

POLBENG BUSINESS EXPO CHAPTER II

Case Study on the Liaison Officer MSMEs Tahu Gejrot and Es Teler Creamy Buk Tuty

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ABSTRACT

Polbeng Business Expo Chapter II is an event organized by students of the International Business Administration Study Program at the State Polytechnic of Bengkalis as part of the final project requirements. This project aims to analyze the role of Liaison Officers in supporting the development of MSMEs, specifically Tahu Gejrot and Es Teler Creamy Buk Tuty. The method used in this project is a descriptive approach through direct involvement in the planning, implementation, and accomplishment of the expo activities. The activities carried out include MSMEs tenant Tahu Gejrot and Es Teler Creamy surveys, preparation of business profiles, creation of profile and promotional videos, product catalogs, digital marketing strategies through social media, preparation of activity logbooks, and compilation of financial reports. The results of this project indicate that the role of Liaison Officers contributes positively to improving the promotion, communication, and sales performance of MSMEs. This activity has an impact on increasing business visibility as well as enhancing MSME actors' understanding of digital marketing and business management.

Keywords: Polbeng Business Expo chapter II, MSMEs, Liaison Officer, Digital Marketing, Promotion, Financial Report