

CHAPTER I

INTRODUCTION

1.1 Background of the Project

The expo is an important event aimed at promoting products and services from various business actors while providing a platform for students to apply the knowledge they have learned in the real world. In this context, fifth-semester students from the International Business Administration Study Program at Politeknik Negeri Bengkalis have initiated the organization of the POLBENG BUSINESS EXPO CHAPTER II. This event is expected to serve as a platform for tenants to introduce their products, build networks, and increase sales. With this expo, it is hoped that a synergy can be created between business actors and students, as well as provide valuable experience for students in managing events and interacting with the business world.

Seventh semester students successfully conducted the first chapter of the POLBENG BUSINESS EXPO on October 30 and 31, 2024, with great involvement from a variety of tenants. This event had a beneficial effect on the participating tenants in addition to drawing in tourists. A fashion show, coloring contest, spelling bee, singing competition, and ranking 1 were among the competition events that added excitement to the expo and featured kids ranging from early childhood education to elementary school. Fifth-semester students are inspired to carry on this project into the upcoming chapter, POLBENG BUSINESS EXPO CHAPTER II, as a result of the success of planning these diverse activities. The fifth-semester students are resolved to improve the event's quality and offer more additional value using the knowledge they've gathered from the previous chapter.

The tenants Raja Alpukat Kocok and Kafi Kebab and Burger are the subject of the case study in this second chapter. These two tenants were chosen because of their performance during POLBENG BUSINESS EXPO CHAPTER I, where they were able to draw in tourists and boost their income considerably. In order to satisfy a wide range of customer preferences, Raja Alpukat Kocok provides cool drinks prepared from avocado, mango, and dragon fruit, enhanced by a variety of enticing

toppings. In the meanwhile, Kafi Kebab and Burger offers well liked fast cuisine that combines Western and Middle Eastern flavors and has drawn customers from a variety of demographics. In addition to their sales success, both tenants have established a strong brand presence.

Through this project, I aim to analyze in depth the marketing strategies implemented by these two tenants, as well as the impact of their participation in the expo on their business growth. It is expected that the results of this project will provide insights and recommendations for other tenants and students interested in participating in similar activities in the future. This analysis is also expected to provide an overview of how MSMEs can adapt and innovate in facing market challenges, as well as how they can leverage platforms like expos to enhance their visibility and competitiveness. Thus, this project is not only beneficial for the tenants being studied but also for the overall development of the business ecosystem in Bengkalis.

This analysis underscores the importance of adaptability and innovation for MSMEs, particularly in an industry as competitive as food and beverage. By leveraging their unique strengths, these businesses illustrate how small enterprises can achieve sustainable growth and contribute to their communities. This study, titled **Polbeng Business Expo Chapter II Case Study on the Liaison Officer and Business Consultant Roles on Tenants: Raja Alpukat Kocok and Kafi Kebab and Burger**, not only serves as a learning tool for other MSMEs but also supports the development of a resilient business environment that encourages entrepreneurship in Indonesia.

1.2 Identification of the project

Based on the background above, the project identifies the following core issues and objectives:

1. How to make the Polbeng Business Expo event a success through the participation of Raja Alpukat Kocok MSMEs and Kafi Kebab and Burger MSMEs. effectively organize and ensure the success of the Polbeng Business Expo Chapter II.

2. How do MSMEs of Raja Alpukat Kocok and Kafi Kebab and Burger operate their activities during the Polbeng Business Expo Chapter II. is the implementation of an effective promotion mix to support the growth and differentiation of MSMEs Raja Alpukat Kocok and Kafi Kebab and Burger?

1.3 Purpose of the project

3.1.1 The General Purpose

The general purpose of this project in the Polbeng Business Expo Chapter II is to bring tenants, specifically Raja Alpukat Kocok and Kafi Kebab and Burger, to the expo as a platform for showcasing their business innovations, fostering entrepreneurship, and engaging with the community while also assessing customer satisfaction to enhance their offerings and build customer loyalty.

