

CHAPTER I

INTRODUCTION

1.1 Background of the Project

As part of their final assignment, students of the International Business Administration Study Program organized the Polbeng Business Expo. This event provides an opportunity for students to demonstrate their abilities in managing a business directly, while applying the business theories they have learned in class. The purpose of the Expo is to provide a platform for students to present the projects and discoveries they have developed during their studies, so that they can receive direct feedback from guests and other participants.

Polbeng Business Expo Chapter I, held over two days on October 30-31, 2024, with expo consisting of various types of businesses, Polbeng Business Expo Chapter I offers a diversity and wealth of interesting business ideas. Each expo showcased different products or services, ranging from food and beverages. This diversity not only provided an interesting variety for visitors but also created a competitive and dynamic environment for students. The Polbeng Business Expo Chapter I event was successfully carried out.

Given the success of the previous Polbeng Business Expo Chapter I, a follow up event to Chapter I will be held this year, namely Polbeng Business Expo Chapter II. This event will feature more types of products and services that will enliven the event. Polbeng Business Expo Chapter II offers a variety of interesting and innovative business ideas, as well as a number of sellers who will enliven the event.

Tenant siomay pa'dee started his business since 2007. It is called siomay pa'dee because those who sell and serve buyers are in the tenant, namely pa'dee directly. The products of this business itself are dumplings, tofu, potatoes, cabbage, brains, eggs, batagor, cilok and also added peanut sauce which is a typical siomay pa'dee seasoning. Siomay Pa'dee is one of the MSMEs in Bengkalis, precisely on Jalan Pramuka in front of the Secretary's House. The location is very strategic because it is close to the campus. This business was founded by Mr. Slamet, who is more familiarly called Pa'dee.

Business Name : Siomay Pa'dee
Address : Pramuka Street in front of the Regional Secretary's House
Owner : Mr. Slamet



Figure 1 1 Siomay Pa'dee Product
Source: Data Documentation, 2025

One of the reasons why I chose this business is because this micro, small, and medium enterprise (MSME) selling siomay is very popular due to its affordable prices that suit student budgets. As it can be an option for dinner, this product is very popular among students. Another factor contributing to the daily crowds at this MSME selling siomay pa'dee is its location, which is close to the campus.

Tenant Cahaya Kebab & Burger, this business was founded in 2012 by its owner, Mrs. Rosalia. The name of this business was inspired by the name of the owner's child, "Cahaya". The products offered in this business include various kebab & burger fillings, ranging from chicken, meat, eggs, and others. Each menu item has different price options and is certainly affordable for customers. Cahaya Kebab & Burger UMKM is located on Jalan Cokrominoto, in front of Hotel Mahendra.

Business Name : Cahaya kebab & burger
Address : Cokrominoto Street in front of Mahendra Hotel.
Owner : Mrs. Rosalia



Figure 1 2 Cahaya Kebab & Burger Product

Source: Data Documentation, 2025

In the implementation of Polbeng Business Expo Chapter II, the roles of Business Consultant and Liaison Officer (LO) are important elements in supporting the development of MSMEs. As a Liaison Officer, the author acts as a liaison between the event organizers and MSME players by maintaining effective communication, assisting in the coordination process, and ensuring the smooth running of the expo. This role aims to ensure that the expo is not only a venue for product promotion, but also provides added value in the form of assistance and learning for MSME players.

It is believed that MSMEs in Bengkalis would be able to enhance the quality of their products and expand their business prospects by participating in the Expo event, which was organized by Bengkalis State Polytechnic students majoring in International Business Administration. To promote the expo and MSME operations, all Expo activities will be captured on camera and in photographs. Through the introduction of items from MSMEs in Bengkalis, this activity serves as a thank you to the students and MSMEs in Bengkalis. Based on the aforementioned comprehension, the author created the title **"POLBENG BUSINESS EXPO CHAPTER II (Liaison Officer and Business Consultant on Tenants Siomay**

Pa'dee and Cahaya Kebab & Burger) for this activity. With the intention of developing marketing campaigns and enhancing these MSMEs' offerings.

1.2 Identification of the project

Based on the background above, the problem identified to discussed in this study are how to organize Polbeng Business Expo Chapter II for Siomay Pa'dee and Cahaya Kebab & Burger MSMEs?

1.3 Purpose of the Project

1.3.1 General Purpose

The general purpose of this project is to organize and manage business activities, including digital promotion strategies, for Siomay Padee & Cahaya Kebab & Burger tenants at Polbeng Business Expo Chapter II.

1.3.2 Specific Purpose

The specific objectives of this project at Polbeng Business Expo at Tenant Siomay Pa'dee & Cahaya Kebab & Burger are as follows:

1. To create Polbeng Business Expo Chapter II profile
2. To create a tenant profile video
3. To create the tenant product promotional video
4. To create digital marketing activities with the paid content video at 2 platform social media.
5. To create a product catalog and provide certificates to tenants
6. To find out the accomplishment the promotional video making performance in the form of logbook activities of tenants Siomay Pa'dee and Cahaya & Kebab during 30 days.
7. To find out the financial report of 2 MSMEs Siomay pa'dee and Cahaya Kebab & Burger.
8. To identify obstacles and solutions during project implementation.

1.4 Significance of the Project.

1.4.1 For writers

Thesis writing to add experience and insight through this expo activity, and the benefits of this activity for the author are the opportunity to see the latest trends in business to be used as inspiration for future work.

1.4.2 For student

Through this expo activity can be used as inspiration and motivation for students to continue learning, and this activity is also useful for training their confidence in front of many people.

1.4.3 For other something

This activity provides entertainment for the community, and it is hoped that through this expo activity it will provide opportunities for MSMEs to reach wider customers and get greater profits.

1.5 Time and place of Project.

Siomay pa'dee tenant is located on Jalan Pramuka in front of the Regional Secretary's House, and the Cahaya kebab & burger tenant is located on Jalan Cokrominoto in front of the Mahendra Hotel. The thesis for this expo project was prepared over a period of 3 months. The event will take place from May 20 to 22, 2025, over three days at the Bengkalis State Polytechnic, with the participation of MSMEs involved in the event.

1.6 Systematic Writing

In order for the writing of this final assignment report to be neatly arranged, systematic report writing is required. The systematic writing of the final assignment report Polbeng Business Expo Chapter II (Liaison Officer and Business Consultant on Tenant: Siomay Pa'dee and Cahaya Kebab & Burger) are as follows:

CHAPTER I : INTRODUCTION

In Chapter I explains the background of the problem, project identification, project objective and systematics of writing a project in the final project report.

CHAPTER II : LITERATURE REVIEW

In Chapter 2 describes general and specific theories in the final project report, namely for general theory explaining the identification of business planning, and for specific theories explaining marketing identification.

CHAPTER III : METHOD AND ACOMPLISHMENT PROCESS

In Chapter 3 describes the identification of project preparation Plans, project implementation plans, project completion plans and project reporting plans which include project activity.

CHAPTER IV : RESULT AND DISCUSSION

In Chapter 4 describes the profile of business activities, project activity implementation reports, which include project preparation, project implementation, project completion, project reporting, and marketing reports.

CHAPTER V : CONCLUSION AND SUGGESTIONS

In Chapter 5, explaining Conclusions and suggestion, explaining the conclusions of the research that has been conducted.