

**PROJECT IMPLEMENTATION OF FACILITATING ASSISTANCE AS
LIAISON OFFICER FOR FRIED CHICKEN AISY AND *ANEKA
MINUMAN IBU DEVVI* MSMEs AT POLBENG BUSINESS EXPO
CHAPTER II**

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ABSTRACT

This project report discusses the implementation of facilitating assistance carried out by the author as a liaison officer for two Micro, Small, and Medium Enterprises (MSMEs), *Fried Chicken Aisy* and *Aneka Minuman Ibu Devvi*, during the Polbeng Business Expo Chapter II. The event, organized by students of the International Business Administration Study Program, Class of 2022, at Bengkalis State Polytechnic, was held under the theme “Local Innovation with Global Impact.” The Polbeng Business Expo Chapter II successfully showcased 133 MSME booths from various sectors, including food, beverages, and handicrafts. It served as a platform for students to apply their theoretical knowledge into practice, particularly in marketing, communication, and event management. As a liaison officer, the author played a crucial role in coordinating MSME participation, assisting in promotional activities, and ensuring smooth communication between the exhibitors and the organizing committee. The event not only strengthened collaboration between students and local entrepreneurs but also had a positive economic and social impact on the community. It increased the visibility and income of participating MSMEs while enhancing the reputation of Bengkalis State Polytechnic.

Keywords: Polbeng Business Expo Chapter II, MSMEs, Liaison Officer, Event Management, Marketing Strategy