

**PROJECT IMPLEMENTATION OF FACILITATING ASSISTANCES AS
LIAISON OFFICER AND BUSINESS CONSULTANT FOR *UMI SYIFA*
CANTEEN AND *SIPADIPULUT* CANTEEN MSMEs AT POLBENG
BUSINESS EXPO CHAPTER II**

Name of Student : Raja Putri Zaharah
Registration Number : 5404221499
Advisor Lecturer : Yanisha Dwi Astri, S. S., M. Hum

ABSTRACT

This thesis examines the implementation of mentoring activities as a liaison officer and business consultant for Micro, Small, and Medium Enterprises (MSMEs) at the Polbeng Business Expo Chapter II, focusing on Umi Syifa Canteen and Sipadipulut Canteen in Sungai Alam, Bengkalis. The project aims to enhance MSME capacity through digital marketing assistance, promotional content development, QRIS based cashless payment implementation, and the preparation of simple financial reports. A project-based method was applied, consisting of preparation, implementation, completion, and reporting stages. Data were collected through direct observation, documentation, consumer perception analysis, and financial transaction records. The results show that digital promotion increases consumer engagement and product visibility, QRIS improves transaction efficiency, and financial reporting helps MSME owners understand business performance. Overall, the Polbeng Business Expo Chapter II positively contributes to strengthening MSME marketing and managerial capabilities and supports the adoption of digital business practices.

Keywords: MSMEs, Business Expo, Liaison Officer, Digital Marketing, QRIS