

**IMPLEMENTATION OF MARKETING AND BRANDING STRATEGIES  
IN SUPPORTING MSMEs AT POLBENG BUSINESS EXPO CHAPTER II  
(Case Study Bakso Cuanki Pa'dee and Warung Angkringan Teh Kopi Susu)**

Student Name : Mutiara Sriwirda Haryanti  
Registration number : 5404221520  
Advisor : Muhammad Fuad Asrofillah, S.E., M.M

**ABSTRACT**

This thesis discusses the application of marketing and branding strategies in supporting the development of Micro, Small, and Medium Enterprises (MSMEs) at the Polbeng Business Expo Chapter II. This project focuses on assisting selected MSMEs, namely Bakso Cuanki Pa'dee and Warung Angkringan Teh Kopi Susu, through the creation of promotional media, digital marketing content, business profiles, financial reports, and the implementation of the QRIS digital payment system. The stages of the activity included MSME surveys, tenant selection, promotional content planning, and the distribution of marketing materials through social media for 30 days. In addition, financial reports were compiled before and after the activity to evaluate financial performance. The results of the activity showed that the marketing and branding strategies implemented were able to increase MSME visibility, strengthen brand identity, and increase consumer engagement during the expo. Overall, this project emphasizes the importance of integrated digital marketing and branding in enhancing the competitiveness of MSMEs through exhibition activities.

**Keywords:** Marketing Strategy, Branding, MSMEs, Digital Marketing, Polbeng Business Expo, Promotion Media.