

CHAPTER 1

INTRODUCTION

1.1 Background of the Project

Polbeng Business Expo Chapter II is an activity organized by students of the International Business Administration Study Program as part of their final project. This activity is a form of real application of business theories that have been learned during lectures, as well as a place to demonstrate students' abilities in managing various aspects of business directly. This Expo is designed to provide a platform for students to showcase the work and innovations they have developed during their studies, so that they can get direct feedback from visitors and other participants.

By presenting 120 tenants consisting of various types of businesses, Polbeng Business Expo chapter II offers a diversity and wealth of interesting business ideas and several vendors that will decorate the Polbeng Business Expo event. Each tenant displays different products or services, ranging from food and drinks. This diversity not only provides an interesting variety for visitors, but also creates a competitive and dynamic environment for students. Students are required to be able to attract visitors' attention, compete healthily, and develop effective marketing strategies for their businesses.

To support the smoothness and success of the event, Polbeng Business Expo Chapter II involved various parties, including supervisors, sponsors, and local communities. Support from these various parties is very important to create a quality event and provide valuable experience for all participants. Students are also required to be able to work together in teams, manage various aspects of the event, and face challenges that arise during the preparation and implementation of the expo.

This event is expected to be a learning and hands-on event for students in managing and promoting their business. Students have to face a variety of real challenges in the field, ranging from business planning, budgeting, operational management, to customer service. Through this expo, students also learn about the

importance of collaboration and teamwork, considering that the success of the event is highly dependent on good coordination between the various parties involved. In addition, students also gain valuable experience in dealing with and solving problems that may arise during the event. Thus, Polbeng Business Expo Chapter II is not only an academic task, but also an educational experience and prepares students to enter the real business world.

Overall, Polbeng Business Expo chapter II aims to develop student practical skills in the business field, increase interaction with the community, and inspire the younger generation to dare to be entrepreneurs. Thus, this activity is not just a final project, but also a real contribution from students in encouraging economic growth through innovation and entrepreneurship. Through this expo, it is hoped that a new generation of entrepreneurs will be born who are creative, innovative, and able to face global challenges. Polbeng Business Expo Chapter II will be carried out by the class of 2022 and will be held in 3 consecutive days, namely on Tuesday 20 to Thursday 22 May 2025, precisely in the Bengkalis State Polytechnic campus area.

Some of the MSMEs that will appear in this exhibition are Ulifa Craft and Es Teh a local business that is starting to be recognized for its quality handicraft products and tea. This exhibition provides an opportunity for Ulifa Craft MSMEs owner by Mrs. Trestiani who is located at Jl. Bantan Senggoro and has been established for 14 years. Es Teh MSMEs owner by Mrs. Reni Kartini Es Teh is a modern beverage business offering fresh iced tea with a unique flavor and affordable prices founded in 2023 its location is in Desa Sungai Alam. Therefore, the author will propose a theme with the title “Project Implementation Facilitating Ulifa Craft and Es Teh Tenant at Polbeng Business Expo Chapter II”.

1.2 Identification of the Project

Based on the explanation of the background of the problem above, the identification of project problems that will be discussed in the “Project Implementation Facilitating Ulifa Craft and Es Teh Tenant at Polbeng Business Expo Chapter II” is How to organize the Polbeng Business Expo and make the event a success.

1.3 Purpose of the project

1.3.1 General Purpose

The general purpose is to organise and manage Project Implementation Facilitating Ulifa Craft and Es Teh Tenant at Polbeng Business Expo Chapter II.

1.3.2 Specific Purpose

The specific project objectives that are expected to be achieved in writing in this final project are as follows:

1. Making 30 promotion videos for each tenant
2. Making 30 catalogs for each tenant
3. Creating business profile for MSMEs Ulifa Craft and Es Teh tenant
4. Implementing promotion strategy for developing MSMEs Ulifa Craft and Es Teh digital marketing media (social media)
5. Assisting in the preparation of financial reports for sales transactions at Ulifa Craft and Es Teh
6. Assisting in the creation of QRIS for MSMEs that do not yet have it (Ulifa Craft and Es Teh)

1.4 Significance of the Project

This project is expected to provide benefits for the parties involved or interested parties. Benefits that can be obtained from this project include:

1. For Author

This thesis aims to increase experience, broaden horizons, and serve as a guide in completing the final assignment, which is one of the requirements for obtaining an Applied Bachelor's degree in the Department of International Business Administration. This thesis also functions to understand and solve various problems related to the project, as well as apply the knowledge that has been learned.

2. For Students

This thesis can be used as a means to increase creativity in business, especially in advancing knowledge about MSMEs through digital marketing

promotion strategies. Experience in collaborating and working in teams, as well as increased creativity and innovation are also benefits obtained. In addition, by utilizing the "Polbeng Business Expo", this project can contribute to improving the economy for students and the community, and make both of them the main targets in its implementation.

3. For Other Parties

It is hoped that this thesis can provide additional knowledge to various institutions, both internal and external. This project will also be a final result that can be used as a reference, as well as contributing to other research that might address similar topics.

1.5 Time and Place of Project Implementation

The time when the Polbeng business expo will be held in Bengkalis, Sungai Alam Regency, it focuses on Ulifa Craft and the Es Teh Tenant. The project is planned to be implemented for 3 days, namely in the 9th week of lectures for the project preparation process took 3 months and the implementation location was in Bengkalis. The location of the Polytechnic campus is Jl. Bathin Alam, Sungai Alam Bengkalis, Riau.

1.6 Writing System

The systematic writing of the final Project Implementation Facilitating Ulifa Craft and Es Teh Tenant at Polbeng Business Expo Chapter II is as follows:

CHAPTER I: INTRODUCTION

In this chapter, the author explains the background of the project, project visit, project objectives and benefits, place and time projects, and the systematics of writing project reports in undergraduate thesis.

CHAPTER II: LITERATURE REVIEW

In this chapter, the author describes the theories that are relevant to the main material in the Final Project, namely explaining the Polbeng Business Expo on Bengkalis MSMEs.

CHAPTER III: METHODOLOGY AND RESOLUTION PROCESS

In this chapter, the author will explain the plan with a project diagram, then continue with the implementation plan and implementation process, implementation plan, and project implementation report. Then continue with the schedule and estimated cost incurred during the project period, to the estimated cost of the undergraduate thesis.

CHAPTER IV: RESULTS AND DISCUSSION

In this chapter, the author will describe the project profile and activity implementation report consisting of project preparation, activity implementation, implementation report, and activity implementation report.

CHAPTER V: CONCLUSIONS AND SUGGESTIONS

This chapter contains a summary of the results of the writings in the previous chapters written in conclusions as well as suggestions for improvement instead of writing.