

A STUDY ON THE MSMEs GROWTH OF PISANG UHUY Y BENGKALIS AND TELU GULUNG YUNG DOLLAH AT POLBENG BUSINESS EXPO CHAPTER II

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ABSTRACT

Polbeng Business Expo Chapter II is an event organized by students of the International Business Administration Study Program at Bengkalis State Polytechnic with the theme Local Innovation Impact Global. This event involved 133 tenants from various business fields and aimed to provide direct business practice experience while supporting the development of Micro, Small and Medium Enterprises (MSMEs). During the event, the author played a role in assisting the development of Pisang Uhuy Y Bengkalis and Telu Gulung Yung Dollah MSMEs through various business development programs, such as creating profile videos, promotional videos, product catalogs, implementing digital marketing through social media, creating a QRIS payment system, and compiling financial reports during the expo. These programs have proven effective in enhancing product appeal, expanding marketing reach, simplifying consumer transaction processes, and assisting MSMEs in managing their finances more efficiently. Overall, the implementation of the Polbeng Business Expo Chapter II has had a positive impact on increasing business visibility, facilitating transactions, and improving financial management for MSMEs, thereby supporting business growth and development.

Keywords: *Polbeng Business Expo, Digital Promotion, MSMEs, Digital Marketing, Financial Reports, QRIS.*