

POLBENG BUSINESS EXPO CHAPTER II

(Case Study on the Liaison Officer and Business Consultant Roles on Tenants: Raja Alpukat Kocok and Kafi Kebab and Burger)

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ABSTRACT

This project aims to introduce the Bengkalis State Polytechnic campus to the wider community and to support the development of local culinary tourism in Bengkalis through the implementation of *Polbeng Business Expo Chapter II*. The event serves as a collaborative platform between students and local MSMEs, particularly Raja Alpukat Kocok and Kafi Kebab & Burger, to enhance business promotion through profiles, product catalogues, promotional videos, digital marketing, and financial reporting. In addition to showcasing culinary products, the expo also presented various competitions such as singing, fashion shows, ranking 1, colouring, and spelling bee, which successfully attracted visitors from both within and outside the campus. The results showed that this event increased public enthusiasm to visit the Bengkalis State Polytechnic campus, strengthened MSME visibility, and contributed to the growth of local entrepreneurship and culinary tourism.

Keywords: *Polbeng Business Expo, MSME Participant, Raja Alpukat Kocok, Kafi Kebab & Burger, Event*