

POLBENG BUSINESS EXPO CHAPTER II
(Case Study on Seblak Prasmanan and Permen Kapas MSMEs)

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ABSTRACT

The final assignment is entitled “Polbeng Business Expo Chapter II (Case Study on Seblak Prasmanan and Permen Kapas MSMEs)” aims to analyze the role of social media in increasing brand awareness, competitiveness, and marketing effectiveness of MSMEs. The method used is project-based through the stages of preparation, implementation, completion, and reporting, with activities including the creation of MSME profiles, promotional videos, product catalogs, social media campaigns, and the implementation of QRIS. The results show that the use of social media, particularly Instagram, Facebook, and YouTube, can expand the market reach of Seblak Prasmanan and Permen Kapas and increase interaction with consumers. Additionally, digital content and cashless payment systems support a professional image and transaction efficiency. Thus, the use of social media has been proven to positively contribute to strengthening the promotion and sustainability of SMEs and can serve as a reference for other SMEs in the digital era.

Keywords: *Expo, MSMEs, Social Media, QRIS, Financial Reports.*