

CHAPTER I

INTRODUCTION

1.1 Background of The Project

The Polbeng Business Expo Chapter II is an activity organized by students of the International Business Administration Study Program at the State Polytechnic of Bengkalis. This expo is designed as a form of real contribution from students to support the development of Micro, Small, and Medium Enterprises (MSMEs), particularly in the food and beverage sector. Through this event, MSME products can be directly introduced and offered to the wider community.

An expo is generally understood as an exhibition or trade fair that provides opportunities for businesses and organizations to showcase products, services, and innovations. Expo activities can be held on a local, national, or even international scale. For MSMEs, expos function as strategic promotional media that enable business actors to demonstrate product advantages and interact directly with potential customers.

Dhira donut kentang is a product of a type of donut made up of a background by the chef named Dhira. These are traditionally made donuts with wheat flour. Dhira made this type of donut by adding potatoes as one of the major ingredients used in making the donuts. So that it produces donuts with a good taste, soft texture, and crispy on the outside and not greasy. Dhira also added various toppings that can attract customers, including chocolate cheese toppings and chocolate chocochips. Dhira donut kentang is in the middle of the street, opposite Mitra Medical pharmacy. Dhira Donut kentang started from a desire to create something different, sweet, and innovative from Dhira into the culinary world.

Es teler tropical is a mixed fruit drink that is characteristic of Indonesia, usually made from avocado, young coconut, and jackfruit (other fruits can also be added), then mixed with sweetened condensed milk (sugar water or syrup can also be added), sometimes coconut milk is added, and then ice (crushed ice or ice cubes) is added.

The reason I took the tenants of dhira donut kentang and es teler tropical was because at the Polbeng expo part I donuts from dhira donut kentang sold well, many customers liked the donuts, dhira dhonut kentang also often participated in car free night and car free day activities in bengkalis. this donut is also favored by all groups ranging from small children to the elderly.

For tenant es teler tropical, I took it because I chose the tropical es teler tenant because its drinks are fresh, trendy, and visually appealing. Tropical es teler is also currently in trend, has a premium taste, and is suitable for attracting many visitors at the expo.



Figure 1. 1. Dhira Donut Kentang and Es Teler Tropical Location
Source: Processed Data (2025)

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Background According to the above, the author is interested in taking a project with the title " **POLBENG BUSINESS EXPO CHAPTER II Case study on the Liaison Officer MSMEs Dhira Donut Kentang and Es Teler Tropical**".

1.2 Identification of the Project

Based on the explanation of the background of the problem above, the identification of project problems that will be discussed in the project "Polbeng Business Expo Chapter II (Case Study on the Liaison Officer Dhira Donut Kentang and Es Teler Tropical)". How to conduct a polbeng business expo and make the event success.

1.3 Purpose of the Project

The objectives of this project are divided into 2, namely general purpose and specific purpose. The following are the objectives of this 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 are will be carried out for this project are as follows:

1. To creating the business profile of Polbeng Business Expo Chapter II
2. To creating MSMEs business profile video of Dhira Donut Kentang and Es Teler Tropical MSMEs
3. To creating MSMEs promotional video of Dhira Donut Kentang and Es Teler Tropical MSMEs
4. To creating product catalog of Dhira Donut Kentang and Es Teler Tropical MSMEs
5. To creating concept of digital marketing through social media with paid content
6. To creating Qris payment method of Es Teler Tropical MSME
7. To creating sales report and financial report of Dhira Donut Kentang and Es Teler Tropical MSMEs

1.4 Significance of The Project

The benefits of the final project” Polbeng Business Expo Chapter II (Case study on the Liaison Officer MSMEs Dhira Donut Kentang and Es Teler Tropical) are as follows:

1. For writer

It can increase insight and knowledge about MSMEs, as well as provide consideration for the government and MSME actors in developing effective business strategies. This final project is one of the final projects to complete the

diploma IV course of the international business administration study program majoring in business administration.

2. For entrepreneurs

This research can be used as a consideration in making decisions regarding the marketing strategy of a product to increase sales of Dhira Donut Kentang and Es Teler Tropical.

3. For MSMEs

As a means of promotion and increasing the competitiveness of MSMEs. An effective opportunity for promotion through expo activities.

1.5. Time and Place of The Project

Time and place of the project of Polbeng business expo chapter II will be held in 2025 while it is in semester 6, this activity was carried out for 3 days, The making of this proposal was carried out for 3 months. This project will be carried out on the state polytechnic of bengkalis campus area. The place of dhira donut kentang on jl. Kelapa sari pendekik, while the stall is on jl. Antara Between the front of the R3 water depot. For es teler tropical the stall is located on Jl.Ahmad Yani, Bengkalis.

1.6. Writing System

The systematics of writing the Polbeng Business Expo Chapter II Case study on the Liaison Officer MSMEs Dhira Donut Kentang and Es Teler Tropical are as follows:

CHAPTER I : INTRODUCTION

In Chapter I explains the background of the problem, project identification, project objective and systematics of writing a project in the final project report

CHAPTER II : LITERATURE REVIEW

In Chapter 2 describes general and specific theories in the final project report, namely for general theory explaining the

identification of business planning, and for specific theories explaining marketing identification.

CHAPTER III : METHOD AND ACOMPLISHMENT PROCESS

In Chapter 3 describes the identification of project preparation Plans, project implementation plans, project completion plans and project reporting plans which include project activity.

CHAPTER IV : RESULT AND DISCUSSION

In Chapter 4 describes the profile of business activities, project activity implementation reports, which include project preparation, project implementation, project completion, project reporting, and marketing reports.

CHAPTER V : CONCLUSION AND SUGGESTION

In Chapter 5, explaining Conclusions and suggestion, explaining the conclusions of the research that has been conducted.

REFERENCES

APPENDICES

WRITERS BIOGRAPHY