

**POLBENG BUSINESS EXPO
(CASE STUDY ON THE LIAISON OFFICER AND BUSINESS
CONSULTANT ROLE ON MSME *SOIMAY PAK'DEE*)**

Student Name : STEVANIA VERONICA
Student ID Number : 5404211446
Advisor Lecturer : Muhammad Fuad Asofillah, S.E, M,M.

ABSTRACT

The purpose of the Polbeng Business Expo case study of Liaison Officers and Business Consultants at Soimay Pak'dee MSMEs is to develop student practices in the field of business, increase community interaction, and inspire the younger generation to dare to be entrepreneurs. This activity can help expand market reach, attract new customers, and increase brand awareness. This activity significantly increases the visibility of MSME businesses, attracts new customers, and retains the existing customer base. In addition, this activity also helps MSMEs improve their professionalism. The methods used include case studies. The main objective of this final project is to help MSMEs that meet certain criteria in promoting their products through social media such as Instagram, and TikTok. This liaison officer process includes strategies for using social media to introduce products, receive suggestions from customers, and increase the online media presence of MSMEs. By promoting through social media, it is expected that MSMEs can reach a wider target market and strengthen their competitiveness in today's digital era.

KEY WORD: EXPO, MSME, DIGITAL MARKETING, MARKETING STRATEGY