

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Polbeng business expo is an event organised by Polytechnic of Bengkalis as a place to showcase the creativity and business innovation of students and local MSMEs. This expo was held as part of polbeng's mission to create young entrepreneurs who are superior, creative and competitive, as well as providing a space for students to practice the business skills they have learned while studying at Polytechnic of Bengkalis.

In this activity, participants are given the opportunity to introduce the products or services they offer to the wider community, including potential investors, customers and other business networks. In addition, this polbeng business expo also aims to improve the regional economy, especially in Bengkalis by introducing regional superior products to a wider market.

Polbeng Business Expo offers inspiring and diverse business ideas. Each tenant presents a different product or a service, ranging from food and beverages. This diversity not only offers an interesting variety for users, but also creates a competitive environment. Students are expected to attract customers competently, and prepare effective marketing strategies for their businesses. To enhance the success and smooth running of the event, the Polbeng Business Expo will be a place to bring together various stakeholders in the success of the event including sponsors, participants and the local community. Collaboration among many organisations is essential to create a high quality event and offer competitive prices to all participants. Students are also encouraged to work together in a team environment, discuss various aspects of the event, and deal with issues that arise during the exhibition process.

According to Hariyanti et al (2024) with the title "Digital Transformation in MSMEs: an Overview of Challenges and Opportunities in Adopting Digital Technology" Digital transformation has become an important key in driving

global economic growth, especially for Micro, Small and medium Enterprises (MSMEs) in Indonesia. In the face advantage of the opportunities offered by digital transformation to remain relevant and competitive. Although there are challenges such as digital literacy, access to technology, and data protection, MSMEs can overcome these through awareness of data security and implementing best practices in information management. By adopting digital technology, MSMEs can expand market reach, increase operational efficiency and optimize business decision making. A comprehensive strategy for overcoming challenges and exploiting digital opportunities is needed, such as the development of a digital transformation plan that involves concrete steps to achieve business goals through digital platforms. Through understanding the concept of digital transformation and applying descriptive qualitative methods, MSMEs can make optimal use of digital technology to increase competitiveness, expand markets, increase income and reduce operational costs. With full support from stakeholders, MSMEs in Indonesia have a great opportunity to develop and survive in this digital era.

According to Prabowo et al (2024) with the title "An Examination of the Impact of Using Marketplace to Promote the growth of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia" marketplaces have become a critical component in the development of micro, small, and medium enterprises (MSMEs) in Indonesia. The availability of a marketplace platform has a substantial impact on MSMEs' growth. The purpose of this study is to assess the impact of marketplace on the growth of MSMEs by taking into account the elements that influence their integration into the digital ecosystem. The quantitative methodology was utilized to collect data from MSMEs traders who used the marketplace to market their items. The marketplace's presence has greatly enhanced sales and had a favorable impact on their business operations. Market access is open from Sabang and Merauke thanks to the information technology network. This data is evaluated statistically to determine the association between presence and MSMEs business growth. The findings of this study can help MSMEs gain a better understanding of how to use marketplaces to boost exposure, sales, and overall

growth. The practical ramifications of this research are supposed to assist MSMEs owners in developing marketing strategies for their product and services via marketplace platforms. This research will also contribute to scholarly literature on the development of MSMEs in the digital era.

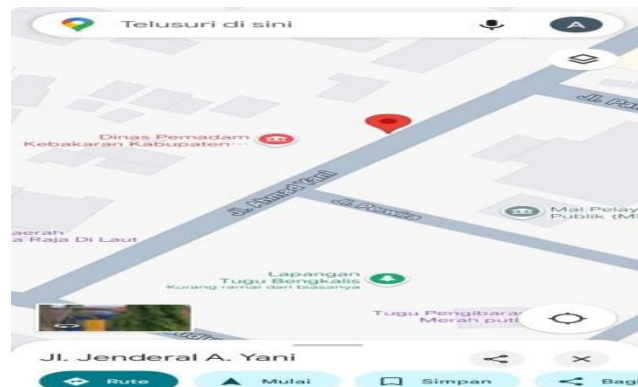


Figure 1 1 Coordinats of Jajanan Madina
Source:Processed data (2025)



