

CHAPTER I

INTRODUCTION

1.1 Background of the Project

An exhibition is an event where products are displayed for communication so that they can be appreciated by the wider community. Exhibitions can be called promotional activities carried out by producers. Often during exhibitions, booths are provided that contain televisions, monitors, or other promotional tools (Darlis, Tulloh, & Saleh, 2016 (Widia Wati et al., 2023)).

The nature of this type of exhibition,, such as promotional exhibitions, automotive exhibitions, art exhibitions, anothers must be understood as the basis all of events art exhibitions and others should be understood as the foundation of all events. All events r equire exhibiting. How to package the seminar into events that are not delivery/presentationon so that the presentation of data can be conveyed through animation, audio-visual technology multimedia and others. The things above are the exhibition side (Ibnu Novel Hafidz, 2007: 41-42 (Octaverina, Pritasari et,al.2021). Presentation products or services are carried out through passive demonstrations (displays) and active demonstrations (demos) in a number of booths (stand/booth) in an exhibition/event building (venue) for a certain period of ti me with the title and theme of the activity. A certain period of time with the title and theme of certain activities as well (Dwi Karsono 2016: 9 (Octaverina Petasari et al., 2021)).

Polbeng Business Expo was organized by Politeknik Negeri Bengkalis with various important objectives targeting MSMEs (Micro, Small and Medium Enterprises) in the Bengkalis region. The event aims to promote products and services from local MSMEs, providing a platform for them to showcase their work to the wider community. As such, the exhibition helps to increase the visibility and competitiveness of MSMEs in the local and regional market. The event strengthens the relationship between Politeknik Negeri Bengkalis and the business world, with the hope of creating collaborations in the form of mentoring, business development programs, or joint projects that are mutually beneficial.

MSMEs have a significant role in improving community welfare. Starting from income, the existence of MSMEs will certainly absorb more labor so that people's income will also be higher. In addition, high income can meet the needs of community households, such as increasing people's purchasing power (Prasetyo, 2008 (Atsna Himmatul Aliyah 2022)). If people's purchasing power has increased, it can help realize qualified facilities for people's lives. Therefore, the existence of MSMEs will make these indicators mutually sustainable, so that community welfare will be easier to achieve (Al Farisi et al., 2022). The existence of MSMEs will stabilize the Indonesian economy because MSMEs are able to live in the midst of large businesses and can increase productivity with more productive labor. In addition, MSMEs can also help large businesses, such as supplying raw materials, components, and other required materials to be processed by large businesses into products or goods that have high value (Widjaja et al., 2018 (Atsna Himmatul Aliyah 2022)).

Specifically, micro, small, and medium-sized enterprises (MSMEs) can be crucial actors in the journey toward sustainability because of their potential to spur employment generation and value creation (Koirala, 2019; Erik sicgcha et al., 2024).

The mini-martabak business has long been an integral part of the culinary panorama in various countries. Mini martabak, with various flavors and innovative creations, has become a highly sought-after food by the public. In the culinary world, mini martabak has long been one of the foods that dominate the tastes of many people, especially in Indonesia.

Martabak is a popular product in Indonesia, so many people are familiar with it. Martabak is declared one of Indonesia's culinary treasures because it is favored by almost all circles of society, and the business of making martabak is considered to never be quiet (Arum, 2015 (Raymond Biantoro 2021))

Through this project, Through this project, MSME players will gain knowledge on how to market products creatively to support the growth of MSMEs, such as by partnering with other complementary brands to reach a wider audience and holding joint promotions to increase brand awareness and sales.

It is hoped that through this project, MSMEs will gain access to financial resources, technical support, and business development assistance in order to grow and develop. The culinary business, particularly mini egg martabak, has a great opportunity to grow in Indonesia. Therefore, based on the background description above, the author is interested in creating a project with the title **“Polbeng Business Expo (Case Study Of *Martabak Telur Mini Bu En* MSME)?”**

1.2 Identification of the Project

Based on the background described above, the project identification that will be discussed in this project is how the implementation process is carried out. **“Polbeng Business Expo Case Study Of *Martabak Telur Mini Bu En* MSME?”**

1.3 Purpose of the Project

1.3.1 General Purposes

The general purpose to be achieved in this final project is to organize a business expo to increase the popularity and profitability of the martabak telur business in order to realize a project that is in accordance with the plan.

1.3.2 Spesific Purposes

The specific purpose of this project **“Polbeng Business Expo Case Study Of *Martabak Telur Mini Bu En* MSME** are as follows:

1. Preparing Tenant For Polbeng Business Expo
2. Creating concept of 30 promotion and catalogs of tenant
3. Post marketing promotion through social media
4. Creating financial reports of tenant
5. Creating Qris for Tenant

1.4 Siginificant of the Project

The significant of the project :

1. For Panelists

This thesis can be used as additional experience, insight, and guidelines in

completing this thesis final project, which is one of the International Business Administration courses. Apart from that, to find out and solve problems related to projects that are useful as a way to implement the knowledge that has been obtained

2. Students

This thesis can be used to increase student creativity in the business world. This project can provide inspiration and motivation for students to continue learning and developing their creativity to face future challenges, especially in the industrial era.

3. For Other Parties

This project is expected to provide more knowledge for other institutions. Because it encourages MSMEs businesses to be more creative and innovative in creating new technology-based products and services. This can spur local economic growth and create new jobs.

1.5 Time and Place of Project Implementation.

1.5.1 Time of Project Implementation.

This project will be implemented for 2 days in the 9th week of odd semester 2024 and for the project preparation process takes 3 months (august-october,2024).

1.5.2 Place of the Project Implementation.

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

1.6 Writing Syystematics

The writing system project are:

CHAPTER 1: INTRODUCTION

In this chapter, the author explains the project background, project identification, project objectives, and benefits. The place and time of the project and the systematic writing of the project report are described in the thesis.

CHAPTER 2: LITERATURE REVIEW

Take references from books or journals as a complement or booster for the project being implemented.

CHAPTER 3: METHODS AND ACCOMPLISHMENT PROCESS

In this chapter, the author will explain the plan with the project diagram, then proceed with the execution plan and execution process, the report of the plan of execution and project execution. Then proceed to the schedule and cost estimates issued during the project period, up to the estimate of the cost of the undergraduate thesis.

CHAPTER 4 : RESULT AND DISCUSSION

In this chapter, the author will present the project activity profile and project activity implementation report, which include project preparation, project reporting, and the project activity implementation financial report.

CHAPTER 5 : CONCLUSIONS AND RECOMMENDATIONS

This chapter contains a summary and the results of writing in the previous chapters as outlined in the conclusion section, as well as suggestions for improving the style of writing.