

Project Implementation Facilitating Tenant Es Tebu Ratman and Telajak Laris at Polbeng Business Expo Chapter II

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ABSTRACT

The Polbeng Business Expo Chapter II is a project-based learning activity designed to support the development of Micro, Small, and Medium Enterprises (MSMEs) through direct assistance and practical implementation. This final project focuses on providing comprehensive support to two MSME tenants, namely Es Tebu Ratman and Telajak Laris, in order to strengthen their business performance during the expo. The project activities included MSME assistance in branding development, business profile creation, digital marketing through promotional videos and product catalogs, implementation of cashless payment systems using QRIS, and simple financial management and bookkeeping. These activities were carried out through structured stages consisting of project preparation, implementation, accomplishment, and reporting to ensure effective and measurable outcomes. As supporting data, a quantitative evaluation was conducted to assess visitor perceptions of service quality and customer satisfaction during the expo, and the data were analyzed using associative quantitative methods to support the evaluation of the project implementation.

Keywords: MSME Assistance, Business Expo, Digital Marketing, QRIS, Customer Satisfaction