

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Expo is an event organized to showcase products, services, and technology related to a specific field. Expos are usually held on a large scale and can last several days or weeks. During an expo, participating parties can display their products, services, or technology through booths or stands and provide information to visitors. Exhibitions, on the other hand, are events organized to introduce the products, services, or works of an individual or community. Exhibitions can be held on a large or small scale, including trade shows, art exhibitions, cultural exhibitions, or technology exhibitions. Through exhibitions, participants can showcase their products, services, or works in booths, stands, or galleries and offer further information to visitors.

According to Hendro, and Krisnaresanti (2024), the COVID-19 pandemic poses unprecedented challenges for micro, small, and medium enterprises (MSMEs), which significantly impacts their operations and sustainability. Meanwhile, Micro, Small, and Medium Enterprises (MSMEs) play a vital role in Indonesia's economy. MSME are key in providing employment and are a significant source of economic growth. Through MSME, people's incomes increase, enhancing their standard of living and purchasing power. Moreover, the active involvement of MSMEs in this sector helps reduce poverty by providing economic opportunities to groups that might not be reached by the formal sector.

The culinary business is a sector operating in food and beverages, including activities such as ready-to-eat food services, cafes, catering, and more. Key factors in the success of a culinary business include creativity in creating unique menus, understanding market tastes, and maintaining consistent quality. Etymologically, business means a state in which a person or a group of people is busy doing work that makes a profit. The word "business" itself has three uses, depending on the scope — the singular use of the word business can refer to a business entity, which

is a juridical (legal), technical, and economic unit that aims to seek profit or profit. A broader use can refer to a specific market sector, e.g. "television business." The most widespread use refers to all activities carried out by the community of providers of goods and services. Culinary is processed products in the form of cuisine. The dishes are in the form of side dishes, food (confectionery), and drinks. Because each region has its own taste, it's not surprising that each region has different culinary traditions. Nowadays, the term culinary is often heard, read through print and audio visual media. Culinary is a lifestyle that cannot be separated. Because everyone needs food that is urgently needed in daily life (Yuni & Prasetyo 2022). The Culinary Business is a combination of business activities and the culinary world, where this business focuses on processing, providing, and selling food and beverages. This business is not only a source of profit, but also a part of an ever-evolving lifestyle. Because each region has its own unique flavors, culinary businesses often reflect local traditions and culture. In addition, culinary is also the main need of the community, so this business has a great opportunity to continue to grow and attract the attention of a wider market.

The Business Administration Study Program of the State Polytechnic of Bengkalis is organizing the Polbeng Business Expo at the Bengkalis State Polytechnic Campus. In this expo, the writer participates by presenting two MSME, Qiu-Qiu Thai Tea and Pentol Prasmanan, to be promoted and sold at the event. Qiu-Qiu Thai Tea is a business in the beverage sector offering a popular variety of Thai tea drinks. These drinks are made from a blend of tea, sweetened condensed milk, sugar, and various toppings like jelly, served cold with ice. Meanwhile, Pentol Prasmanan is a culinary business that serves "pentol" or small meatballs, allowing customers to enjoy a variety of sauces and toppings, creating an interactive and customizable dining experience.

Qiu-Qiu Thai Tea, which is a business owned by Mrs. Cici Juliana, is an MSME that was established on December 21, 2020 in the Andam Dewi Fountain Park area, Bengkalis. Join the Bengkalis Snack Community (KJB).

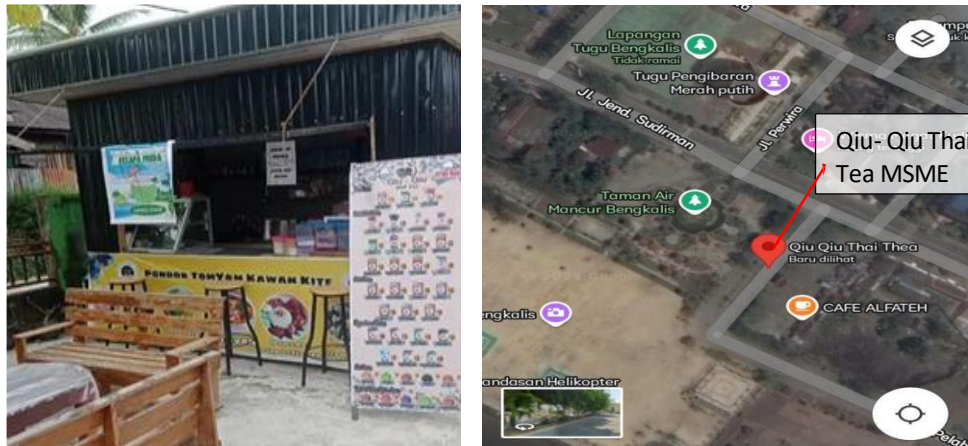


Figure 1. 1 Coordinats and Stall of Qiu-Qiu Thai Tea MSME
Source: Documentation,2025

Managed by Mrs. Hendi Izah, Pentol Prasmanan Barokah is present as a new innovation in the culinary world since December 1, 2023, offering a delicious and diverse selection of meatballs. These MSMEs are located on Jalan Pramuka in front of Go Mart.

