

POLBENG BUSINESS EXPO CHAPTER II

Case Study on the Liaison Officer and Business Consultant Role on MSMEs *Es Jagung Gerai Mak Teh and Ice Bandung*

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ABSTARCT

Polbeng Business Expo Chapter II is an event held as a forum for the development of MSMEs, particularly in Bengkalis, especially *Es Jagung Gerai Mak Teh and Ice Bandung*. This event also focuses on increasing promotion through various digital media, preparing financial reports, and implementing the QRIS payment system. The research method used is a project approach consisting of three stages: preparation, implementation, and completion. The results of this event were increased promotion through digital media, expanded market reach, and increased sales for these MSMEs. This project concluded that the exhibition played a role in the development of MSMEs and encouraged the digitization of MSMEs, especially in Bengkalis. Recommendations for this project include improving promotion strategies and quality, as well as support from various sponsors to optimize the event and achieve a greater impact in the future.

Keywords: *MSMEs, Expo, Digital Promotion, QRIS.*