

POLBENG BUSINESS EXPO CHAPTER II
LIAISON OFFICER AND BUSINESS CONSULTANT
(SILE NGETEH AND KRIPIK MADU)

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ABSTARCT

Polbeng Business Expo Chapter II is a business exhibition organized by students of the International Business Administration Study Program at Bengkalis State Polytechnic to support the development of Micro, Small, and Medium Enterprises (MSMEs), particularly in the culinary sector. This activity aims to increase business visibility, expand marketing networks, and enhance MSME competitiveness through the role of Liaison Officer and Business Consultant, focusing on the Sile Ngeteh and Kripik Madu MSMEs as case studies. The project was implemented through several stages: preparation, implementation, completion, and reporting. These included tenant selection, site surveys, digital promotion planning and implementation, business profile creation, product catalogs, promotional videos, financial reports, and the implementation of the QRIS digital payment system. The results of the activity demonstrated increased marketing reach, ease of transactions, and increased sales for the participating MSMEs. Therefore, Polbeng Business Expo Chapter II can be concluded as an effective medium for supporting MSME development while providing students with practical experience in event management and business mentoring.

Keywords: *Polbeng Business Expo, MSMEs, Liaison Officer, Business Consultant, Digital Marketing*