

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Business consulting in the globalization era is a significant support for MSMEs in improving operational efficiency and developing better business strategies. According to Bryson (2018), business consulting provides professional advice on how to optimize business operations, manage resources more efficiently, and reduce waste. Besides that, such consultations enable MSMEs to plan and execute strategies that better respond to market demands (Rahmayuni & Pinem, 2024). Besides that, many MSMEs have also innovated by creating new food products, which are trending in Indonesia. One example of this innovation is the emergence of culinary innovations inspired by foreign cultures, such as Korean Bingsoo which is increasingly popular in Indonesia.

In addition to the need for consulting, the importance of MSMEs themselves is reflected in their significant contribution to the national economy. (Putri et al., 2023) in his journal entitled Packaging Design Strategy as an Effort to Increase the Selling Power of MSME Products in Labuhan Village in Bandar Lampung wrote that MSMEs are part of the national economy that has independence and great potential to improve people's welfare. MSMEs have a significant role in the country's economic growth. Based on data from the Ministry of Cooperatives and SMEs, the number of MSMEs currently reaches 64.19 million with a contribution to GDP (Gross Domestic Product) of 61.97% or 8,573.89 trillion rupiah. The contribution of MSMEs to the Indonesian economy includes the ability to absorb 97% of the total workforce and can collect up to 60.4% of the total investment (Sasongko., 2020). These numbers show the vital role of MSMEs in supporting economic growth and improving community welfare.

Within this context, the role of a Liaison Officer (LO) becomes essential. An LO facilitates communication, coordinates activities, and ensures smooth collaboration among different parties. By providing accurate and relevant information, LOs support efficient problem-solving and contribute to effective

decision-making, which is especially important during large-scale events involving multiple stakeholders. The Liaison Officer plays a very important role in liaising between different parties to ensure that communications go well without any misconceptions. They help coordinate the activities while making sure the needs of the parties are put into consideration. With LO, the working relationship becomes harmonious, the problems can be solved as quick as possible, and operations will run more effective. In addition, LOs contribute to making informed decisions because of the facts and relevance of information provided.

Polbeng Business Expo Chapter II is held to be a forum for Polbeng students to display creativity, innovation, this Expo is designed to bring students together with industry players, the community, and potential business partners, thereby creating collaboration opportunities that have a real impact. In addition, students can also play the role of part of the liaison officer, which allows them to interact directly with participants, guests, and other parties, thereby strengthening communication and coordination skills. This expo is also a forum to inspire other students to continue to innovate and contribute to building the local and national economy.

Market dynamics, the development of business networks, and direct input from various stakeholders could make the Polbeng Business Expo reach its goals. It is also hoped that this exhibition will inspire students to go on innovating in contributing to building the local and national economy. MSMEs are economic activities within the community implemented on a small scale by either individuals or single business entities that meet the criteria for Micro, Small, and Medium Enterprises. The MSMEs in Indonesia are among the business sectors that have a real role in helping the economy of Indonesia (Laila & Sriminarti, 2022). many people work as MSME entrepreneurs because working as MSME entrepreneurs does not require special skills and is easy to do.

The two MSMEs are located in different places: Jellycious is on Monument Square Bengkalis and My Bingsoo is on Tandun Street, next to Pelangi store. The reason why the author chose Jellycious and My Bingsoo as the research subjects is

because both are modern culinary trends that are currently developing very rapidly in both local and global dimensions.



Figure 1.1 Jellycious Location

Source: Documentation, 2025

These products have an attractive appearance, interesting texture, and unique taste. All of these aspects are popular with young consumers, especially in the era of social media that relies heavily on visual content. In addition, this business can be run on an MSME scale so that it is relevant to be developed in the context of the creative economy in Indonesia.



Figure 1.2 My Bingsoo Location

Source: Documentation, 2025

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 (Liaison Officer and Business Consultant Role on MSMEs: Jellycious and My Bingsoo)”. How to conduct a Polbeng Business Expo Chapter II and make the event success.

