

POLBENG BUSINESS EXPO

Case Study on the Liaison Officer and Business Consultant Role on MSME *Cakelandia*

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ABSTARCT

This research aims to support MSMEs, especially Cakelandia, through the Polbeng Business Expo by optimizing digital marketing strategies, creating business profiles, product catalogs, promotional videos, and implementing QRIS payment methods. The Expo is also designed to expand the exposure of MSMEs to wider market opportunities and increase public awareness of local products. This project uses 3 methods namely project preparation, project implementation and project accomplishment. The results of the project show that the role of the Liaison Officer is effective in bridging the relationship between MSMEs and potential markets, while the Business Consultant provides strategic guidance related to digital marketing and operations. Cakelandia gained significant benefits, including increased product visibility through social media, transaction efficiency through QRIS, and a better understanding of financial management through structured financial reports. Polbeng Business Expo has successfully become an effective platform to support the growth of MSMEs through innovative and strategic approaches. The project not only positively impacted MSMEs, but also created beneficial collaboration opportunities between businesses and the community. As a suggestion, further development on digital marketing and expansion of MSME participation in future expos is expected to increase the positive impact of this event.

Keywords : Business Consultant, Community Collaboration, Digital Marketing, Financial Management, Liaison Officer, MSMEs, Polbeng Business Expo, Product Visibility, QRIS Payment.