

POLBENG BUSINESS EXPO

(Case Study on MSMEs Floor Coffee Space)

Name of Student : Nur Affni Hardianti
Registration Number : 5404211436
Studeng Institute : State Polytechnic of Bengkalis
Advisor : Armita Novriana Rambe, M.Hum

ABSTARCT

This research aims to support MSMEs, especially Floor Coffee Space, through the 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 uses 3 methods namely project preparation, project implementation and project accomplishment. The results of the project show that Floor Coffee Space gained significant benefits, including increased product visibility through social media and 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 innovative and strategic approaches. The project not only positively impacted MSMEs, but also created beneficial collaboration opportunities between businesses and the community. As a suggestion, further development on digital marketing and expansion of MSME participation in future expos is expected to increase the positive impact of this event.

Keywords : MSMEs growth, Polbeng Business Expo, digital marketing, financial management, community collaboration.