

CHAPTER I

INTRODUCTION

1.1 Background of the Project

In recent years, the advancement of information technology has undergone a significant transformation, which has a significant impact on the marketing field. Digital marketing communication methods have combined traditional and conventional approaches. Digital marketing is a term that describes marketing activities using this advanced digital technology. This technology allows marketing to be done more efficiently and purposefully, and can reach a wider audience. In addition, digital platforms provide the opportunity to interact directly with consumers, creating a more personalized and relevant experience. This makes digital marketing increasingly the first choice for many businesses in the face of increasingly fierce market competition.

Digital marketing is an interactive and integrated marketing method that facilitates interaction between producers, market intermediaries, and potential consumers. Currently, MSMEs players must take advantage of digital platforms to promote their products to be better known by potential consumers. Small and Medium Enterprises (MSMEs) that can operate online. Sudarsono and Yusuf, (2024). Digital marketing allows MSMEs to reach a wider audience and build brand awareness more effectively through various online channels, such as social media, websites and e-commerce platforms. By leveraging digital tools, MSMEs can also gain valuable insights into consumer behavior.

In today's competitive business landscape, marketing strategies play a role in determining the success and sustainability of enterprises. The local market, characterized by diverse consumer preferences and rapidly changing trends, presents both opportunities and challenges for businesses aiming to establish and expand their presence. Understanding the dynamics of this market requires a thorough analysis of the marketing approaches adopted by businesses to effectively engage their target audience.

Micro, Small, and Medium Enterprises (MSMEs) is important to foster economic growth, generating employment, and driving innovation in local communities. Within this sector, the food and beverage industry has emerged as a key contributor due to its ability to cater to diverse consumer needs and preferences. In addition, MSMEs in the food and beverage industry have become an important part of the local supply chain, supporting farmers, suppliers, and distributors. The flexibility and adaptability of small-scale businesses allow them to quickly respond to changing consumer trends, such as the demand for healthier or more sustainable products. As a result, these businesses not only stimulate the local economy but also contribute to the creation of a dynamic local economy.

One of the MSMEs that is currently developing is Donat Aisy. The reason the author chose Donat Aisy in my research is because this MSMEs has been used as an expo project before, therefore the author chose Donat Aisy as my research project in this chapter II expo. Donat Aisy was present as one of the MSMEs expo participants at Politeknik Negeri Bengkalis, displaying various donut and cake products with distinctive flavors that are widely known by the public. This business has been established since 2022. Initially, the Donat Aisy business was founded by Mrs. Fatmawati, then implemented additional recipes made by herself. In this expo, Donat Aisy MSMEs promoted several menus such as sponge cakes and various flavors of donuts. Currently, donuts are one of the most popular products for customers and also the best-selling product at Donat Aisy.

Donat Aisy took advantage of this exhibition to introduce the deliciousness and uniqueness of its products to the wider community. Visitors can witness the packaging process firsthand and interact with friendly vendors who are ready to provide information about the quality of the products they offer. With innovation and creativity that continues to be developed, Donat Aisy not only focuses on taste, but also on the attractive appearance of the product, in accordance with the tastes of modern consumers. Donat Aisy participation in this MSMEs Exhibition is expected to strengthen branding, expand their consumer network, and increase public awareness of the importance of supporting high-quality local products.

In addition, the Es Teh Viral MSMEs is also one of the currently growing

MSMEs. The Author chose this MSMEs because I have direct experience in its operations, which allows me to understand the quality of this product. Es Teh Viral MSMEs was founded by Nova in 2023. The "Es Teh Viral" MSMEs expo is an event to introduce and promote superior products from Micro, Small, and Medium Enterprises (MSMEs) in various sectors, especially contemporary drinks that are currently viral among the public. This expo aims to provide a forum for local entrepreneurs engaged in the culinary industry, especially in the field of iced tea drinks, which are currently developing in various circles. In this expo, various variants of iced variants of iced tea are presented with unique and innovative concepts, ranging from classic iced tea to those with unique flavors.

