

POLBENG BUSINESS EXPO
CHAPTER II
IMPLEMENTING PROMOTIONAL STRATEGIES AND
IMPROVING BUSINESS IMAGE AT BENGKALIS
DISTRICT ON THE DEVELOPMENT OF PEMPEK MAK
LENI AND RANISHA KITCHEN MSMES

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ABSTRACT

This project is motivated by the crucial role of Micro, Small, and Medium Enterprises (MSMEs) in the Indonesian economy and the challenges they face regarding limited market access and digital technology. The purpose of this project is to implement promotional strategies and improve the business image of MSMEs through the Polbeng Business Expo Chapter II, with a case study on Pempek Mak Leni and Raninsha Kitchen MSMEs in Bengkalis District. The project implementation methods included expo preparation, business profile creation, digital promotional video production, product catalog development, 30-day social media promotion, and the provision of a digital payment system (QRIS). The results indicate that the implementation of digital marketing strategies and participation in the expo successfully increased brand awareness and sales for both MSMEs significantly. Based on the financial reports for May 2025, Pempek Mak Leni recorded a net profit of IDR 4,165,000, while Raninsha Kitchen achieved a net profit of IDR 12,820,000. It can be concluded that the synergy between expo activities and digital promotion strategies is effective in strengthening the market position and financial stability of local MSMEs.

Keywords: Promotional Strategy, Business Image, MSMEs, Polbeng Business Expo, Digital Marketing.