1.3 Purpose of the 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 Spesific Purpose

The Specific Purpose of this project that will be carried out of this project are as follows:

1. To create profile of Polbeng Business Expo Chapter II
2. To create business profile of My Bingsoo and Jellycious MSMEs
3. To create promotional video of My Bingsoo and Jellycious MSMEs
4. To determine concept and implement the digital marketing activities with the paid content video at 3 platform social media free paid plus 2 accounts of paid content
5. To create Product Catalog flyer of My Bingsoo and Jellycious MSMEs
6. To create QRIS payment method of My Bingsoo and Jellycious MSMEs
7. To create financial report of MSMEs My Bingsoo and Jellycious MSMEs

1.4 Significance of Project

The benefits of “POLBENG BUSINESS EXPO CHAPTER II (Liaison Officer and Business Consultant Role on MSMEs: Jellycious and My Bingsoo)”. The benefits for entrepreneurs from this project can help develop the profile of Jellycious and My Bingsoo businesses to be more widely known and reach wider customers. The benefits include:

1. For Entrepreneurs

This research can be used as a consideration in decision making regarding a product's marketing strategy to increase sales volume at POLBENG BUSINESS EXPO CHAPTER II (Liaison Officer and Business Consultant Role on MSMEs: Jellycious and My Bingsoo and other products, especially in the same field.

2. For Researchers

This research can be an additional knowledge, experience, and as a guideline in completing the final assignment which is one of the requirements to complete the Diploma IV Program in the International Business Administration Study Program, Business Administration Department. It is expected that this final assignment can be used as a means to improve the development of creativity and innovation of the author.

3. For Others

The purpose of this thesis is to enrich the understanding, both at the internal and external levels of the institution. In addition, this project will be a concrete result of the research conducted. In addition, this research will also be a reference for future researchers who want to explore similar topics with different perspectives.

1.5 Time and Place of Project Implementation

1.5.1 Time of the Project Implementation

This project will be implemented for 3 days in the 9th week of odd semester 2025 and for the project preparation process takes 3 months.

1.5.2 Place of the Project Implementation

The implementation of the project is at the Bengkalis State Polytechnic Building, the location is in Jl. Bathin Alam, Sungai Alam, Bengkalis.

1.6 Writing system

The systematics of writing the Polbeng Business Expo Chapter II Project Case Study on MSMEs: Jellycious and My Bingsoo are as follows:

CHAPTER I : INTRODUCTION

In this chapter, the author will explain the background of the project, project identification, project objectives, project benefits, place and time of project implementation and the systematics of writing project reports in the thesis.

CHAPTER II: LITERATURE REVIEW

In this chapter, the author explains the theories that are relevant to the main material in the Final Project, which is to explain the of business expo and digital marketing MSMEs.

CHAPTER III: METHODS AND PROCESS OF RESOLUTION

In this chapter, the author will describe the preparation plan, implementation plan, project accomplishment. Then proceed with the schedule and estimated costs incurred during the project period, up to the estimated cost of the thesis

CHAPTER IV: RESULTS AND DISCUSSION

In this chapter, the author will explain the project activity profile and project implementation report, which includes project preparation, project implementation report which includes project preparation, project implementation, project completion, completion of project activities, and project financial completion.

CHAPTER V: CONCLUSION AND SUGGESTIONS

In this chapter, the author will present a summary of the main results of the implementation of "Polbeng Business Expo Chapter II (Liaison Officer and Business Consultant in Jellycious and My

Bingsoo MSMEs)". This chapter explains that the project has successfully improved the brand awareness for MSMEs, especially for Jellycious and My Bingsoo. The author also gave suggestions for organizing expos in the future, such as how to increase paid promotions, involve more MSMEs, and collaborate with various parties so that the expo achieves success and has a wider impact.