

**POLBENG BUSINESS EXPO
(CASE STUDY OF BENGKALIS VIRAL ICE TEA MSME)**

Student Name : SISKI VITRIA

Registration Number : 5404211359

Advisor : Adrian Irnanda Pratama S.Sos.,M.BA

Student Institut : State Polytechnic of Bengkalis

ABSTRACT

This project aims to empower Micro, Small, and Medium Enterprises (MSMEs) through digital marketing strategies in the framework of Polbeng Business Expo 2024, with the theme “Realizing Dreams, Building the Country Towards Golden Indonesia, Synergy of Higher Education, Industry, and MSMEs in Realizing the Creative Economy”. The event provides a platform for MSMEs to increase product visibility through social media such as Instagram, Facebook, WhatsApp, and TikTok. The success of the event relies heavily on careful planning, extra attention at every stage, as well as the involvement of sponsors who can provide benefits to the community and participants. Effective information dissemination through social media also proved to expand the reach of the promotion to various regions, while the timely attendance of participants was an important factor for the smooth running of the event. This project made a significant contribution to the development of MSMEs by utilizing digital marketing and provided insight into the challenges and solutions in the implementation of digital marketing for MSMEs.

Keywords: Polbeng Business Expo 2024, MSME, Digital Marketing, Promotion, Innovation