

POLBENG BUSINESS EXPO CHAPTER II LIAISON OFFICER AND MARKETING (Tenant *Doyan Jajan and Salad Zayan*)

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ABSTRACT

Polbeng Business Expo Chapter II is a student institution entrepreneurial activity aimed at supporting the development of Micro, Small, and Medium Enterprises (MSMEs) in Bengkalis, particularly in the culinary sector. This thesis seeks to examine and implement the role of a Liaison Officer and Business Consultant in assisting MSME tenants, namely Doyan Jajan and Salad Zayan, during the Polbeng Business Expo Chapter II. The activities carried out include the preparation of business and tenant profiles, the development of 30 product catalogs, the design of 30 promotional video concepts, and the compilation of simple financial reports. A descriptive project-based method was employed, consisting of preparation, implementation, achievement, and evaluation stages. Digital marketing strategies utilizing social media were applied to enhance product exposure and increase consumer interest. The results indicate that the use of structured promotional media and systematic financial recording contributed to improving business professionalism, strengthening brand identity, and supporting sales performance throughout the expo. Furthermore, the identification of challenges and corresponding solutions provided valuable insights for MSME development and the organization of similar events in the future.

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