

# **POLBENG BUSINESS EXPO (CASE STUDY ON MSME GEROBAK KOREAN)**

Student Name : Siti Mardiana  
Nim : 5404211368  
Supervisor : Hutomo Atman Maulana S.Pd.,M.Si  
Student Institute : State Polytechnic of Bengkalis

## **ABSTRACT**

This thesis is entitled Polbeng Business Expo (Case Study on MSME Gerobak Korean), a project that aims to promote MSME products through a business expo. This project uses Gerobak Korean as a case study to describe the preparation process, implementation, and results of expo activities. As an MSME engaged in the culinary field, Gerobak Korean offers a variety of Korean specialties with a wide selection of sauces and cooking methods. In this project, the author is responsible for financial management, making promotional media, compiling catalogs, and documenting activities before and during the expo. The results of this project include increased product visibility through digital promotion, catalog creation and promotional videos, and QRIS implementation for digital transactions. This expo successfully increased the visibility of Gerobak Korean through effective digital promotion and the provision of supporting media such as catalogs and visual documentation.

**Keywords** : Expo, MSME, Digital Promotion, Catalog, Financial Statement, QRIS