

A Study On The Msmes Growth Of Teh Es Meriah And Young Seafood At Polbeng Business Expo Chapter II

Name of Student : Scindy Putri Febrianti Awiacitra
Registration Number : 5404221487
Advisor Lecturer : M. Alkadri Perdana, B.IT., M.Sc

Abstract

Micro, Small, and Medium Enterprises (MSMEs) have an important role in supporting economic growth and community welfare. This study aims to analyze the growth of MSMEs through the implementation of digital marketing and financial management using the case studies of *Teh Es Meriah* and *Young Seafood* at the POLBENG Business Expo Chapter II. This project was conducted at the State Polytechnic of Bengkalis in May 2025 using a project-based approach. The activities included the creation of business profile videos, production of digital marketing content, design of product catalogs, implementation of QRIS as a digital payment system, and preparation of bookkeeping and financial reports before and during the expo. Data were obtained through observation, documentation, and financial transaction records. The results show that digital marketing strategies supported by attractive promotional media increased consumer interest and sales performance. The use of QRIS improved transaction efficiency and financial recording accuracy. Overall, the integration of digital marketing and financial management positively contributed to MSME growth.

Keywords: MSMEs, Digital Marketing, Financial Management, QRIS