

ABSTRACT

POLBENG BUSINESS EXPO (CASE STUDY ON MSME *DIMSUM MENTAI* BENGKALIS)

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ABSTRACT

This thesis, titled "Polbeng Business Expo: A Case Study on MSME Dimsum Mentai Bengkalis," examines the fusion of traditional culinary practices with modern business strategies in the Micro, Small, and Medium Enterprises (MSME) sector. Using a mixed-method approach, the study explores how MSME can leverage innovative marketing strategies and improve product quality to attract modern consumers. The research is centered around a two-day expo at Bengkalis State Polytechnic in the 9th week of the 2024 odd semester, which served as a platform to increase product visibility and consumer engagement. Key findings highlight that enhancing product presentation and leveraging digital marketing tools significantly influence consumer satisfaction and purchasing decisions. By addressing the opportunities and challenges faced by MSME, this thesis provides actionable insights to improve business performance and foster a deeper appreciation of culinary arts within the community. The project aligns with the broader vision of strengthening MSME as drivers of economic growth and cultural innovation.

Keywords: Culinary Innovation, MSME Development, Marketing Strategies, Consumer Satisfaction, Dimsum Mentai, Expo Impact