

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Nowadays, creativity and innovation have become very vital elements in determining the success of a business. In an era of increasingly tight competition, smart and adaptive strategies are needed to support business growth. One strategic step that can be taken is to hold a business exhibition or business expo, which not only provides a platform for entrepreneurs to promote their products and services, but also allows direct interaction with consumers. In this context, students of the International Business Administration Study Program took the initiative to organize the Polbeng Business Expo as part of their final thesis assignment in the form of a practical project. This event is designed to hone students' skills in designing, managing, and promoting businesses, as well as testing their understanding of various business concepts that have been taught during college. Thus, the Polbeng Business Expo is not just an exhibition event, but also a valuable learning experience for students.

Bengkalis State Polytechnic (Polbeng) routinely holds an expo to promote and introduce MSMEs in Bengkalis Regency. The event, which took place on Mei 20-23, involved almost 100 local MSMEs and attracted high enthusiasm from business owners and visitors, including tourists. This expo is a strategic means for MSMEs to introduce superior products, improve business quality, and expand business networks. The MSME Expo is an effective medium to increase interaction between business actors and consumers, while also encouraging innovation and competitiveness in the global market.

Ice Tea Jumbo Onty is one of the MSMEs engaged in the culinary sector. This MSME offers contemporary drinks with a variety of unique flavors, such as caramel milk tea and strawberry green tea. Targeting the youth market, Ice Tea Jumbo Onty has succeeded in creating strong branding through flavor innovation and affordable prices. Flow.id is an MSME engaged in the fashion sector, offering casual clothing products with modern designs that carry the theme of locality. Flow.id products are

made using environmentally friendly materials, so they are in demand by consumers who care about sustainability issues. This MSME also actively utilizes social media to reach a wider market, especially the millennial generation. Through this expo, Ice Tea Jumbo Onty and Flow.id get a golden opportunity to introduce their superior products while expanding their business networks. This expo provides access for both MSMEs to interact directly with consumers, business partners, and potential investors.

Finally, the author is interested in taking the MSME Ice Tea Jumbo Onty and Flow.id as the object of study because both represent the success of MSME in two sectors that are very relevant to current market needs, namely culinary and fashion. Ice Tea Jumbo Onty attracts attention because of its innovative contemporary beverage products, such as various fresh tea flavors and packaged at affordable prices, so that it is in demand by teenagers and young people. Meanwhile, Flow.id attracts attention because of its success in carrying the concept of modern casual fashion with a local and environmentally friendly touch. This MSME has succeeded in creating differentiation in the market by utilizing the issue of sustainability, which is currently a major concern among the millennial generation. In addition, the digital marketing strategy carried out by Flow.id, especially through social media, is an important factor in reaching wider consumers and building direct relationships with customers.

Based on this background, the author is interested in organizing an event entitled **“Polbeng Business Expo Chapter II (Case Study on the Liaison Officer and Business Consultant Role on flow.id and Ice Tea Onty SMEs) ”**.

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 and Business Consultant Role on flow.id and Ice Tea Onty SMEs)”**. How to conduct a polbeng business expo 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 include Tea stages of preparation, implementation, and completion of the organization of the Business Exhibition event project

1.3.2 Special purpose

The specific purpose of the project that are expected to be achieved in writing this final project are as follows:

1. To Create The Profile And Profile Video For MSMEs
2. To Apply A Digital Marketing Strategy Using Paid Content On Social Media
3. To Create 30 Catalogs Containing Information About Tenants
4. To Create 30 Promotional Videos For Tenants Especially For Tenants
5. To Create QRIS For Tenants
6. To Create Sales Reports For Tenants
7. To Create Financial Reports For MSMEs

1.4 Project Time and Place

The implementation in 2 MSME. The first MSME is Ice Tea Jumbo Onty located on Jalan Lembaga, Senggoro, Bengkalis and the second MSME is Flow.id located on Jalan Lembaga, Ujung Simpang Kodim, Bengkalis. The implementation time of the Polbeng business exhibition will be held for 3 days, at the Bengkalis State Polytechnic.

1.5 Significant of Projects

This project is expected to be beneficial for interested parties or related parties, the benefits of this project are:

1. Benefits for Entrepreneurs

This project can help develop the business profile of Ice Tea Jumbo Onty and Flow.id to be better known and become a reference for their owners.

2. For Writers

The result of this project is additional knowledge in applying theoretical knowledge gained during practical lectures, especially in the field of entrepreneurship or event management. This project not only helps in understanding how to implement theories related to business management and entrepreneurship, but also provides deep insight into the various factors that contribute to success in the world of entrepreneurship, such as market analysis, marketing strategies, resource management, and the ability to innovate and manage risks.

3. For University

It is expected that the results of this project can be used as additional references for further research on the same topic. By presenting relevant and applicable findings, this project can make a significant contribution in expanding the understanding of certain aspects of the topic studied, as well as opening up opportunities for further exploration.

1.6 Writing System

The structure of the final report for the Polbeng Business Expo Chapter II (Case Study on the Liaison Officer and Business Consultant Role on flow.id and Ice Tea Onty SMEs) is outlined as follows:

CHAPTER I : INTRODUCTION

In this chapter, the author describe Tea project background, project visits, project objectives and benefits, place and time of the project, and the systematics of writing project reports in undergraduate theses.

CHAPTER II: LITERATURE REVIEW

In this chapter, the author explains theories that are relevant to the main material in the Final Assignment, namely explaining the

Polbeng Chapter II business expo on Bengkalis MSME.

CHAPTER III: METHOD AND PROCESS OF ACHIEVEMENT

The author presents the project plan through a project diagram, followed by the implementation plan and process, project execution report, as well as the project schedule and cost estimates up to the total thesis budget.

CHAPTER IV: RESULTS AND DISCUSSION

In this chapter, the author will describe the project profile and activity implementation report consisting of project preparation, activity implementation, implementation report, and activity implementation report.

CHAPTER V: CONCLUSION AND SUGGESTIONS

This chapter contains a summary of the results of the writing in the previous chapters, presented in the form of conclusions and suggestions for improving the writing.