

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Polbeng Business Expo is an activity organized by students of the International Business Administration Study Program as part of their final project. This activity is a form of real application of business theories that have been learned during lectures, as well as a place to demonstrate students' abilities in managing various aspects of business directly. This Expo is designed to provide a platform for students to showcase the work and innovations they have developed during their studies, so that they can get direct feedback from visitors and other participants.

Polbeng Business Expo offers a diversity and wealth of interesting business ideas and several vendors that will decorate the polbeng business expo event. Each tenant displays different products or services, ranging from food and beverages. This diversity not only provides an interesting variety for visitors, but also creates a competitive and dynamic environment for students. Students are also required to be able to attract visitors' attention, compete healthily, and develop effective marketing strategies for their businesses.

Through the Polbeng Business Expo, students learn the importance of collaboration, teamwork, and coordination between parties for the success of the event. They also gain valuable experience in facing and solving problems, making this expo not just an academic task, but also a learning experience that prepares them for the business world.

Overall, Polbeng Business Expo aims to develop students' business skills, increase interaction with the community, and inspire the younger generation to become entrepreneurs. This activity is a real contribution in encouraging economic growth through innovation, with the hope of giving birth to creative, innovative entrepreneurs who are ready to face global challenges.

The tenant brought to the Polbeng Business Expo event was MSME Susu Buaya because the MSME met the criteria, namely at least 1 year of existence,

and MSME Susu Buaya had met these criteria so that it could become one of the tenants at the Polbeng Business Expo.

The reason for choosing Susu Buaya MSMEs is that this product is unique and has great potential to be developed as an innovative healthy beverage alternative. Susu Buaya is known to be rich in nutrients and has health benefits, so it can be a special attraction for consumers who are looking for natural and beneficial products. In addition, choosing this MSME also supports the development of local businesses that contribute to regional economic growth and open up promising new market opportunities.

Susu Buaya Drink is a contemporary drink innovation that uses pasteurized whole milk as its main ingredient. The combination of the properties of pasteurized milk makes this drink interesting. Its unique taste and texture also adds to the appeal for consumers looking for a new experience in enjoying healthy drinks. They provide various flavors such as chocolate, strawberry, taro, macha, corn, red velvet and others, with prices ranging from IDR 13,000 - IDR 18,000.

Pasteurized whole milk is fresh milk that has gone through a pasteurization process to kill harmful bacteria and extend its shelf life. The pasteurization process is usually done by heating milk at 63-65 degrees Celsius for 30 minutes, or 72-75 degrees Celsius for 15 seconds.

Milk is one of the most important food ingredients in human life and is a source of animal protein that contains very high nutritional value. Many people like to consume milk, especially fresh milk from dairy cows. Fresh milk from dairy cows contains complete and high nutrition. The nutritional content of milk consists of protein, fat, vitamins, and minerals that are useful for human health. So that currently there are many MSMEs that serve various milk mushrooming everywhere.

Polbeng Business Expo aims to be a strategic hub that opens access for MSMEs to wider market opportunities and resources. As an intermediary, the expo facilitates communication and collaboration between participating MSMEs and potential partners or stakeholders. This role is realized through the organization of networking events, efficient logistics management, and support for

MSMEs to present their products optimally. By building these connections, the expo not only provides visibility for MSMEs such as Susu Buaya, but also helps them reach new markets, improve business strategies, and drive sustainable growth.

In addition to its role as a liaison officer, the business consultant function plays a crucial role in guiding MSMEs to face the challenges of business development and digital marketing strategies. For Susu Buaya, the consultant will be tasked with conducting market analysis, identifying opportunities for product diversification, and providing specific recommendations to optimize digital marketing strategies. By utilizing data from social media and consumer behavior, the consultant can help Susu Buaya improve its marketing strategy, strengthen its online presence, and drive increased sales.

