

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Entrepreneurship is the main capital for economic growth in a country. The entrepreneurship program is also a capital in the aspiration of the widest possible employment, absorbing more jobs both locally and nationally, but it can all be achieved through a long process retrieved from Nurhasanah (2023). Pursuant to Kifly Kamaruddin (2024), it is said that entrepreneurship is the process of creating something with different values by using the effort and time required, taking on the financial, psychological and social risks that accompany it, and receiving monetary services and personal satisfaction. The term entrepreneurship appeared later after and as a self-employed mentor who from the beginning some people still did not match the word private.

Obtained from Sari et al., (2023) states that micro, small, and medium enterprises (MSMEs) are businesses that have a limited number of employees, number of assets, and turnover. MSMEs can be run by individuals or small groups with small relative capital. Governments and international organization pay attention to MSMEs because of their contribution to the economy, including the absorption of labor, increased economic growth, and poverty reduction. MSMEs can operate in various sectors, such as trade, services, agriculture, manufacturing, and others. To help the development of MSMEs, the government and financial institution provide various assistance programs, training, and financial support.

In empowering cooperatives and micro, Small and Medium Enterprises (MSMEs) have a strong legal foundation in Indonesia. Law No. 20 of 2008 concerning Micro, Small, and Medium Enterprises is the basis for efforts to empower and develop the MSME sector in Indonesia. MSME empowerment is integrated in building the national economy in the hope of increasing overall income and creating jobs. Through these MSMEs, it is hoped that they will be able to reduce poverty and improve the standard of living of a prosperous community.

Micro, small, or medium enterprises or also known as MSMEs is a term used for individuals, households or business entities that run businesses. In general, businesses in an organization can be classified as MSMEs by looking at annual turnover, total balance sheet or assets owned, and the number of employees working in the MSMEs.

As said by Murti et al., (2024) micro, small and medium enterprises (MSMEs) play a significant role in Indonesia's economy and MSME compliance is the government's main concern. The goal is to realize a Prosperous Society. This can be achieved through the role of the government in providing services, enforcing fair laws, and maintaining national security and order.

Many business people have implemented a digital marketing system. Since the last few years, many business people have chosen digital marketing as a strategy to promote products or services. Digital marketing is the activity of promoting products and seeking more markets through digital platforms because currently the internet has facilitated connections between individuals from different parts of the world in Vnia Regina Lailia and Jojok Dwiridotjahjono (2023).

Polbeng Business Expo is an event organized by the Bengkalis State Polytechnic (polbeng) with the aim of increasing the interest and competence of micro, small, and medium enterprises (MSMEs). This event is part of various program organized by Polbeng to support the development of local business. One example of case study that can be raised at this exhibition is the MSMEs Cemilan Lepak and 30°C in Bengkalis, which can provide practical insights into the challenges and opportunities face by MSMEs in the area. The Expo not only focuses on exhibition products, but also includes activities such as financial literacy, business exposure, business training, business matching, and digital marketing, all of which are designed to empower MSMEs and local consumers.

MSMEs Cemilan Lepak is a business engaged in food and beverages that has various variants of chopchips, abundant banan, and green tea. One of the drinks that is in demand is green tea, a cold drink made from brewed green tea and sweetened from sugar, this drink also has many good health benefits. Some of the benefits of green tea are as anticancer, antimicrobial, and antibacterial, lowering

cholesterol in the blood so as to avoid anteroesterol, increasing immunity Murasae et al (2009) in Asiyah Fachruddin et al (2022). One of the business actors who want to develop their business by changing traditional marketing to digital marketing is the MSME Cemilan Lepak to increase sales and expand market reach. The owner of this MSME is named Abil Ashassagafi. This MSME was established in 2024 and is located on Jl. Hangtuah Bengkalis, Riau, Indonesia.

30°C is a business engaged in food and beverages that has several variants such as fish meatball noodles with various levels of spiciness and can add toppings after taste, beverage variants ranging from coffee, soda, tea and milk with various variants ranging from coffee latte, melon soda, ice the lychee and chocolate. One of the most popular menus is fish meatball jebew noodles, fish has many benefits, one of which is a source of animal protein to repair body tissues, as well as maintain overall health. Fish is a high-protein ingredient because it is composed of amino acids needed by the body. In addition, it contains omega-3, fibre, vitamins and minerals needed by Boekoseo et al. (2023). One of the business actors who wants to develop their business by changing traditional marketing to digital marketing is MSMEs 30°C to increase sales and expand market reach. The owner of this MSME, named Riki Umami Sanaz Ulfritria, this MSME was established in 2024 and is located on Jl. Antara, Bengkalis, Riau, Indonesia.

