

**PROJECT IMPLEMENTATION OF DIGITAL MARKETING FOR BAKSO
AREMA RAJAWALI AND ES TELER SULTAN MSMES AT POLBENG
BUSINES EXPO CHAPTER II**

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ABSTRACT

This project focuses on the implementation of digital marketing to improve the performance and competitiveness of two MSMEs, Bakso Arema Rajawali and Es Teler Sultan, at Polbeng Business Expo Chapter II. Digital marketing strategies applied in this project include social media promotion, digital catalogs, promotional videos, and the use of QRIS payment systems to increase product visibility, expand market reach, and strengthen customer relationships. A project-based method was implemented through the stages of preparation, implementation, completion, and reporting. The results indicate that digital marketing effectively increases consumer awareness, facilitates transactions, and expands market reach. Furthermore, collaboration between students and local MSMEs supports business innovation, strengthens branding, and contributes to MSME growth.

Keyword: *Digital Marketing, MSMEs, Polbeng Business Expo, Project-Based Method.*