

POLBENG BUSINESS EXPO

PROJECT IMPLEMENTATION FACILITATING TENANTS RISOL MAYO RAZIFA & MARTABAK 6000 AT POLBENG BUSINESS EXPO CHAPTER II

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ABSTRACT

This project focuses on facilitating tenants *Risol Mayo Razifa* and *Martabak 6000* in the Polbeng Business Expo Chapter II, organized by the International Business Administration Study Program of State Polytechnic of Bengkalis. The purpose of this project is to assist Micro, Small, and Medium Enterprises (MSMEs) in developing their business profiles, digital marketing strategies, financial management, and QRIS-based payment systems to enhance competitiveness and market reach. The project was carried out through several stages, including preparation, implementation, and evaluation, which involved creating business profiles, product catalogs, promotional videos, and executing digital marketing activities through social media and mass information accounts. The results showed that both MSMEs experienced increased brand awareness, improved financial management, and more efficient transactions using QRIS. Overall, this project provided valuable practical experience for the author in applying marketing, entrepreneurship, and event management theories to real business practices.

Keywords: MSME, Digital Marketing, QRIS, Business Expo, Project Implementation