

POLBENG BUSINESS EXPO (CASE STUDY ON NASI COKOT)

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ABSTRACT

Polbeng Business Expo was designed to enhance the development of local MSME through strategic collaboration between universities, industries, and business actors. The case study of Nasi Cokot MSME highlights innovative promotional strategies, including the creation of digital catalog, marketing videos, and the utilization of social media platforms. The primary objective was to optimize digital marketing and increase brand visibility through partnerships with sponsors and donors. Key stages included conducting location surveys, designing digital promotional materials, implementing QRIS for digital transactions, and evaluating post-event performance. This initiative resulted in a significant increase in MSME visibility and operational capacity, as well as broader promotion of local culinary products. These findings demonstrate the effectiveness of structured planning and implementation in strengthening MSME competitiveness within the digital economy.

Keywords: Polbeng Business Expo, Nasi Cokot, MSME empowerment, digital marketing, QRIS, local culinary promotion