The role of liaison officers in Polbeng Business Expo activities as a liaison for MSMEs to introduce opportunities and wider market sources will have a positive impact such as helping to introduce social media promotions to market their products more widely. If there is no assistance from the liaison officer, this will make MSMEs not interested in participating in these activities, and MSMEs will not get good benefits and opportunities from wider market sources.

Based on the background description above, the author is interested in holding an expo entitled **"POLBENG BUSINESS EXPO Case Study on the Liaison Officer and Business Consultant Role on MSME Susu Buaya"**.

1.2 Identification of the Project

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

1. How to make the Polbeng Business Expo event a success through participation from MSME Susu Buaya?
2. How to carry out MSME Susu Buaya operational activities during the Polbeng Business Expo event?

1.3 Purpose of the project

1.3.1 General Purpose

The main objective of this project is to organize and facilitate tenant of Susu Buaya MSME at Polbeng Business Expo.

1.3.2 Specific Purpose

The specific purpose of the project in the Polbeng Business Expo Susu Buaya are as follows:

1. To creating business profile of expo and Susu Buaya Tenant.
2. To creating 30 promotional video of Susu Buaya Tenant.
3. To creating 30 product catalog of Susu Buaya Tenant.
4. To post 30 marketing promotion of Susu Buaya through digital marketing (Social Media).
5. To creating financial report of Susu Buaya 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 the Liaison Officer and Business Consultant Role on MSME Susu Buaya**” are as follows :

1.4.1 For the Author

The benefits for the author can help improve public speaking and good communication skills. Then gain experience from the expo activities, and by participating in expo activities I can show my abilities and potential to others by building a positive self-image.

1.4.2 For The Entrepreneur

Expo activities provide opportunities for MSMEs to introduce their products and brands to a wider audience. By participating in expos, entrepreneurs can interact directly with consumers and get feedback on their products or services, which is very useful for quality improvement.

1.4.3 For the Other Parties

The benefits are to introduce MSMEs products and brands to the wider community. As well as allowing MSMEs to expand business networks such as meeting potential customers, distributors, investors, and other business partners. That way they can sell their products directly to consumers.

1.5 Time and Place of the Project Implementation

1.5.1 Time of Project Implementation

The implementation time of the Polbeng business expo will be held for 2 days, namely in the 9th lecture week, and for the project preparation process takes 3 months (August - October 2024).

1.5.2 Place of Project Implementation

The place of implementation at Politeknik Negeri Bengkalis Jalan Bhatin Alam, Sungai Alam village, Kec. Bengkalis precisely in the courtyard of the main building.

1.6 Writing System

Systematics of writing the project POLBENG BUSINESS EXPO Case Study on the Liaison Officer and Business Consultant Role on MSME Susu Buaya is as follows:

CHAPTER I : INTRODUCTION

Background describes the business profile and micro, small and medium enterprises. Explains the main and specific objectives of the expo activities as well as the benefits for entrepreneurs, students, and writers.

CHAPTER II : LITERATURE REVIEW

Literature Review explains the general and specific theoretical basis containing journal articles relevant to the final project, and also contains theories sourced from books or articles from the

last 10 years. A framework that contains the basic concepts underlying the research taken from the theory that has been referenced.

CHAPTER III : METHOD AND ACCOMPLISHMENT PROCESS

Methodology and Completion Process describes the project preparation plan, project implementation, steps to be taken to complete the project, puts forward the project reporting plan, contains the implementation schedule plan and project cost estimate, puts forward the detailed cost budget to be spent.

CHAPTER IV : RESULTS AND DISCUSSION

This chapter contains a profile of the product produced, the results of preparation, implementation, completion and project reports. Project results are made in the form of tables, graphs, photos/images or other forms so that it can be easier to follow the discussion description.

CHAPTER V : CONCLUSION AND SUGGESTION

Contains conclusions and suggestions from the project that has been carried out.

REFERENCES

APPENDICES

WRITER BIOGRAPHY