapter II was implemented at the Cakealamanja and Rujak Jambu Kristal MSMEs.

1.3 Purpose of the Project

1.3.1 General Purpose

The main objective of this project is to organize and implement the Polbeng Business Expo Chapter II.

1.3.2 Specific Purpose

The specific purpose of the project at the Polbeng Business Expo Chapter II for Cakealamanja and Rujak Jambu Cristal MSMEs are as follows:

1. To create business profile videos for Cakealamanja and Rujak Jambu Cristal MSMEs.
2. To create promotional videos for Cakealamanja and Rujak Jambu Cristal MSMEs.

3. To create product catalogs for Cakealamanja and Rujak Jambu Cristal MSMEs.
4. To post marketing promotions of Cakealamanja and Rujak Jambu Cristal MSMEs through digital marketing (social media).
5. To assist Cakealamanja and Rujak Jambu Cristal MSMEs in using and implementing the QRIS payment system.
6. To assist in creating financial reports of Cakealamanja and Rujak Jambu Cristal MSMEs.

1.4 Significance of the Project

Every project must have benefits that can contribute to the various parties involved. The benefits of “The Role of Social Media Marketing to Improve the Brand Image of Cakealamanja and Rujak Jambu Cristal MSMEs (Case Study at Polbeng Business Expo Chapter II)” are as follows:

1. For Entrepreneurs (MSMEs)

This research will help the entrepreneurs of Cakealamanja and Rujak Jambu Cristal develop better marketing strategies to increase the visibility of their products, especially through exhibitions such as the Polbeng Business Expo Chapter II.
2. For the Author

The results of this project provide new insights into applying the concepts learned during college, especially in entrepreneurship, as well as an understanding of the elements that contribute to success in entrepreneurship or organizing an event.
3. For Others Parties

It is hoped that the results of this project can be used as an additional reference for further research on the same topic.
4. For Campus

This project contributes to improving the image of State Polytechnic of Bengkalis as an MSMEs support institution and demonstrates the role of education in the development of the local economy and student skills.

1.5 Time and Place of Project Implementation

The following are the time and place of the Polbeng Business Expo Chapter II, with the following details:

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

1.6 Writing System

The systematic writing carried out to carry out the project “The Role of Social Media Marketing to Improve the Brand Image of Cakealamanja and Rujak Jambu Cristal MSMEs (Case Study at Polbeng Business Expo Chapter II)” is as follows:

CHAPTER I : INTRODUCTION

In this chapter, the author explains the background of the project, project identification, project objectives and benefits, place and time of project implementation, and the systematic writing of the project report.

CHAPTER II : LITERATURE REVIEW

In this chapter, relevant theories related to the subject matter will be explained.

CHAPTER III : METHOD AND ACCOMPLISHMENT PROCESS

In this chapter, will explain the project preparation plan, project implementation plan, project accomplishment plan, project reporting plan, schedule and budgeting of the project, and estimated cost of project report.

CHAPTER IV : RESULTS AND DISCUSSION

In this chapter, the author describes the business profile and project implementation report, which consists of project preparation, project implementation, project accomplishment and financial statements.

CHAPTER V : CONCLUSIONS AND SUGGESTIONS

This chapter will explain the conclusions and suggestions from the results of the project implementation in the previous chapter.