The development of Micro, Small, and Medium Enterprises (MSMEs) is an important part of the national economy and is growing rapidly and advanced in Indonesia. MSMEs are trading businesses managed by business entities and individuals that meet the criteria regulated in Law Number 20 of 2008. It is hoped that MSMEs in Indonesia can increase their economy or income. By providing loans or business capital loans, the government seeks to help the growth of small and medium enterprises (MSMEs) in Indonesia.

Micro, Small and Medium Enterprises (MSMEs) play a very large role in advancing Indonesia's economy. Apart from being one of the alternative new jobs, MSMEs also play a role in encouraging Indonesia's economic growth. Currently, MSMEs have contributed greatly to regional income and Indonesian state income Wahyu and Veri, (2024). Halal is when something such as food, drinks, medicines,

cosmetics that does not contain or is mixed with something that is haram according to Islamic teachings.

This research has never been researched before from various titles and studies. Based on the monitoring carried out on several things that affect consumers' purchasing decisions in buying drinks and food of Cemilan Lepak and 30°C, namely the price offered, product quality, and location of Cemilan Lepak and 30°C. Based on this description, this project is titled **"A Study on the MSMEs Growth of Cemilan Lepak and 30°C at POLBENG Business Expo Chapter II"**.

1.2 Project Identification

Based on this background, the problems that will be discussed in the study are:

1. How to carry out the "A Study on the MSMEs Growth of Cemilan Lepak and 30°C at POLBENG Business Expo Chapter II"?
2. For general purposes, how does the public perceive Polbeng Business Expo Chapter II so that it can develop rapidly?

1.3 Project Objectives

Polbeng Business Expo is an event held to help MSMEs in increasing local business development by expanding business strategies to be able to interact with customers, so that they can find out customer satisfaction at Expo Chapter II at State Polytechnic of Bengkalis. With this activity, it is hoped that it can have a good impact on MSMEs to understand the performance of marketing strategies, as well as help MSMEs to compete in the market.

1.3.1 General Purpose

The general purpose of this project is to run the Polbeng Business Expo and to find out the rapid sales at the Polbeng Business Expo, as well as to build loyalty with good relationships and feedback to the community.

1.3.2 Specific Objectives

This project will focus on cemilan lepak and 30°C to achieve general goals, by providing experience in marketing and business strategy. To increase their sales as well as increase their sales in the market. The specifications of this project are:

1. Assisting MSMEs in creating profile videos cemilan lepak and 30°C
2. Developing MSME sales with promotional strategies through digital media (social media) with 30 promotional videos on each MSMEs through Instagram
3. Assisting MSMEs in compiling 30 catalogs
4. Assisting to make financial statements before and after the expo
5. Assisting MSMEs in introducing sales through QRIS

1.4 Significance of the Project

1.4.1 For Authors

It can increase knowledge and insight about MSMEs, as well as be considered by the government and MSME actors in developing effective business strategies. This final project is one of the completion of the Diploma IV International Business Administration study program majoring in Commercial Administration.

1.4.2 For Students

The Entrepreneurship Expo can arouse students' interest in entrepreneurship and provide experience and knowledge that guides and helps them develop creative ideas into business opportunities.

1.4.3 For MSMEs

As a Promotion and Branding, the Expo is a good opportunity to effectively brand MSME products through various promotional activities

1.5 Time and Place of Project

The time and timing of the project implementation are:

1.5.1 Project Timing

Polbeng Business Expo will be held for 3 days, namely in the 5th month of the even semester of 2025.

1.5.2 Project Revenue

The Expo activity was held at the Bengkalis State Polytechnic in the courtyard of the Commercial Administration Building

1.6 Writing System

Based on a systematic approach, there are several important elements that can be summarized as follows:

CHAPTER I : INTRODUCTION

CHAPTER 1 explains the background of the problem, project identification, project objectives and project writing systematics in the final project report.

CHAPTER II : LITERATURE REVIEW

In CHAPTER 2, general and special theories are outlined in the final project report, namely for general theories that explain business planning identification, and for special theories that explain marketing identification.

CHAPTER III : METHODS AND ACCOMPLISHMENT PROCESS

Chapter 3 explains the identification of project preparation plans, project implementation plans, project completion plans and project reporting plans that include project activities.

CHAPTER IV : RESULTS AND DISCUSSION

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

CHAPTER V : CONCLUSIONS AND SUGGESTIONS

In CHAPTER 5 it explains the conclusions and suggestions, explains the conclusions of the research that has been carried out.