

POLBENG BUSINESS EXPO

(Case Study: Es Teh Sultan MSME)

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ABSTRACT

This thesis presents an in-depth study of Polbeng Business Expo with a primary focus on Teh Sultan SMEs. The study analyzes the dynamics of small and medium enterprises (SMEs) in the context of business expo and highlights the importance of such events in promoting local businesses and increasing market visibility. The study identifies the need for a platform that allows SMEs to showcase their products and services, with the aim of driving growth through effective marketing strategies and community engagement. The preparation phase involved careful planning and development of promotional materials, such as tenant catalogues, digital content, and videos to strengthen the digital presence of participants. Promotion strategies for the exhibition to various stakeholders, including businesses, students, and organizations, were carried out through brochure distribution and digital marketing. Polbeng Business Expo is expected to be a platform for SMEs to expand their networks and create opportunities for collaboration between participants. Documentation and evaluation of this event will be a valuable reference to support similar initiatives in the future. Overall, this study aims to provide a better understanding of how business expo can effectively support SMEs as well as provide recommendations for future projects in this area.

Keywords : Business Consultant, Community Collaboration, Digital Marketing, Financial Management, Liaison Officer, MSMEs, Polbeng Business Expo, Product Visibility, QRIS Payment.