

“POLBENG BUSINESS EXPO”

(Case Study On The Liaison Officer And Business Consultant Role On Msme : Raja Alpukat Kocok)

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ABSTRACT

Polbeng Business Expo is an activity organized by students of the International Business Administration Study Program as part of their final project. This project aims to introduce the Bengkalis state polytechnic campus to the wider community and expand culinary tourism in Bengkalis. This research focuses on the role of the Liaison Officer (LO) and Business Consultant in supporting the operations of Raja Alpukat Kocok MSMEs. This study aims to evaluate the promotional strategies, financial management, and operations of MSMEs in the context of a business exhibition. The research method involved a descriptive approach with data obtained through direct observation, interviews, and documentation. The results showed that the role of Los was very important in bridging communication between MSMEs and event organisers. The digital marketing strategies applied, such as the creation of business profiles, product catalogues, promotional videos, and the implementation of the QRIS payment system, proved effective in increasing the visibility and competitiveness of MSMEs in the market. This expo provided students with practical experience in business management and made a real contribution to the development of MSMEs in Bengkalis.

Keywords: Polbeng Business Expo, Liaison Officer, MSME, promotion strategy, digital marketing.