

# CHAPTER I

## INTRODUCTION

### 1.1. Background of the project

Micro, Small and Medium Enterprises (MSMEs) are productive businesses owned by individuals or business entities that meet the criteria for being a micro enterprise. MSMEs are also one of the business sectors that support the economy in Indonesia. MSMEs exist because of limited capital, limited production capacity, and limited sales. However, MSMEs still play an important and strategic role. MSMEs in Indonesia were tested by the emergence of the Covid 19 pandemic among Indonesian society which had a major impact on the drastic decline in the MSME economy, because the government implemented Stay at home. This results in delays in production and sales. From this case it can be concluded that, MSMEs have proven to survive the economic crisis of 1998 and 2020. As a developing country, currently Indonesia must pay attention to the existence of MSMEs, because with the presence of support and support from the government, these MSMEs can develop further and be more competitive with other actors. other economies (Sarfiah, 2019 in Nabila, Farah 2024).

Because MSMEs are new job opportunities to reduce unemployment, the creation of new work units that use new workers, which will increase people's income. so that it will indirectly increase economic growth in Indonesia. Bank Indonesia (BI) in 2009 explained that there are three indicators that show the important role of MSMEs in the Indonesian economy, namely:

1. The number of industries is large and exists in every economic sector,
2. Has a great ability to absorb labor,
3. Contributes large income to national income.

It can be interpreted that MSMEs are able to help absorb a lot of labor and increase the nation's GDP.

Siomay is a typical West Java food, especially in the city of Bandung. Siomay is made from tapioca flour mixed with shrimp, mackerel and chicken. Then steamed and served with peanut sauce. Not only that, dumplings have additional ingredients,

namely; Eggs, cabbage or Chinese cabbage, bitter melon, fried tofu, potatoes and fried dumplings. Siomay Pakde is one of the MSMEs in Bengkalis, precisely on Jalan Pramuka in front of Rumah Sekre. This umkm has been established 11 years ago, according to the umkm owner, sales have increased in the past few years. This Umkm not only sells dumplings but also sells fish brains. Many students buy this MSME product because it is a relatively cheap substitute for rice as a carbon hydrate.



**Figure 1. 1 Product Documentation from MSMEs**  
*Source: Siomay Pak'dee*

By holding Expo activities organized by Bengkalis State Polytechnic students, majoring in International Business Administration and attended by several MSMEs in Bengkalis, it is hoped that MSMEs in Bengkalis can improve in terms of product quality and increase their business opportunities. All Expo activities will be documented in the form of photos and videos while aiming to promote the expo activities and SMEs. This activity is an appreciation for students and MSMEs in Bengkalis in introducing products from MSMEs in Bengkalis. So from the above understanding the author created the research title for this project with the title "**Polbeng Business Expo Culinary Business and MSMEs: *Siomay Pak'dee case study***". With the hope of creating promotions and improving the products of these MSMEs.

## **1.2. Identify the project**

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

1. How are the Polbeng business Expo activities carried out?
2. How do MSMEs operate?

## **1.3. Project Objectives**

### **1.3.1. The main purpose**

An opportunity for MSMEs to showcase the latest products, services and innovations to the public. This can help in expanding market reach, attracting new customers, and increasing brand awareness.

### **1.3.2. Special purpose**

There are several specific objectives of this activity:

1. Promotional strategy for the development of MSME dumplings through promotional strategies for the development of MSME dumplings through digital marketing media (Social Media),
2. Create a business profile for Siomay Pak'dee,
3. Create a product catalog from Pak'dee's dumpling business,
4. Make financial reports siomay Pak'dee,
5. Making booth designs.
6. Make customer satisfaction

## **1.4. Project Benefits**

### **1.4.1 MSMEs**

The benefit of this activity for MSMEs is to market products more widely, resulting in increased MSME profits.

### **1.4.2. Writer**

The benefits of this activity for writers are to further build writer management soft skills, apply writing knowledge, and fulfill assessment characteristics.

### **1.4.3 Society**

This activity is entertainment for the community, for elementary school or kindergarten children, this activity is useful for training their self-confidence in front of many people and indirectly implementing English language education from an early age.

### **1.5. Place and Time of Project Implementation**

This activity will be carried out in October 2024, over a period of 2 days at Bengkalis State Polytechnic. A total of 54 MSMEs will contribute to the event, and competitions will be held for early childhood and elementary school level children.

### **1.6. Systematic Writing**

In order for the writing of this final project report to be neatly structured, systematic report writing is needed. The systematics of writing **the Polbeng Business Expo Culinary Business and MSMEs** project report : *Siomay Pakde* Bengkalis case study is as follows:

#### **CHAPTER 1: INTRODUCTION**

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

#### **CHAPTER 2: LIBRARY REVIEW**

In this section the author will explain the profile of MSMEs, the results of preparation, implementation, completion and reporting of projects. This will be proven by documentation in the form of photos.

#### **CHAPTER 3: PROJECT COMPLETION METHODS AND PROCESSES**

This chapter describes the project preparation plan, thesis project implementation plan, project completion plan, and project reporting plan which consists of reports on the implementation of project activities.

#### **CHAPTER 4 : RESULTS AND DISCUSSION**

This chapter describes the profile of MSMEs, business history, date of establishment, date of establishment, address, business owner and reports on project results and discussions consisting of project preparation, project implementation, project completion, project reporting and financial reporting on the implementation of project activities.

#### **CHAPTER 5 : CONCLUSION**

This chapter contains a summary of the final project results in the previous chapters written in a conclusion, as well as suggestions as recommendations for improvements at the project site.