3.1.2 Specific Purpose

The sepecific purpose of this project in the Polbeng Business Expo Chapter II Raja Alpukat Kocok and Kafi Kebab and Burger are as follows:

1. To create Polbeng Business Expo Chapter II profile
2. To create tenant profile video
3. To create tenant product promotional video
4. To create digital marketing activities with the paid content video at 2 platform social media free paid plus 2 accounts of paid content social media
5. To create product catalogue and giving sertificate to tenants
6. To find out the accomplishment on the promotional video making performance in the form of logbook activities of tenants Raja Alpukat Kocok and Kafi Kebab and Burger during 30 days
7. To find out the financial report of 2 MSMEs tenants Raja Alpukat Kocok and Kafi Kebab and Burger for a period of 30 days and 3 days
8. Identify obstacles and solutions during project implementation

1.4 Significance of the project

Every project is undertaken with the aim of providing valuable outcomes. This final project, "POLBENG BUSINESS EXPO CHAPTER II: Case Study on

Tenant Raja Alpukat Kocok and Kafi Kebab and Burger,” holds significance for various stakeholders as follows:

1. For Entrepreneurs

This project will assist MSMEs like Raja Alpukat Kocok and Kafi Kebab and Burger in enhancing their business profiles and expanding their market reach. By documenting their unique business models and strategies, this project provides a reference point for brand recognition and can serve as a foundation for potential improvements or expansions. The insights generated will help MSME owners better understand their strengths, operational strategies, and areas for growth, thereby increasing their competitiveness in the local market.

2. For Authors

The project offers authors valuable practical experience, applying business theory and knowledge gained during lectures in a real-world setting. Working closely with MSMEs and managing the event provides hands-on experience in business consulting, event coordination, and strategic decision-making, particularly within the context of entrepreneurship and business management. This experience deepens the authors’ understanding of both theoretical concepts and practical skills required for running and promoting small businesses successfully.

3. For the University

The outcomes of this project contribute to the university’s academic resources, offering a reference for future research and student projects on similar topics. By examining the roles of business consultants and liaison officers in MSME development, this study provides a practical case study that can support future students in understanding the entrepreneurial landscape, the impact of MSMEs on the local economy, and the practical applications of business theory in real-world scenarios. It is hoped that the project will enrich the university’s library with insights into business operations, event management, and the role of entrepreneurship in fostering local economic growth.

1.5 Time and Place of Project Implementation

The implementation time of the polbeng business expo will be held for 3 days, namely in the 6th semester. Raja Alpukat Kocok and Kafi Kebab and Burger are MSMEs located on Pramuka street, in front of D'Ulek Resto Bengkalis. For the project preparation process takes 3 months. The implementation location is at the Bengkalis state polytechnic campus.

1.6 Writing System

Systematics of writing the project “Polbeng Business Expo Chapter II (Case Study on the Liaison Officer and Business Consultant Role on Tenants Raja Alpukat Kocok and Kafi kebab and Burger)” are as follows:

CHAPTER 1: INTRODUCTION

In this chapter the author describes the Project Background, Project Identification, Project Objectives, Project Significance, Project Time and Place, and Writing System.

CHAPTER 2: LITERATURE REVIEW

In this chapter the author describes the theory needed to strengthen the reasons for making the project and the design of the project to be discussed, namely previous research and theoretical basis.

CHAPTER 3: METHOD AND ACCOMPLISHMENT PROCESS

In this chapter the author describes how the Project Preparation, Project Implementation Plan, Project Achievement Plan, and Schedule and Cost Estimates.

CHAPTER 4: RESULTS AND DISCUSSION

In this chapter the author describes the analysis of the results of the final project, namely the final project implementation report.

CHAPTER 5: CONCLUSIONS AND SUGGESTIONS

In this chapter there are several conclusions and suggestions as an overview of the final project report.