

POLBENG BUSINESS EXPO

PROJECT IMPLEMENTATION ON FACILITATING INDAH DONUT'S & BUNNYBAR AT POLBENG BUSINESS EXPO CHAPTER II

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ABSTRACT

This project focuses on empowering MSMEs through digital marketing strategies at the Polbeng Business Expo 2025, primarily targeting Indah Donuts and Bunnybar. Through Polbeng Business Expo Chapter II, this activity optimized digital promotions, strengthened business profiles, created catalogs and promotional videos, and implemented a QRIS payment system to expand the market and increase support for local products. The project was implemented in three phases: preparation, implementation, and completion. As a result, Indah Donuts and Bunnybar experienced increased product reach on social media and a better understanding of financial management. Overall, Polbeng Business Expo Chapter II served as an innovative platform that encouraged the growth of MSMEs and business-community collaboration. Moving forward, strengthening digital strategies is expected to further expand its positive impact.

Keywords: Polbeng Business Expo, MSMEs, Digital Marketing, Financial Management, Tenant Facilitation