

POLBENG BUSINESS EXPO CHAPTER II

Case Study on the Liaison Officer and Business Consultant Role on MSMEs Flow.id and Ice Tea Onty

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ABSTRACT

This research aims to support MSMEs, particularly Flow.id and Ice Tea Jumbo Onty, through the Polbeng Business Expo by optimizing digital marketing strategies, developing business profiles, product catalogs, promotional videos, and implementing QRIS as a digital payment system to increase transaction efficiency. The Expo is designed to expand MSMEs' market exposure and enhance public awareness of local products. This project applies three main methods, namely project preparation, project implementation, and project accomplishment. The results show that the Liaison Officer plays an effective role in connecting MSMEs with potential markets, while the Business Consultant provides strategic guidance related to digital marketing and business operations. As a result, Flow.id and Ice Tea Jumbo Onty gained significant benefits, including increased product visibility through social media, improved transaction efficiency through QRIS, and better financial management supported by structured financial reports. Overall, the Polbeng Business Expo has proven to be an effective platform in supporting MSME growth through innovative and strategic approaches, while also fostering beneficial collaboration between businesses and the community.

Keyword: *MSMEs, Polbeng Business Expo, Digital Marketing, Liaison Officer, Business Consultant, QRIS Payment, Product Visibility, Financial Management, Community Collaboration.*