

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Polbeng Business Expo Chapter II is a continuation of the Polbeng Business Expo Chapter 1 event which was successfully held by class of 2024 students last October. Considering the success of the event, we plan to continue this activity by presenting a bigger and more interesting concept. This Expo will have a global focus, especially in the culinary and events sector, with various activities being developed further and adapted to the input and suggestions received at previous events. We hope that, by involving various innovations and improvements, Polbeng Business Expo Chapter 2 can provide a better experience, expand the network, and open up new opportunities for the participants and visitors involved.

Culinary exhibitions are important to introduce the diversity of culinary culture and its role in maintaining cultural identity. The Culinary Expo is expected to have a positive impact and expand the range of culinary products, by involving business people from various sectors.

The culinary business has become a rapidly growing economic sector, driven by factors like lifestyle changes, social media, awareness of healthy eating, and culinary tourism. Technology also expands access to diverse food experiences. Beyond food, the industry showcases local culture, boosting the economy and regional development. Globally, it promotes cultural exchange, tolerance, and respect.

Polbeng Expo is an exhibition organized by Polbeng students of the class of 2024 at the Polbeng campus. In 2025, this event will be continued under the name Polbeng Expo Chapter II by the next batch of students. Polbeng Expo was held to provide opportunities for students to display their creativity, innovation, and work, as well as to strengthen the relationship between students, lecturers, and the community. In addition, this event aims to introduce study programs and career opportunities, as well as support student skill development in various fields.

Polbeng Expo also presents various events, including Fashion Show, and provides tenants with a variety of food and beverage options.

The author is interested in taking on MSME because, the Salad Zayan tenant recommends taking tenants from Expo 2024. Meanwhile, for Doyan Jajan tenants, I don't have any other tenant options available. Based on the background that has been described, the author is interested in conducting a study entitled: **“Polbeng Business Expo Chapter II as a Liaison Officer and Business Consultant (On Tenant Doyan Jajan and Salad Zayan)”**.

1.2 Identification of the Project

Based on the background above, the problem formulation that the author will raise is:

1. How to conduct a Polbeng business expo chapter II and make the event a success?
2. How to run the MSMEs Doyan Jajan and Salad Zayan operational activities?

1.3 Purpose of the Project

1.3.1 General Purpose

The Effect of Digital Promotion on Purchase Intention of MSME Doyan jajan and Salad zayan Products at Expo

1.3.2 Specific Purpose

The special purpose of the project are:

1. To create profile Polbeng Business Expo
2. To create profile of Doyan Jajan and Salad Zayan business.
3. To create a product 30 catalog from Doyan Jajan and Salad Zayan business.
4. To create a 30 digital marketing video of Doyan Jajan and Salad Zayan Business.
5. To create a simple financial report of the Doyan Jajan and Salad Zayan business.
6. Identify obstacles and solutions during project implementation.

1.4 Significance of the Project

Every activity is expected to provide benefits, while the benefits of the final project “**Polbeng Business Expo Chapter II Liaison Officer and Marketing** (Tenant *Doyan Jajan and Salad Zayan*)” are as Follows:

1. Benefits for Entrepreneurs

From this project, it can help develop the profile of Doyan jajan and Salad Zayan business to be more recognized by the public, and also make financial reports as a reference for capital references for the owner.

2. For Authors

The results of this project are additional knowledge in applying theoretical knowledge obtained during practical lectures specifically in the field of entrepreneurship and knowing the factors that lead to success in entrepreneurship or managing an event.

3. For Universities

It is hoped that the results of this project can be used as an additional reference for further research on the same topic.

1.5 Time and Place of Project Implementation

The Polbeng Business Expo Chapter II took place over three days during the sixth semester, in accordance with the academic schedule. The preparation lasted for three months to ensure proper planning and coordination. The event was held at the Bengkalis State Polytechnic campus, whose strategic location and facilities helped ensure the success of the event and created a positive impact on all participants.

1.6 Writing System

Systematics of writing the project Polbeng Business Expo (Case Study on MSME Doyan jajan and salad zayan) is as follows:

CHAPTER I: INTRODUCTION

This chapter presents the general overview of the project, including the background, problem identification, objectives, and the expected benefits. It also provides information about the time and location of the project implementation. At the end of the chapter, the organization of the report is described to help readers understand the overall structure and flow of the discussion.

CHAPTER II: LITERATURE REVIEW

This chapter discusses the theoretical foundations related to the project. It begins with a review of previous studies, followed by general and specific theories that are relevant to the project topic. These theories serve as a reference to support the project implementation and analysis in achieving the intended objectives.

CHAPTER III: METHOD AND ACCOMPLISHMENT PROCESS

This chapter explains the method used in the project implementation, which includes the preparation, implementation, completion, and reporting stages. Each stage is described systematically, including the activity plan, implementation strategy, schedule, and reporting process to provide a clear understanding of the project procedures.

CHAPTER IV: RESULT AND DISCUSSION

This chapter presents the results of the project and the related discussion. It includes the business or project profile, preparation activities, implementation process, and the achieved outcomes. In addition, financial reports and an evaluation of the project implementation are provided to give a comprehensive overview of the project performance.

CHAPTER V: CONCLUSIONS AND SUGGESTIONS

This chapter presents the conclusions based on the results and discussion described in the previous chapters. It also provides suggestions and recommendations that are expected to support improvement and development for similar projects in the future.