

ABSTRACT

POLBENG BUSINESS EXPO (CASE STUDY ON CAKEALAMANJA MSME IN BENGKALIS)

Student Name : HANDINI ARIFIANI

Registration Number : 5404211376

Advisor : Armita Novriana Rambe, M.Hum

Student Institue : State Polytechnic of Bengkalis

ABSTRACT

This thesis is entitled Polbeng Business Expo (Case Study on MSME Cakealamanja in Bengkalis), a project that aims to promote MSME products through business publications. This project uses Cakealamanja as a case study to illustrate the planning, implementation, and results of the exhibition activities. As an MSME engaged in the home sector that offers a variety of home products such as donuts and Hanin Date Milk. In this project, the author deals with financial management, creating promotional materials, writing catalogs, and documenting activities before and after sales. The outcome of this project was to increase product visibility through digital marketing, create promotional videos and catalogs, and implement QRIS for digital transactions. The campaign successfully increased Cakealamanja visibility through effective digital promotion and the provision of educational products, including books and visual documents.

Keywords: Expo, MSME, Digital Promotion, Catalog, Financial Statement, QRIS