

**Project Implementation of Facilitating Assistances as Liaison
Officer and Business Consultant for *Lapak Tm Skuyy and Cemal
Cemil JJ* at Polbeng Business Expo Chapter II**

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ABSTRACT

The Polbeng Business Expo Chapter II aims to support micro, small, and medium enterprises (MSMEs), particularly *Lapak TM Skuyy* and *Cemal Cemil JJ*, by strengthening their digital marketing activities, business profiles, product catalogs, promotional videos, and QRIS payment methods. These efforts will improve their digital presence and transaction efficiency. The project consisted of three stages: preparation, implementation, and completion. During the preparation stage, the project team coordinated with the MSMEs, developed digital promotional media, and evaluated the activities that would be implemented. The results demonstrate that the Liaison Officer effectively facilitated communication between the MSMEs and their customers, and the Business Consultant provided guidance on digital marketing practices, financial management, and operational improvements. Consequently, both MSMEs experienced increased product visibility on social media, improved transaction efficiency through QRIS, and a better understanding of basic financial reporting. Overall, Polbeng Business Expo Chapter II proved to be an effective platform for empowering MSMEs by fostering collaboration among students, businesses, and the community.

Keywords: Business Consultant, Liaison Officer, Digital Marketing, QRIS, MSMEs, Polbeng Business Expo.