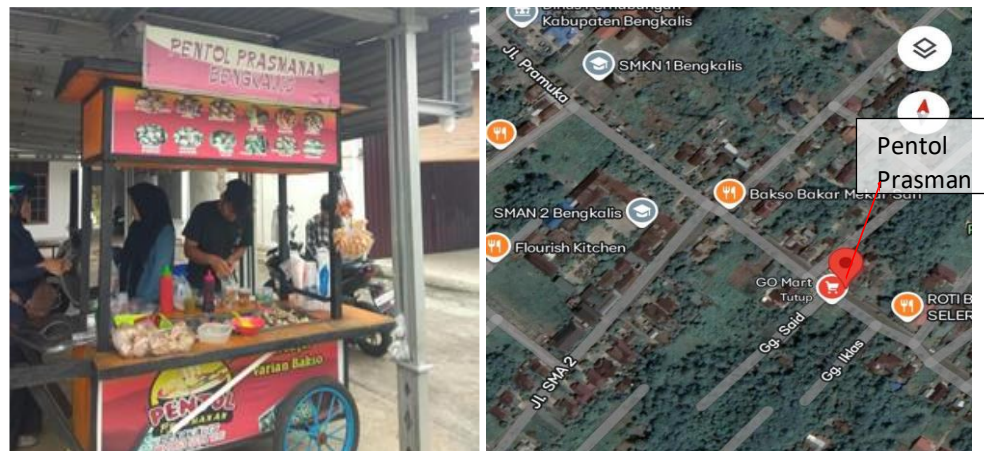


Figure 1. 2 Coordinats and Stall of Pentol Prasmanan Barokah MSME
Source: Documentation,2025

The writer chose Qiu-Qiu Thai Tea and Pentol Prasmanan Barokah MSME not only because of their popularity but also to promote these businesses and make them better known to the people of Bengkalis, while helping business owners gain profits through sales at the Polbeng Business Expo.

Based on the above background, the project to be carried out will examine further into: **“A Study on MSME Growth of Qiu-Qiu Thai Tea and Pentol Prasmanan Barokah at Polbeng Business Expo Chapter II”**.

1.2 Identification of the Project

Based on the background described above, the project identification that will be discussed in this project is “How to make the Polbeng Business Expo event a success through the participation of Qiu-Qiu Thai Tea MSME and Pentol rasmanan barokah”.

1.3 Purpose of the Project

1.3.1 General Purpose

General purpose of this project is How to make the Polbeng Business Expo event a success through the participation of Qiu-Qiu Thai Tea MSME and Pentol rasmanan barokah”.

1.3.2 Specific Purpose

The specific purpose of Polbeng Business Expo , to include :

1. To develop the promoting strategy Qiu-Qiu Thai Tea and Pentol Prasmanan MSMEs through digital marketing media (Social Media)
2. To create video profile of Qiu-Qiu Thai Tea & Pentol Prasmanan MSMEs
3. To create promotional activities video of Qiu-Qiu Thai Tea & Pentol Prasmanan MSMEs
4. To create product catalog of Qiu-Qiu Thai Tea & Pentol Prasmanan MSMEs
5. To create promotional video of Qiu Thai Tea & Pentol Prasmanan MSMEs
6. To create Qris of Pentol Prasmanan MSMEs
7. To create financial report of Qiu-Qiu Thai Tea & Pentol Prasmanan MSMEs

1.4 Significant of the Project

Every project carries its own benefits, and the benefits of this final project, titled "A Study on MSME Growth of Qiu-Qiu Thai Tea and Pentol Prasmanan Barokah at Polbeng Business Expo Chapter II" 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. This study allows authors to better understand the dynamics of consumer behavior and the effectiveness of various promotional strategies.

2. For MSMEs (Qiu-Qiu Thai Tea and Pentol Prasmanan Barokah)

This project will help increase the visibility and profile of both Qiu-Qiu Thai Tea and Pentol Prasmanan, making their businesses more recognized by the public. 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 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

The writing system of the final project titled “**A Study on MSME Growth of Qiu-Qiu Thai Tea and Pentol Prasmanan Barokah at Polbeng Business Expo Chapter II)**” is as follows:

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.