This event aims to enhance the appeal of MSMEs products to the public while providing opportunities for business owners to expand their networks and collaborate with various stakeholders. Through this initiative, particularly focusing on the “Es Teh Viral” theme, it is expected to boost local economic growth by increasing public purchasing power for MSMEs products. Additionally, the expo serves as a platform to showcase creative trends in viral iced tea beverages on social media and highlight the innovations of Donat Aisy as a case study of MSMEs success. With this, MSMEs are anticipated to gain wider recognition, achieve sustainable growth, and offer visitors a fresh experience in enjoying the latest culinary trends.

Based on the above background, the Author is interested in taking a project with the title **“Polbeng Business Expo Chapter II (Case Study on Donat Aisy and Es Teh Viral MSMEs)”**.

1.2 Identification of the Project

Based on the above background, the problem formulations that will be raised by the author are:

How can the implementation of Polbeng Business Expo Chapter II be carried out so that the event is successful?

1.3 Purpose of the Project

This project has 2 different objectives, namely the main objective and several specific objectives. the following objectives:

1.3.1 General Purpose

The General Purpose of the project is to provide an opportunity for students to practice the business concepts and skills they have learned. They are taught how to manage a business, understand the market, and interact with customers and potential business partners. This aims to form graduates who are not only job-ready, but also ready to create jobs through independent businesses. The following general objectives of this project are as follows:

To implementation of Polbeng Business Expo Chapter II be carried out so that the event is successful.

1.3.2 Specific Purpose of the Project

1. To create a profile for Polbeng Business Expo MSMEs.
2. To create 30 promotional videos for Donat Aisy and Es Teh Viral MSMEs.
3. To create 30 product catalog for Donat Aisy and Es Teh Viral MSMEs.
4. To post promotional videos to social media for Donat Aisy and Es Teh Viral MSMEs.
5. To create QRIS for Donat Aisy and Es Teh Viral MSMEs.
6. To create financial reports for Donat Aisy and Es Teh Viral MSMEs.
7. To create financial ratio analysis of MSMEs.

1.4 Significance of the Project

This project is expected to be beneficial for related parties. The benefits of this project are:

1.4.1 Benefits for Authors

1. Sharpening creativity, writers can develop their imagination to create interesting and informative content.
2. Increasing writer productivity, including product descriptions and business profiles make it easier for writers to convey information in a clearer and more

interesting way.

1.4.2 Benefits for Students

1. Studying comparative business, students gain practical experience in managing a digital business through product catalogs and online marketing.
2. Visual content development, short video and flyer creation provides students with the opportunity to learn new skills in video editing and producing engaging visual content.

1.4.3 Benefits for Society

1. Access to more complete information with the product catalog and MSMEs profile, the public can obtain more in-depth information about the products offered by Donat Aisy and Es Teh Viral MSMEs.
2. Increasing consumer awareness produced can increase public awareness of local products and support the growth of MSMEs around them.

1.5 Time and Place of Project Implementation

The time and place of implementation of this project activity was carried out for 3 days in May, in the Bengkalis State Polytechnic campus area with a mutually agreed schedule. The implementation of this project was carried out around the Bengkalis State Polytechnic campus area located in Sungai Alam.

1.6 Writing System

The writing system in this project is done for the Polbeng Business Expo Chapter II (Case Study on Donat Aisy and Es Teh Viral MSMEs)

CHAPTER I : INTRODUCTION

In this chapter the author describes the project background, project identification, objectives and benefits of the project.

CHAPTER II : LITERATURE REVIEW

In this chapter, the author outlines theories relevant to the general theoretical basis of the project, the theoretical basis and the specific framework of the project.

CHAPTER III : METHODS AND ACHIEVEMENT PROCESS

In this chapter, the author will describe the methods and processes for completing the project, project preparation plan, project implementation plan, project completion plan, project reporting plan, 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.