

POLBENG BUSINESS EXPO

(CASE STUDY FOR *PUDING SUTRA* MSME IN BENGKALIS)

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ABSTRACT

This project focuses on empowering Micro, Small, and Medium Enterprises (MSMEs) through the application of digital marketing strategies as part of the Polbeng Business Expo 2024. With the theme, “Realizing Dreams, Building the Nation Towards Golden Indonesia: Synergy of Higher Education, Industry, and MSMEs in Advancing the Creative Economy,” the event serves as a platform for MSMEs to enhance their product visibility via social media channels such as Instagram, Facebook, WhatsApp, and TikTok. The success of this initiative depends on meticulous planning, close attention to detail at every stage, and active collaboration with sponsors who contribute valuable support to both the community and event participants. Additionally, effective dissemination of information through social media significantly broadened the promotional reach to various regions, while the punctual attendance of participants was crucial for the smooth execution of the event. This project played an essential role in advancing MSMEs by leveraging digital marketing strategies. It also provided valuable insights into the challenges faced by MSMEs in implementing digital marketing and explored practical solutions to overcome them.

Keywords: Polbeng Business Expo 2024, MSMEs, Digital Marketing, Promotion, Innovation