

POLBENG BUSINESS EXPO

Case Study on the Liasion Officer and Business Consultant Role on MSME: *Waroeng Roti & Kue AK*

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ABSTRACT

Polbeng Business Expo is an activity that aims to promote Micro, Small and Medium Enterprises (MSMEs) products in Bengkalis through the application of digital marketing strategies. This project focuses on the role of Liaison Officers and Business Consultants to Waroeng Roti & Kue AK MSMEs. Through this expo, MSMEs are expected to increase their online visibility, attract potential customers, and build a positive brand image. Activities carried out include digital marketing training, making MSME profiles in video and written formats, making product catalogues, promotional videos, QRIS, and financial reports. With this activity, MSME players can understand the importance of digital transformation to compete in the era of industry 4.0 and society 5.0. This expo also provides insight and experience to students and the community in creating business opportunities and employment to support economic growth.

Keywords: Expo MSMEs, digital marketing, Liaison Officer, business consultant, Waroeng Roti & Kue AK, Bengkalis, digital transformation.