

POLBENG BUSINESS EXPO CHAPTER II
(Case Study of Digital Marketing at *Mie Padeh Urang Awak and Risol Mayo Mama Muthia*)

Name of Student : ENDANG
Registration Number : 5404221515
Student Institute : Bengkalis State Polytechnic
Advisor : Armita Novriana Rambe, M.Hum

ABSTRACT

This project aims to introduce Bengkalis State Polytechnic to a broader community while supporting the development of local culinary tourism in Bengkalis through the implementation of Polbeng Business Expo Chapter II. The event functions as a collaborative platform between students and local MSMEs, particularly *Mie Padeh Urang Awak* and *Risol Mayo Mama Muthia*, to strengthen business promotion through business profiles, product catalogs, promotional videos, digital marketing initiatives, and financial reporting. In addition to showcasing culinary products, the expo also featured various competitions, including singing contests, fashion shows, ranking 1, coloring competitions, and spelling bee, which successfully attracted visitors from both within and outside the campus. The results indicate that the event increased public interest in visiting Bengkalis State Polytechnic, enhanced the visibility of MSMEs, and contributed positively to the growth of local entrepreneurship and culinary tourism.

Keywords: *Polbeng Business Expo, MSME Participant, Mie Padeh Urang Awak, Risol Mayo Mama Muthia, Event*