

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Local economic development through MSMEs (Micro, Small and Medium Enterprises) is an important strategy to improve community welfare and strengthen the regional economy.

As stated by Baviga, (2022), Indonesia is one of the countries whose economic conditions are included in the developing category. Indonesia's economy is largely sourced from small businesses developed by small entrepreneurs, one of which is small and medium enterprises (MSMEs). Small and medium enterprises are one of the sectors that are widely run by entrepreneurs in Indonesia, this is because they are easily managed by any party and do not cost much to establish small and medium enterprises.

MSMEs are one type of small business that plays a significant role in improving and growing the community's economy. Because the existence of MSMEs is able to survive in any situation to achieve community welfare. The resilience of MSMEs was proven during the 1998 monetary crisis when many large businesses fell, but MSMEs survived and even increased in number (Al-Faris et al., 2022).

In reference to Widjaja et al., (2018) in Eka et al., (2022) MSMEs in Indonesia are one of the priorities in national economic development. This is because these businesses are the backbone of a populist economic system that is not only aimed at reducing the problem of inequality between groups of opinions and business actors, or poverty alleviation and employment absorption. More than that, its development is able to expand the economic base and can make a significant contribution in accelerating structural changes, namely increasing the regional economy and national economic resilience.

An effective activity to improve MSMEs is the Expo. Expo UMKM is one of the effective ways to support the growth of MSMEs. It is also an important platform for local MSMEs to showcase their products, which can expand their

market reach, increase their visibility, and build wider connections with potential customers, investors, and business partners.

Food and beverage MSMEs are indeed one example of successful and growing MSMEs in the country's economy. One example is the culinary MSMEs of pempek, pentol ayam, and seblak. High public interest in viral culinary, Pempek, pentol ayam, and seblak MSMEs have succeeded in attracting the attention of many consumers, this can show that innovation and creativity can open up promising business opportunities for entrepreneurs, including pempek, pentol ayam and seblak entrepreneurs.

Referring to information Every region has certain types of food that serve as a symbol of local cultural heritage and pride, passed down from generation to generation. One example is Pempek, a famous Palembang specialty in South Sumatra, Indonesia. Pempek is made using the following ingredients: ground fish meat, tapioca, and seasonings such as salt and sugar. The dish is made from ground tuna, meat, tapioca, water, salt, and sugar. Pempek has become an integral part of the cultural identity, history, geography, and lifestyle of the people of Palembang. Pempek has endured to this day due to its uniqueness compared to conventional foods, and its authenticity evokes precious memories of the past. The popularity of Pempek is not only in Palembang, but also outside Palembang, as it is often sought after as a souvenir or delicacy for visitors coming to the area. (Wargadalem et al., 2023).

Based on a source from Pikiran Rakyat, (2020) in Alfiansyah et al., (2024). Seblak was created by cracker seller named Mahmah in the 1980s in the Kaki Dua area of Bandung. Mahmah first sold crackers with a special sauce made from kencur, chili, and seasonings. The processed crackers were later named “seblak” which comes from the Sundanese word meaning “crushed crackers”.

Bakso Pentol Jajanan Bawah Pokok is one of the MSMEs that is favored by various groups. The location of the Bakso Pentol business is on the side of the road right on Wonosari Barat Street, Bengkalis. many consumers come to buy various snacks. Jajanan Bawah Pokok is in great demand by all groups, especially women

and young children. This is because Jajanan Bawah Pokok does not set the price of a portion of pentol, so that small children can taste this delicious pentol meatball.

Therefore, based on the background description above, the is interested in conducting a project entitled Final Project on **“A Study on the MSMEs Growth of Empek-Empek Mama Raihan and Jajanan Bawah Pokok at POLBENG Business Expo Chapter II”**.

1.2 Identification of the Project

This study aims to explain how to organize and conduct research on the growth of MSMEs, specifically Empek-Empek Mama Raihan and Jajanan Bawah Pokok, at the POLBENG Business Expo Chapter II. The study focuses on planning, implementing, and evaluating research activities, including data collection, analysis, and interpretation, to measure business development during the exhibition.

1.3 Purpose of the Project

The purpose of this Project fall into two main categories with specific goals. The following are the objectives of the project:

1.3.1 General purpose

Organized a business exhibition by realizing projects in accordance with the plan, while also supporting the growth of Empek-empek Mama Raihan and Jajanan Bawah Pokok MSMEs and improving promotional activities through well-structured programs and effective coordination.

1.3.2 Specific Purpose

Specific Objectives of the Project at A Study on the MSMEs Growth of Empek-Empek Mama Raihan and Jajanan Bawah Pokok at POLBENG Business Expo Chapter II.

1. To make 1 profile videos for each tenant
2. To make 30 promotional videos for each Tenant
3. To make 30 catalogs for each Tenant

4. To create digital marketing through social media (Instagram and Facebook)
5. Financial reports of Empek-empek Mama Raihan and Jajanan Bawah Pokok MSMEs before and during the expo
6. To make QRIS for Empek-Empek Mama Raihan and Jajanan Bawah Pokok MSMEs

1.4 Significance of Project

The project provided great benefits to the various parties involved, both directly and indirectly. The benefits include:

1. For the author
To complete this thesis final project, which is one of the International Business Administration courses, this thesis can be used as additional experience, insight, and guidance. In addition, it can be used to study and solve project problems that are useful for applying the knowledge gained.
2. For students
Improve skills in management and promotion of MSMEs through direct involvement in the project. Gain opportunities to expand professional networks that can support future careers.
3. Benefits for others
 - a. MSMEs can get opportunities to improve marketing and introduce their superior products.
 - b. Improve community welfare and regional economic growth.
 - c. Increase local community awareness and support for local products.

1.5 Time and Place of Project Implementation

This project will be carried out on May 20-22, 2025. The activity will take place over 3 days at the Bengkalis State Polytechnic, specifically behind the civil engineering building courtyard.

1.6 Writing System

The writing system project are:

CHAPTER 1 : INTRODUCTION

In this chapter, the author describes the project background, project identification, project objectives, and benefits. In addition, the place and time of the project implementation and the writing of the project report are systematically described in the thesis.

CHAPTER 2 : LITERATURE REVIEW

In this chapter, the author presents reference theories from books or journals as a complement or reinforcement of the project being implemented.

CHAPTER 3 : METHOD AND PROCESS

In this chapter, the author outlines the method and process of completing the project. the author describes the project preparation plan, project execution plan, project completion plan, project reporting plan, and schedule and cost estimation to ensure project success.

CHAPTER 4 : RESULTS AND DISCUSSION

In this chapter, the author presents the project activity profile and the project activity implementation report. It covers various aspects such as project preparation, project execution, project completion, project reporting, and financial statements.

CHAPTER 5 : CONCLUSIONS AND SUGGESTION

This chapter contains a summary and results of the writing in the previous chapters, as described in the conclusions section and suggestions for further improvement and development.