

CHAPTER I BACKGROUND

1.1 Background of the Project

MSMEs are one of the engines driving the community's economy that makes an important contribution to the Indonesian economy. In addition, MSMEs are one type of business that is able to withstand economic crises such as those experienced by Indonesia (Kurniawan Raharjo ddk, 2022). In Indonesia, there are many Micro, Small and Medium Enterprises (MSMEs) that help the economy of the wider community. MSMEs are an important part of the economy because they make a significant contribution to economic growth. MSMEs have the potential to develop regions in Indonesia that have not been reached by large companies. By supporting the growth of MSMEs in these areas, it can create a balance of development between regions. MSMEs provide opportunities for the community to being dependent and develop their skills and knowledge in running a business. This can increase community independence and empowerment. With the strong growth of MSMEs, there will be more jobs available for the Indonesian population. MSMEs are usually owned and run by individuals or small groups with limited capital. They are engaged in various sectors, such as trade, services, creative industries, agriculture, and so on.

There are many types of MSMEs depending on your interests, skills and the surrounding market. In terms of business, for example, sewing businesses or clothing boutiques, beauty salons, grocery stores, including culinary businesses. Culinary businesses can include various types of businesses, such as food stalls, cafes, small restaurants, food outlets, or other culinary businesses. Usually this business offers food or drinks with a typical menu or certain specialties.

Politeknik Negeri Bengkalis is a campus located in Bengkalis Regency. This campus is located in Bathin Alam, Sungai Alam. Students of Politeknik Negeri Bengkalis, Department of Business Administration, International Business Administration study program organized the Polbeng Business Expo located at

the Polytechnic. Polbeng Business Expo is an exhibition event that aims to introduce, and promote various types of food and beverage types from various producers. In the context of this Expo, what is meant by tenants is

Exhibitors who rent space (stands) to promote and showcase their products or services to visitors. There are a wide variety of business ideas that vary from food to beverages. This event does not only have MSMEs but there will also be various competition activities for elementary, kindergarten and PAUD children such as fashion shows, painting, singing and several other competition activities. The purpose of the Polbeng Business Expo is to help MSMEs promote their products in their location and promote them through digital marketing.

The author is required to find one MSMEs to research and fill the Polbeng Business Expo stand. The author chose one of the MSMEs, namely "Jebew Noodles". Jebew noodles are MSMEs engaged in culinary. the price of Jebew noodles is very commensurate with its delicious taste. these predominantly spicy noodles are available in a variety of toppings such as chicken feet, sausages, eggs, meatballs, and Aci meatballs. This business was established in early 2023, and this business is located on Antara, Bengkalis.



Figure 1.1 Survey the Location of MSME
Source : Processed Data 2024

The reason the author chose "Jebew Noodles" is to promote their products to benefit from sales at the Polbeng Business Expo and another reason is that

Indonesians really like noodles. Noodles are one of the most popular foods in Indonesia and can be found in various variations throughout Indonesia. There are many types of noodles that are favored by Indonesians, such as fried noodles, chicken noodles, and many more including this Jebew Noodle. Noodles are also often used as a main dish or a delicious snack.

From the above background, it can be concluded that the success of this project not only helps the author, but also helps MSMEs to be better recognized by the Bengkalis community. With this, the author took the title "Polbeng Business Expo (Case Study on Jebew Noodle MSME)".

1.2 Identification of the Project

From the above background, the results of the identification of the Polbeng Business Expo (Case Study on MSME Jebew Noodle) are as follows:

1. How to make the Polbeng Business Expo event a success through Participation from MSME Jebew Noodle
2. How to carry out MSME Jebew Noodle Operational activities during the Polbeng Business Expo event

1.3 Purpose of the Project

1.3.1 General Purpose

The main objective in achieving the success of organizing Polbeng Business Expo activities.

1.3.2 Special Purposes

The special purpose of the project in the Polbeng Business Expo Jebew Noodle are as follow:

1. To creating Business Profile of Expo and Jebew Noodle MSME
2. Creating 30 Tenant Promotion Videos
3. Created 30 Tenant Catalogs
4. Post Marketing Promotion through Social Media
5. Creating Financial reports of Tenant

1.4 Significance of the Project

Everything that is done must have a benefit, while the benefits of the final project “Polbeng Business Expo (Case Study on Jebew Noodle MSME)” are as follows:

1. For Author

The result of this project are additional knowledge in applying theoretical knowledge obtained during practical lectures specially in the field of entrepreneurship or managing an event.

2. Benefits for MSME

From this project, it can help develop the profile of Jebew Noodle business to be more recognized for capital Reference for the owner.

3. For Other Parties

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

1.5 Time and Place of Project

Place and Time of the Expo as:

1. The Implementation Location is at the Bengkalis State Polytechnic Campus.
2. The Implementation Process took 3 months and the Expo will last 2 Days.

1.6 Writing System

The writing systematics of the final project “Polbeng Business Expo (Case Study on Jebew Noodle MSME)” is as follows:

CHAPTER I : INTRODUCTION

In this chapter the author describes the Background of the Project, Identification of the Project, Purpose of the Project, Significance of the Project, Time and Place of Project, and Writing System.

CHAPTER II : LITERATURE REVIEW

In this chapter, the author describes the theory needed to strengthen the reasons for making the project and the design of the project to be discussed, namely previous research and theoretical

basis.

CHAPTER III : METHODS AND ACCOMPLISHMENT PROCESS

In this chapter the author describes the Project Preparation, Project Implementation Plan, Project Accomplishment Plan, and Schedule and Budget of the Project.

CHAPTER IV : RESULT AND DISCUSSION

This chapter will explain the business profile, project implementation reports, namely: project preparation, project implementation, project completion and financial reports.

CHAPTER V : CONCLUSIONS AND SUGGESTIONS

This chapter will explain the conclusions and recommendations of the project implementation results in the previous chapters.