

PROJECT IMPLEMENTATION FACILITATING WARUNG SATE WAK DUN KHAS MALAYSIA AT POLBENG BUSINESS EXPO

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ABSTRACT

Polbeng Business Expo is an event in which there are MSME exhibitions and art events organized by International Business Administration students class of 2021 at Bengkalis State Polytechnic. The main objective of this project is to increase the recognition of MSME products through digital promotion strategies, the implementation of a QRIS-based payment system, and the provision of promotional materials such as videos, catalogs, and financial reports. The results showed that this activity succeeded in increasing MSME profits up to two times compared to normal days, strengthening campus branding, and making a significant contribution in empowering local MSMEs. This activity also builds strong relationships between business actors, students, and the surrounding community through strategic collaboration and marketing creativity.

Keywords : Campus Branding, Digital Promotion Strategy, Local MSME Empowermen, Polbeng Business Expo, QRIS Implementation