

POLBENG BUSINESS EXPO

(CASE STUDY ON MSME LOKLOK SEAFOOD)

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ABSTRACT

Polbeng Business Expo is organized by International Business Administration students of Politeknik Negeri Bengkalis, aiming to empower and support Micro, Small and Medium Enterprises (MSMEs) through structured marketing and business development strategies. This thesis focuses on Loklok Seafood, a culinary MSME selling seafood-type foods, as a case study to explore innovative approaches to promoting and managing small businesses. Activities undertaken include the creation of promotional videos and catalogs, the implementation of digital marketing strategies through social media, as well as the development of financial reports and QRIS for tenants. The objectives of the project were to increase community awareness, support the growth of MSMEs, and provide practical learning opportunities for students in terms of event management and marketing. The project results showed significant benefits for Loklok Seafood, including increased market visibility, better customer engagement, and more efficient financial operations. The expo was able to attract many people to visit the bengkalis state polytechnic campus. The expo also provided valuable practical experience for students in event management, marketing and entrepreneurship. This study demonstrates the potential for collaboration between academia and the community in driving MSME growth and contributing to regional economic development.

Keywords: Polbeng Business Expo, MSMEs, Loklok Seafood, Digital Marketing, QRIS, Event Management, Entrepreneurship, Economic Development.