

## **ABSTRACT**

### **POLBENG BUSINESS EXPO (CASE STUDY ON MSME WARUNG SATE AULIA)**

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## **ABSTRACT**

Micro, Small, and Medium Enterprises (MSMEs) are a vital pillar of the Indonesian economy, significantly contributing to job creation, income generation, and the acceleration of national economic growth. Their inherent flexibility and innovative approach enable MSMEs to swiftly adapt to evolving market dynamics, positioning them as key drivers of economic resilience and inclusivity. One notable initiative supporting MSMEs is the Polbeng Business Expo, an event organized by Politeknik Negeri Bengkalis, which serves as a strategic platform for MSMEs to showcase their products, connect with new customers, and expand their market reach. For instance, Warung Sate Aulia, a prominent culinary business based in Bengkalis, leveraged the opportunities provided by the Polbeng Business Expo to increase its visibility and broaden its consumer base. Events like this empower MSMEs to enhance their competitiveness by adopting innovative promotional strategies, such as integrating digital marketing through social media platforms. This approach not only strengthens brand recognition but also fosters customer loyalty and trust. Furthermore, these initiatives highlight the growing significance of MSMEs in advancing an inclusive and sustainable economic framework. By tapping into the potential of business exhibitions and digital transformation, MSMEs are better equipped to contribute to the equitable distribution of economic benefits, community empowerment, and environmental sustainability. The combination of traditional business practices with modern marketing tools exemplifies how MSMEs can thrive in an increasingly dynamic economic landscape, solidifying their role as engines of growth and progress for Indonesia's economy.

**Keywords** : MSMEs, Polbeng Business Expo, digital marketing