

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Expo is an abbreviation of Exposition which means Exhibition. Expo is an event created to introduce and promote products from various MSMEs. Through the expo, business actors have the opportunity to show their products to many people at once, and can interact directly with potential customers. This interaction allows business actors to understand the needs and desires of consumers in more depth. In Polbeng Business Expo chapter II, Nii_Kutchen Bakery and Air Balang Zea participated to introduce their products to the wider community. This event is not only about promotion, but also an opportunity for MSMEs to build networks, and dig up direct feedback from consumers.

According to Sa'diyah (2024), Expo as a whole serve as a forum for bringing together many stakeholders in marketing and sharing information, so that in a broader picture, this industry has a positive impact on society, the economy, and culture.

According to Pamungkas, et al. (2023), Micro, Small, and Medium Enterprises (MSMEs) are one of the sectors that contribute significantly to driving Indonesia's economic growth. This is because MSMEs absorb a large workforce and are close to the surrounding community. However, MSMEs in Indonesia still face various problems, including issues with promotion, marketing, and sales of their products. With the development of information and communication technology, exhibitions have also been utilized for marketing purposes.

Polbeng Business Expo is an annual event organized by Bengkalis State Polytechnic to provide a platform for local business actors, especially micro, small and medium enterprises (MSMEs) to showcase their products. The main objective of this exhibition is to support the local economy by providing opportunities for MSMEs to reach wider customers, connect with potential customers and gain exposure in a competitive market.

Nii_Kutchen Bakery and Air Balang Zea were selected as case studies in this study for several reasons relevant to the theme of Polbeng Business Expo Chapter II. Both MSMEs actively participate in events like this, providing an opportunity to observe direct interactions with customers in a promotional context. The name Nii_Kutchen Bakery was chosen with considerations that reflect personal identity and creativity. The word "Nii" comes from the owner's name or nickname which he wants to use as a business identity, so that it gives a personal impression and is easy for customers to remember. Meanwhile, the use of the word "Kutchen" is a variation of "Kitchen" which was deliberately changed to create a unique and different impression. It is hoped that this unusual spelling will be able to build its own appeal and provide a more attractive aesthetic value for customers. The products offered, namely bread and cakes from Nii_Kutchen Bakery and fresh drinks from Air Balang Zea, have a unique appeal and have been proven to be in demand by customers. In addition, as local MSMEs, they have great potential to grow, so research on customer satisfaction levels can provide valuable insights in efforts to improve the quality of their products and services. The location of the MSMEs which is close to Polbeng also facilitates the data collection process, both through direct surveys and observations during the exhibition.

In this project, the focus is on helping two MSMEs, Nii_Kutchen Bakery and Air Balang Zea. Nii_Kutchen Bakery is an MSME located on Jl. Pramuka and is participating in this exhibition. This MSME sells various products such as bread, cakes, desserts, burgers, mochi, donuts, and the like. Meanwhile, Air Balang Zea is located on Jl. Jenderal Sudirman and is also participating in this exhibition. This SME offers a variety of fresh drinks that are popular among the public, such as fruit soup, Cocopandan, bird's nest, fruit soup, and others. Both MSMEs have great potential to attract customers during the exhibition.

1.2 Identification of the Project

Based on the background above, the problem formulation that the author will raise is: How to run the Polbeng Business Expo Chapter II MSMEs Nii_Kutchen Bakery and Air Balang Zea Activities?

1.3 Purpose of the Project

1.3.1 General purpose

This section presents the general purpose of the project as the main goal of the activities carried out in Polbeng Business Expo Chapter II : The general purpose of the project is to implement the Polbeng Business Expo Chapter II.

1.3.2 Specific Purpose

The specific purpose of the project that will be carried out for this project are as follows:

1. To create 30 promotional videos for each tenants
2. To create 30 catalogs for each tenants
3. To create business profile for MSMEs Nii_Kutchen Bakery and Air Balang Zea
4. To create promotion strategy for developing MSMEs Nii_Kutchen Bakery and Air Balang Zea through digital marketing media (social media)
5. To create in the preparation of financial reports for sales transactions at Nii_Kutchen Bakery and Air Balang Zea
6. To create of QRIS for MSMEs that do not have it (Air Balang Zea)

1.4 Significance of the Project

1.4.1 For Authors

The “Polbeng Business Expo Chapter II” activity provided many benefits for the author and increased his insight and knowledge about organizing a business expo. By participating in the preparation and implementation of the exhibition, the author gained practical experience in planning, organizing and analyzing exhibition activities. This knowledge will be valuable for the author to develop professional skills in the field of business administration.

1.4.2 For MSMEs

For participating MSMEs such as Nii_Kutchen Bakery and Air Balang Zea, the project provides insights into customer perception and satisfaction with their

products. Through the analysis of customer satisfaction factors, MSMEs can understand areas that need improvement to meet consumer expectations. In addition, MSMEs can introduce their products to more people and develop more effective marketing strategies to strengthen their position in the market.

1.4.3 For Others

The purpose of this thesis is to increase understanding, both at the internal and external levels of the institution. In addition, this final assignment will be a concrete result of the research conducted and this research will also be a reference for further researchers who want to explore similar topics with different perspectives.

1.5 Time and Place of the Project Implementation

This project was carried out over three days from May 20 to 22, 2025, at the Bengkalis State Polytechnic, attended by many participants from various MSMEs. Here, I chose to accompany two SMEs: Nii_Kutchen Bakery, located on Jl. Pramuka next to Rumah Makan Melayu, and Air Balang Zea SME, located on Jl. Jend. Sudirman at Simpang 3 Lapangan Tugu.

1.6 Writing System

The writing system in this project is carried out for **POLBENG BUSINESS EXPO CHAPTER II (Case Study on Nii_Kutchen Bakery and Air Balang Zea MSMEs)**, as follows :

CHAPTER I : INTRODUCTION

In this chapter, the author explains the background of the problem, project identification, project objectives and benefits, place and time of project implementation, and systematic project writing.

CHAPTER II : LITERATURE REVIEW

In this chapter, the author outlines theories relevant to the general theoretical basis of the project, the theoretical basis and the specific framework of the project.

CHAPTER III: METHODS AND ACCOMPLISHMENT PROCESS

In this chapter, the author will describe the methods and processes for completing the project, project preparation plan, project implementation plan, project completion plan, project reporting plan, schedule and cost estimates, and project reporting cost estimates

CHAPTER IV: RESULTS AND DISCUSSION

In this chapter, the author will describe the project activity profile and project activity implementation report which includes project preparation, project implementation, project completion, project reporting, and project activity implementation financial report.

CHAPTER V : CONCLUSION AND SUGGESTIONS

This chapter contains a summary of the results of the writing in the previous chapters which are outlined in the conclusion section as well as suggestions for improvement in the writing.