Figure 1 2 Location of Jajanan Madina
Source:Processed data (2025)

Jajanan Madina is an MSMEs that started its business in 2021 and is currently located in Bengkulu, precisely on Ahmad Yani road in front of the Tugu fire station. Jajanan Madina will participate in the Polbeng business expo as an effort to expand the consumer base. Business Expo such as Polbeng Business Expo provide an efficient platform for MSMEs to launch products, attract new customers, and also increase revenue. Jajanan Madina participation in Polbeng Business Expo will certainly provide an opportunity for them to introduce their superior products to a wider audience, thus increasing purchases and potential sales. By having a

responsive and easy-to-use platform, as well as a strong presence on various social media channels that are relevant to the target audience, informative and engaging. Prospective content attracts buyers and builds trust with their audience. They can also use social media platforms to promote their products and raise public awareness about a trend. By using effective digital marketing strategies, Jajanan Madina can increase its business growth and raise public awareness about a trend.



Figure 1 3 Coordinats of Miso Bakso Cik Sarif
Source : Processed data (2025)



Figure 1 4 Location of Miso Bakso Cik Sarif
Source: Processed data (2025)

Miso Bakso Cik Sarif also participated in the Business Expo, the business that started in 2008 is located on Panglima Minal street s. *Miso Bakso* Cik Sarif will also certainly participate in the expo in order to provide and promote products to be better known by the public. Therefore, *Miso Bakso* Cik Sarif also uses other promotional media such as creative, professional and attractive MSMEs profiles,

creating interactive product catalogs, and making attractive and informative promotional videos. By using effective digital marketing strategies, these MSMEs can increase online visibility, effectively share customer relationships with their audience, and create greater business opportunities.

Therefore, the above MSMEs such as Jajanan Madina and Miso Bakso Cik Sarif are suitable choices to be used as culinary exhibitions for food lovers. The organised exhibition aims to advance Micro, Small, and Medium Enterprises (MSMEs) around Bengkalis. This activity is expected to contribute significantly to their income through various effective ways. One of them is by introducing the products offered by MSMEs to the wider community. Thus, this expo does not only function as an exhibition event, but also a strategic promotional platform to reach more consumers.

With the help of the expo, which is organised by the student Politeknik Negeri Bengkalis, the International Business Administration, and few other MSMEs that are present at Bengkalis, it is hoped that these MSMEs will be able to improve the quality of the products and reflect the business's resources. Every Expo activity will be documented in the form of photographs and videos, with the intention of promoting expo and related activities. In promoting products from MSMEs that are available in Bengkalis, this activity serves as an example for the mahasiswa and MSMEs that are present in Bengkalis.

Based on the background description above, the author is interested in holding an expo entitled **“Polbeng Business Expo Chapter II Case Study on the Liaison Officer and Business Consultant Role on MSMEs *Jajanan Madina* and *Miso Bakso Cik Sarif*”**.

1.2 Identification of the Project.

From the background above, the results of the identifications of the Polbeng Business Expo Chapter II (Case Study on Liaison Officer and Business Consultant Role on MSMEs *Jajanan Madina* and *Miso Bakso Cik Sarif*), the problem formulations that the author will propose are:

1. How to implementation the Polbeng Business Expo and make the event a success Polbeng Business Expo II (Case Study on *Jajanan Madina* and *Miso Bakso Cik Sarif*)?
2. How is an effective digital marketing strategy at the Polbeng Business Expo Chapter II (Case Study on *Jajanan Madina* and *Miso Bakso Cik Sarif* ?

1.3 Purpose of the Project

The purpose of this project are divided into 2 (two),namely the main purpose and specific purpose of the main purpose and specific purpose of the project are as follows :

1.3.1 General Purpose of the Project

1. Polbeng Business Expo Chapter II is the final assignment in the International Business Administration study program, which aims to implement the Polbeng Business Expo according to plan. The Polbeng Business Expo promotes MSME products and facilitates the exchange of business ideas and creativity.
2. How to develop innovative digital marketing strategies for each tenant.

