

POLBENG BUSINESS EXPO CHAPTER II

Case Study on the Liaison Officer and Business Consultant Role on MSMEs Raja Sticky Milk and Mie Level Gacor

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ABSTARCT

This research is entitled “Polbeng Business Expo Chapter II (Case Study of the Role of Liaison Officers and Business Consultants in Raja Sticky Milk and Mie Level Gacor MSMEs)”. This research aims to analyze the role of Liaison Officers and Business Consultants in supporting MSME development through the Polbeng Business Expo Chapter II activities, particularly in improving the promotion, marketing, and sales performance of Raja Sticky Milk and Mie Level Gacor MSMEs. The methodology used is a project-based method with a case study approach. The implementation stages include project preparation, implementation, achievement, and reporting, which cover the creation of business profiles and MSME profile videos, the creation of promotional videos, the application of digital marketing through four free social media platforms and two paid platforms, the compilation of product catalogs, the implementation of the QRIS digital payment system, and the preparation of sales reports. The results of the study show that the implementation of Polbeng Business Expo Chapter II was able to increase product visibility, expand market reach, facilitate transaction processes, and increase sales revenue for both MSMEs. Thus, the role of Liaison Officers and Business Consultants, supported by expo and digital marketing strategies, proved to be effective in increasing the competitiveness of MSMEs.

Keywords: Business Expo, MSMEs, Digital Marketing, Liaison Officer, Business Consultant.