

CHAPTER I

INTRODUCTION

1.1 Background of the Project

An expo is an event or exhibition created to introduce products to many people. This event aims to promote an MSME product to potential consumers. For MSMEs, this activity is a suggestion to encourage offering their products to consumers who are visiting the exhibition to increase brand awareness, as well as a means of learning and adding experience in running a business. According to Noor (in Anggraini, 2023), an event is defined as an activity organized to commemorate a certain moment, either individually or in groups that are bound by custom, culture, tradition, and religion. Events are held for a specific purpose and involve the community environment, which is held at a certain time. Meanwhile, according to O'Tool and Mikolaitis (in Anggraini, 2023), events are part of the marketing function, which is organized to achieve the goals of a company.

MSMEs play an important role in the regional economy as they enhance competitiveness and expand employment opportunities. In the context of product marketing, halal certification is an essential factor influencing consumer behavior. According to Sari and Rosa (2024), halal certification serves as an assurance to consumers that the products they purchase comply with religious requirements, thereby increasing purchase decisions and customer loyalty toward MSME products. In addition, social media support also has a significant influence on consumer purchase interest. Research cited by Sari and Rosa (2024) from Wibasuri, Tamara, and Sukma (2020) indicates that marketing through social media, when combined with halal certification, can strengthen consumer trust and increase purchase intention for MSME food products on digital platforms such as Shopee. Therefore, halal certification and social media-based marketing strategies can serve as an effective combination for MSME entrepreneurs to expand their markets and enhance their business image in the digital era.

Micro, Small, and Medium Enterprises (MSMEs) have a strategic role in

driving economic growth, especially in developing countries such as Indonesia, where this sector is the backbone of the national and local economy. As a form of support for the growth of MSMEs, various activities such as business exhibitions are often held, one of which is the Polbeng Business Expo, an event designed to provide a forum for MSME players to promote their products directly to the public, increase brand awareness, and create new business opportunities. In this context, the success of MSMEs in attracting consumer attention is not only determined by the uniqueness of the product, but also by the marketing strategy implemented, because marketing strategies play an important role in building relationships between products and consumer needs and wants, which ultimately influence purchasing decisions. According to Saputra (2024), Micro, Small, and Medium Enterprises (MSMEs) refer to businesses run by individuals, groups, small business entities, or households. In essence, MSMEs include businesses or enterprises conducted by individuals, groups, small business entities, or households. As a developed country, Indonesia makes small and medium enterprises (MSMEs) the main pillar of the community's economic sector. This is done to increase the community's ability to develop on its own, especially in the economic sector.

The development of MSMEs in Bengkalis Regency is one of the main focuses in efforts to improve the regional economy. With more than 42 thousand MSMEs spread across the region, the MSME sector not only contributes significantly to the Gross Domestic Product (GDP) but also plays an important role in employing the community (Prokopim Bengkalis, 2022). However, despite their great potential, MSMEs in Bengkalis still face various challenges, such as limited capital, a lack of managerial skills, and a low understanding of digital marketing. In this context, collaboration between the government, private sector, and educational institutions is crucial to creating an ecosystem that supports the growth of MSMEs. Training and capital assistance programs organized by local governments and various institutions are also expected to help MSMEs adapt to technological developments and expand their market networks. By taking advantage of the opportunities available, especially in the current digital era, the development of MSMEs in Bengkalis can have a significant positive impact on

improving the welfare of the community and the overall progress of the regional economy.

Seblak Prasmanan and Permen Kapas are two MSMEs that participated in the Polbeng Business Expo and offered products with their uniqueness. The establishment of this Seblak Prasmanan MSME in 2022 by Amel. Where customers can choose the ingredients they want themselves. This buffet concept makes the dining experience more interactive and personal, where everyone can create a combination of Seblak according to their taste. Moreover, the presence of Seblak Prasmanan in this MSMEs expo can be a breath of fresh air for small business actors. This project aims to not only introduce products but also promote local MSMEs who dare to innovate. By displaying Seblak Prasmanan products, the author believes that it can attract the attention of expo visitors and the media, and this also supports the ideals of strengthening MSME branding in the country.

Meanwhile, the establishment of the Permen Kapas in 2012 by John Pranata. This snack is not just a snack, but also a symbol of nostalgia for many people. With its soft texture and sweet taste, Permen Kapas brings happiness, especially for children and teenagers. Seeing this trend, the author wants to take advantage of the MSME expo moment to introduce cotton candy with more modern creativity. By presenting various flavors ranging from local fruit flavors such as mango and strawberry, the author believes that cotton candy can be a special attraction for visitors looking for a new culinary experience. Despite the uniqueness of their respective products, both MSMEs faced the same challenge, which was how to utilize the right marketing strategies to attract consumers' attention in a highly competitive environment during the event.

Currently, many people are familiar with social media, and even people who already know social media are sure to use it. With the increasing number of people using social media, business people, especially MSMEs, use social media in addition to education. Social media can also be used as a medium for promotions that can provide various information to potential consumers about the types of products offered. By means such as sending or uploading images using a type of social media, Facebook, Instagram, blogs, and many others, to attract consumer

interest. Social media has become a strategic platform to promote MSME products due to its ability to reach consumers more widely, quickly, and cost-effectively. With interactive and easily accessible features, social media allows MSMEs to build direct relationships with customers, strengthen brand awareness, and increase sales. In this context, Seblak Prasmanan and Permen Kapas, two MSMEs participating in Polbeng Business Expo Chapter II, face similar challenges.

