

POLBENG BUSINESS EXPO

Case Study on the Liaison Officer and Business Consultant Role on MSME *Es Doger Bandung*

Name of Student : Agus Suhendri
Number : 5404211421
Studeng Institute : State Polytechnic of Bengkalis
Advisor : Teguh Widodo, M.SM., M.Rech

ABSTARCT

This research aims to support MSMEs, especially Es Doger, 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 the role of the Liaison Officer is effective in bridging the relationship between MSMEs and potential markets, while the Business Consultant provides strategic guidance related to digital marketing and operations. Es Doger 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 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, Polbeng Business Expo, digital marketing, Liaison Officer, Business Consultant, product visibility, financial management, community collaboration, MSME growth.