

POLBENG BUSINESS EXPO CHAPTER II
**(Case Study on the Liaison Officer and Business Consultant Role
on Tenant: *Bolabola Ayam and Bobayaga x Bobatageh*)**

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ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) play an important role in economic stability but often face challenges in marketing communication, especially in building brand image and customer loyalty. This final project analyzes the effectiveness of marketing communication through the Polbeng Business Expo Chapter II for Bola Bola Ayam and Bobayaga x Boba Tageh MSMEs using a project-based method. The strategies applied include business profiles, promotional videos, product catalogs, 30-day social media marketing, financial reports, and QRIS implementation. The results show that the expo was effective in increasing brand awareness, strengthening brand image, improving customer loyalty, and enhancing transaction efficiency and business professionalism. Therefore, expo participation supported by integrated marketing communication strategies can be an effective solution for MSMEs to improve competitiveness and business sustainability.

Keywords: MSMEs, Marketing Communication, Expo, Brand Image, Customer Loyalty