Polbeng Business Expo Chapter II became a strategic momentum for Seblak Prasmanan and Permen Kapas to increase their popularity through digital platforms. By utilizing social media, they were not only able to attract exhibition visitors directly but also expand their marketing reach to potential customers outside the event. However, this success relies heavily on the right digital marketing strategies, such as creative content creation, use of local influencers, and active interaction with audiences on social media. Therefore, this research aims to analyze social media in strengthening brand awareness and increasing the competitiveness of Seblak Prasmanan and Permen Kapas at Polbeng Business Expo Chapter II. Through this analysis, it is hoped that effective strategies can be found that are not only relevant for the two MSMEs but can also be a reference for other MSMEs in facing the digital era. By understanding how social media can be used optimally, it is hoped that these MSMEs can maximize their potential to grow and develop in the digital era.

Based on the above background, the Author is interested in taking a project with the title: **“POLBENG BUSINESS EXPO CHAPTER II (Case Study on Seblak Prasmanan and Permen Kapas MSMEs)”**.

1.2 Identification of the Project

Based on the above background, the problem formulation to be conveyed is:

1. How to implement Polbeng Business Expo Chapter II?

1.3 Purpose of the Project

The purpose of this project is divided into two categories: general purpose and specific purpose. The purpose of the project is as follows:

1.3.1 General Purpose

1. The general purpose of the project is to implement the Polbeng Business Expo Chapter II.

1.3.2 Specific Purpose

The specifics of the project are:

1. To create MSME profiles to improve their business understanding and support promotions.
2. To create 30 promotional videos for MSMEs Seblak Prasmanan and Permen Kapas.
3. To create 30 catalogs of MSME products to provide complete and easily accessible information to consumers.
4. To post promotional videos via social media a month before the expo.
5. To create QRIS for MSMEs.
6. To create financial report for Seblak Prasmanan and Permen Kapas MSMEs
7. To create financial ratio analysis of MSMEs.

1.4 Significance of the Project

The benefits of this project are:

1. For Writers

The case study on MSMEs organized through the Polbeng Business Expo brought several benefits to the authors. This activity enriched their knowledge of the dynamics of the MSME sector and honed their skills in research and analysis. The project also facilitated further collaboration with MSMEs, students, and various stakeholders through strong networking opportunities. The results of this study can contribute to practices and policies that support the development of MSMEs, thereby driving economic progress. For the authors, this process was satisfying because it improved their ability to convey complex ideas. Ultimately, this project benefited various parties while expanding the knowledge and skills of the authors and MSMEs.

2. For Micro, Small, and Medium Enterprises (MSMEs)

Through this exhibition, MSMEs get a golden opportunity to

introduce their products and services to a wider audience, including potential business partners, investors, and new potential customers. Participation in this exhibition allows MSMEs to get direct feedback from visitors, which is very valuable for assessing the quality of their products and understanding consumer needs and preferences. In addition, this exhibition also helps MSMEs capture the latest market trends, so they can adapt to changes and increase their competitiveness. The opportunity to interact directly with various stakeholders strengthens the position of MSMEs and opens up opportunities for collaboration that can accelerate their business growth in the future.

3. For Other Parties

This project aims to enhance knowledge sharing among institutions while inspiring MSME business actors to be more creative and innovative in developing technology-based products and services. By doing so, it has the potential to drive local economic growth, generate new employment opportunities, and strengthen collaboration among stakeholders, including government, private sector, and academia. The initiative also encourages the adoption of sustainable and environmentally friendly practices, supports capacity building through training and mentorship, and facilitates access to funding and advanced technology. These efforts aim to empower MSMEs to compete in the global market while preserving local cultural values, ultimately fostering a resilient and inclusive economic ecosystem that aligns with sustainable development goals.

1.5 Time and Place of Project

The time and place of the project will be:

1.5.1 Time and Place of the Project

Time and place of project implementation in the ninth week of the even semester of May 2025, activities will last for three days.

1.5.2 Project Activities

Expo activities will be held in the area around the Bengkalis State

Polytechnic. The digital marketing process, catalogs, and videos will be carried out at the Seblak Prasmanan and Permen Kapas MSMEs' residence.

1.6 Writing System

The writing system in this project is carried out for POLBENG BUSINESS EXPO CHAPTER II (Case Study on Seblak Prasmanan and Permen Kapas MSMEs) as follows:

CHAPTER I: INTRODUCTION

In this chapter, the author explains the background of the problem, project identification, project objectives and benefits, place and time of project implementation, and systematic project writing.

CHAPTER II: LITERATURE REVIEW

In this chapter, the author will present theories that are relevant to the general theoretical basis of the project, the theoretical basis, and the specific framework of the project.

CHAPTER III: METHODS AND ACCOMPLISHMENT PROCESS

In this chapter, the author will explain the methods and processes of project completion, project preparation plan, project implementation plan, project completion plan, and project reporting plan. Then continued with the schedule and cost estimates, and project reporting cost estimates.

CHAPTER IV: RESULTS AND DISCUSSION

In this chapter, the author will describe the project activity profile and project activity implementation report, which includes project preparation, project implementation, project completion, project reporting, and project activity implementation financial report.

CHAPTER V: CONCLUSION AND SUGGESTIONS

This chapter contains a summary of the results of the writing in the previous chapters, which are outlined in the conclusion section, as well as suggestions for improvement in the writing.

REFERENCES

APPENDICES

WRITER BIOGRAPHY