

MARKETING STRATEGY TO ATTRACT CONSUMER INTEREST IN KRIKILL AND MPEK-MPEK ADAAN KHAS PALEMBANG MSMEs AT POLBENG BUSINESS EXPO CHAPTER II

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ABSTRACT

The Polbeng Business Expo Chapter II was a project-based marketing activity organized by students of the International Business Administration Program at the State Polytechnic of Bengkalis. This project aimed to support the promotion and business development of two local MSMEs, namely Krikill (Keripik Kiloan) and Mpek-Mpek Adaan Khas Palembang. The project involved the implementation of practical marketing strategies and business support activities, including the creation of business profile videos, promotional videos, and digital product catalogs for the participating MSMEs. In addition, the QRIS payment system was implemented to facilitate cashless transactions and improve transaction efficiency during the exhibition. Financial reports were also prepared to record sales and transaction activities throughout the event. Digital promotion was carried out through social media platforms such as Instagram, TikTok, and Facebook, complemented by direct interaction with visitors during the exhibition. The results of the project indicated an increase in product visibility, consumer interest, and positive visitor engagement, which contributed to purchasing decisions during the event. Overall, the Polbeng Business Expo Chapter II provided valuable hands-on marketing experience for students, strengthened collaboration between students and MSME owners, and supported the promotion and development of local MSMEs.

Keywords: *MSMEs, Marketing Strategy, Consumer Interest, Digital Promotion, Polbeng Business Expo Chapter II.*