

CHAPTER I

INTRODUCTION

1.1 Background of the Project

The MSMEs expo business at Bengkalis State Polytechnic aims to empower small businesses and provide practical experience for students. In this activity, students are directly involved in helping MSMEs improve their ability to manage businesses, such as branding and product marketing. In addition, this expo is also a place to promote local products to the public, so that MSMEs can be better recognized and get better sales opportunities. This activity is very useful because it allows us to apply the knowledge learned in class into real practice, while building networks with business people and potential customers. This activity is expected to help the community to better understand and appreciate the products in Bengkalis, thus increasing public awareness and support for MSMEs in Bengkalis.

MSMEs (Micro, Small and Medium Enterprises) in expo activities refer to the participation of small businesses in exhibitions or events designed to promote their products and services to a wide audience. Expo activities provide opportunities for MSMEs to expand their network, introduce superior products, attract new customers, and build brand image. Through expos, MSMEs can also establish partnerships with other businesses, improve competitiveness, and take advantage of direct and digital marketing opportunities.

MSMEs have a strategic role in the economy, especially as the main driver of the local and national economy. First, MSMEs create extensive employment opportunities, thereby helping to reduce unemployment. Second, MSMEs contribute significantly to GDP through economic activities spread across various sectors. Third, MSMEs strengthen the inclusive economic sector by engaging people from various backgrounds in entrepreneurship. In addition, MSMEs are often local innovators, offering unique products and services based on local wisdom. In situations

of economic crisis, MSMEs also tend to be more resilient and adaptive, thus becoming the backbone of economic recovery.

Siti Sahara et.al.(2024) in today's digital era, MSMEs are utilizing digital platform as the main marketing strategy to make their products more widely recognized by consumers. Digitalization not only supports promotion, but also simplifies the transaction process, such as using the QRIS payment system, and increases operational efficiency through more structured data management. The Polbeng Business Expo Chapter II activity is one of the real steps in encouraging MSMEs players to adapt to the digital era. Through the business digitization process implemented in this event, MSMEs can learn to optimize technology to expand markets, improve service quality, and compete competitively in an increasingly dynamic market.

Entrepreneurs can greatly benefit from digital marketing because it allows direct rapid business growth at a lower cost Ratten (2020) in Montoya, et al (2024). In addition, the analysis of social networks allows to discover clients' needs by creating new services or adapting existing ones. In new ventures, maximum performance must be achieved if the aim is to correctly grow (Bala & Verma, 2018 in Jamshed 2022). Another advantage of digital marketing for entrepreneurs is that it allows scalable growth (Mohammad, 2022). As a business grows, it can increase its digital marketing efforts and reach an ever widening audience without incurring significant costs.

Through digital marketing, companies can reach audiences with a high degree of segmentation and interest in the services or products they offer. Besides, digital marketing can meet marketing objectives with a lower budget than other advertising types, which allows access to new markets at a lower cost Wegner, et al., (2023) In Raul Tarazona Montoya, et al (2024).

Kue Pancong Lumer is a modern innovation of traditional Indonesian cake originating from Jakarta. Traditional Pancong Cake is a Betawi snack made from a mixture of rice flour, grated coconut, and coconut milk,

usually cooked in a special mold and served with sugar sprinkled on top. However, the Kue Pancong Lumer MSME brings a modern touch that is increasingly popular in various walks of life, especially in the digital era.

Kue Pancong Lumer was established in 2021 by Wahyuni who has a vision of combining traditional flavors with modern innovations. Wahyuni, who was initially advised by her sister-in-law, became interested in learning to make dough for 6 months. By using high quality local ingredients and production techniques that blend tradition with innovation, Kue Pancong Lumer succeeds in creating unique and delicious products.

Furthermore, for the other tenant, I chose Jumbo Iced Tea MSMES is also owned by Wahyuni. Over time, iced tea has become the most phenomenal drink among the public, especially students. Wahyuni built this business in 2022. Iced tea is the most refreshing drink today and the most practical drink to consume. The distinctive taste and aroma make iced tea a favorite drink of all circles.

Polbeng Business Expo is an annual event organized by the International Business Administration Study Program Batch 2022. This event usually aims to promote and showcase business products and innovations of students and lecturers of Politeknik Negeri Bengkalis. In addition, this exhibition also serves as a forum to introduce industry collaboration, visitors, and MSME participant.