1.3.2 Specific Purpose of the Project

Specific of the project at Polbeng Business “(Polbeng Business Expo Chapter II (Case Study on liasion Officer and Business Consultant Role on MSMEs *Jajanan Madina* and *Miso Bakso Cik Sarif*) are as follows :

1. To create profile of MSMEs of *Jajanan Madina* and *Miso Bakso Cik Sarif*
2. To implement a digital marketing strategy for MSMEs within 30 days.
3. To create a video profile of MSMEs and an activity video of the tenants during the Expo.
4. To create 30 Catalogs and 30 promotion videos of MSMEs
5. To create financial report of MSMEs transaction during the Expo.

6. To create financial report from the Expo
7. To create QRIS for MSMEs : Jajanan Madina and Miso Bakso Cik Sarif

1.4 Significance of the Project

In the face of fierce competition, MSMEs can effectively differentiate themselves from competitors by utilising creativity and innovation. To put it simply, creative innovation is more than just a business plan or idea. Business travel, especially for Micro, Small, and Medium Enterprises (MSMEs) in Indonesia, is essentially about creative innovation drives beneath the sometimes confusing and sustainability in the face of intense and dynamic market competition. It is hoped that this final project would be helpful to anyone who are interested or connected to it. This project has the following advantages.

1. For Author

This experience, insight, and a guide in completing the final project which is one of the International Business Administrations. Apart from that, to find out and solve problems related to projects useful as a way to implement the knowledge that has been obtained.

2. For Students

This thesis is expected to enhance students' creativity in the field of business. In addition, this activity can serve as inspiration and motivation for students to continue learning and developing their creativity in facing future challenges.

3. For other Parties

This thesis is also expected to broaden the knowledge of institutions and other parties. In addition, this research can encourage MSME players to be more creative and innovative in developing technology-based products and services. This is expected to help boost regional economic growth and create new job opportunities.

1.5 Time and Place of Project Implementation

The project implementation time from the preparation stage to completion is organized according to the a greed plan. This activity was carried out for 3 days in May 2025,the implementation of this project took 7 months. Which is carried out around the Bengkalis State Polytechnic campus area located in Sungai Alam.

1.6 Writing System

The systematic writing of the final project report of the “**Polbeng Business Expo Chapter II (Case Study on *Jajanan Madina* and *Miso Bakso Cik Sarif MSMEs*)**” is as follows :

CHAPTER 1 : INTRODUCTION

In this chapter the author explains the background of MSMEs, the aims of the expo and the benefits of holding the expo for MSMEs,the place and time of the expo,as well as the systematics of writing reports in the thesis.

CHAPTER 2 : LITERATURE REVIEW

In this chapter the author explains theories that are relevant to the main material in the Final Project,namely the basic concepts of MSMEs, the importance of branding and promotion ,as well as the benefits and challenges faced by MSMEs in participating in the Expo.

CHAPTER 3 : METHOD AND ACCOMPLISHMENT PROCESS

In this chapter the author will explain the plan with a diagram of MSMEs Expo project the continue with the implementation plan and the Expo Implementation proces.The author will also outline the schedule,and estimated costs incurred during the Expo project period,including the estimated costs of writing a thesis.

CHAPTER 4 : RESULTS AND DISCUSSION

In this chapter the author will descibe the MSMEs Expo project profile and activity implementation reports consisting project

preparation,activity implementation,implementation reports,and results achieved from Expo activities.

CHAPTER 5 : CONCLUSION AND SUGGESTION

This chapter contains a summary of the results of the writings in the previous chapters which were written as conclusions as well as suggestions for improvements and development for the MSMEs Expo in the future.The author will provide recommendations for MSMEs,Expo Organizers and the goverment.

REFERENCES

APPENDICES

WRITER BIOGRAPHY