

PROJECT IMPLEMENTATION FACILITATING LECCATA CAFFE AND RESTO AT POLBENG BUSINESS EXPO

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ABSTARCT

This research aims to support MSMEs, especially Leccata Caffe and Resto through Polbeng Business Expo by optimizing digital marketing strategies, creating business profiles, product catalogs, promotional videos. The Expo is also designed to expand the exposure of MSMEs to wider market opportunities and increase public awareness of local products. This project utilizes 3 methods namely project preparation, project implementation and project accomplishment. As a result of this project, Leccata Caffe and Resto gained significant benefits, including increased product visibility through social media, and a better understanding of financial management through structured financial reports. Polbeng Business Expo has successfully become an effective platform to support the growth of MSMEs through an innovative and strategic approach. The project has not only had a positive impact on MSMEs, but also created opportunities for fruitful collaboration between businesses and the community. As a suggestion, further development of digital marketing and expansion of MSME participation in future exhibitions are expected to increase the positive impact of this event.

Keywords: MSMEs, Polbeng Business Expo, digital marketing, QRIS payment, product visibility, financial management, community collaboration, MSME growth.