

POLBENG BUSINESS EXPO

Case Study on MSME Donat Aisy

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ABSTARCT

Polbeng Business Expo aims to support MSMEs, especially Donat Aisy, by improving digital marketing strategies, compiling business profiles, product catalogs, promotional videos, and implementing QRIS as a payment method. The project was implemented in three stages: preparation, implementation, accomplishment and reporting, with the aim of expanding MSME market opportunities and increasing public awareness of local products. Donat Aisy benefited from increased product visibility through social media, ease of transactions with QRIS, and better financial management. Polbeng Business Expo has proven to be an effective platform to support the growth of MSMEs and encourage collaboration between businesses and the community. It is hoped that in the future MSME participation will be further expanded and digital marketing will be further improved for maximum results.

Keywords : Polbeng Business Expo, MSMEs, Aisy Donuts, digital marketing, QRIS