Seeing the potential of traditional culinary market that has not been maximized, the authors follow this activity to meet these needs. The project with the theme is “The Analysis of Digital Marketing on Kue Pancong Lumer And Jumbo Iced Tea MSMES At Polbeng Business Expo Chapter II” is expected to expand its market reach, introduce its products to a wider audience, and increase sales.

1.2 Identification of the Project

The following is the formulation of the problem raised by the author:

1. How to implement Polbeng Business Expo Chapter II so that it runs smoothly and successfully?
2. How to recognize digital marketing in Kue Pancong Lumer And Jumbo Iced Tea MSMES at Polbeng Business Expo Chapter II?

1.3 Purpose of the Project

1.3.1 General Purpose

The project is designed to give students the opportunity to put into practice the business knowledge and skills they have learned. They are trained to manage a business, understand market dynamics, and interact with customers and business partners. Thus, graduates are expected to be not only ready to enter the workforce, but also able to create jobs through entrepreneurship.

1. Organizing Polbeng Business Expo Chapter II activities well and smoothly.
2. Implementation of digital marketing in Kue Pancong Lumer And Jumbo Iced Tea MSMES at Polbeng Business Expo Chapter II?

1.3.2 Specific Purpose

The specific objectives of this project are: namely the planning and implementation of the “The Analysis of Digital Marketing on Kue Pancong Lumer and Jumbo Iced Tea MSMES at Polbeng Business Expo Chapter II”, as follows:

1. Polbeng Business Expo Profile Creating Business “The Analysis of Digital Marketing on Kue Pancong Lumer and Jumbo Iced Tea MSMES at Polbeng Business Expo Chapter II”.
2. Assist in making 30 promotional videos for Kue Pancong Lumer and Jumbo Iced Tea MSMEs.
3. Making 30 product catalogs for Kue Pancong Lumer and Jumbo Iced

Tea MSMES.

4. Posting promotional videos to social media for Kue Pancong Lumer and Jumbo Iced Tea MSMES.
5. Making QRIS for Kue Pancong Lumer and Jumbo Iced Tea MSMES.
6. Assisting in the preparation of financial reports and bookkeeping for MSMES. Pancong Lumer and Jumbo Iced Tea msmes.

1.4 Significance of the Project

Everything that is done must have a benefit, while the benefits of the final project “The Analysis of Digital Marketing on Kue Pancong Lumer And Jumbo Iced Tea MSMES At Polbeng Business Expo Chapter II” are as follow:

1. For Author

Practical experience in business projects involves planning, organizing and executing tasks well. In addition, character development such as recognizing personal values, developing empathy and managing emotions are also very important. Good writing skills are necessary for effective communication in business, and by trying different types of writing, we can improve our writing ability.

2. For Community

The project aims to benefit society by finding new, better and more efficient ways of doing business. By doing this, it is expected to help economic growth, create more jobs, and improve the quality of products and services available.

3. For other Parties

The project aims to provide better knowledge to other institutions and help MSME businesses become more creative and innovative in creating new products and services. By encouraging MSMEs to innovate, we can support local economic growth and create more jobs.

1.5 Time and Place of Project Implementation

1.5.1. Time of the Project

This expo activity was held in May 2025 for 3 days.

1.5.2. Place of the Project

The place of the project is around Bengkalis State Polytechnic, exactly around the Business Administration building.

1.6 Writing System

CHAPTER I: INTRODUCTION

In this chapter, the author explains the project background, project identification, project objectives, and project significance. The place and time of the project implementation and the systematics of writing the project report are outlined in the thesis.

CHAPTER II : LITERATURE REVIEW

In this chapter the author describes the theories that are relevant to the subject matter in the Final Project, namely explaining the application of job descriptions and job specifications from the Marketing and Operations divisions.

CHAPTER III : METHOD AND ACCOMPLISHMENTPROCESS

In this chapter, the author will explain the plan with the project implementation diagram, followed by the implementation plan, implementation process, and project implementation report. Then proceed with scheduling the estimated costs incurred to make the Expo a success.

CHAPTER IV : RESULTS AND DISCUSSION

In this chapter, the author will present a profile of project activities and a report on the implementation of project activities, which includes project preparation, project reporting, and financial reports on the implementation of project activities.

CHAPTER V : CONCLUSION AND SUGGESTION

This chapter contains a summary and results of the writing in the previous chapters, written in the conclusion section, as well as suggestions for site improvement.