

POLBENG BUSINESS EXPO

(CASE STUDY ON MSME KUE PANCONG LUMER)

Student Name : Annisa Putri
Nim : 5404211360
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 Kue Pancong Lumer), a project that aims to promote MSME products through a business expo. This project uses Kue Pancong Lumer as a case study to describe the preparation process, implementation, and results of expo activities. As an MSME engaged in the culinary field, Kue Pancong Lumer offers a traditional cake with modern taste. In this project, the author is responsible for financial management, making promotional media, compiling catalog, 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 Kue Pancong Lumer 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*