

POLBENG BUSINESS EXPO
(Case Study on the Liaison Officer and Business Consultant Role
on Corndog Ricky MSME)

Name of Student : Riana Citra
Registration Number : 5404211440
Advisor Lecturer : Yanisha Dwi Astri, S. S., M. Hum

ABSTRACT

This thesis explores the role of Liaison Officer and Business Consultant in the success of the Polbeng Business Expo, focusing on Corndog Ricky, a micro, small, and medium enterprise (MSME) in the culinary sector. The study examines how the expo serves as a platform to enhance MSME visibility, competitiveness, and financial management through strategic interventions. The Liaison Officer connects Corndog Ricky with business opportunities, including potential investors and partners, ensuring effective communication. As a Business Consultant, the focus is on improving operations, marketing strategies, and financial reporting. Key initiatives include developing a business profile, product catalog, digital marketing via social media, and integrating QRIS digital payments. The results demonstrate significant improvements in Corndog Ricky market presence and operational efficiency. This study highlights the impact of targeted support during business expos in fostering MSME growth, offering insights for future programs aimed at empowering small enterprises.

Keywords: Polbeng Business Expo, MSME, Digital Marketing, Liaison Officer, Business Consultant.