

POLBENG BUSINESS EXPO

(Case Study on the Liaison Officer and Business Consultant Role on MSME Chocolate Banana *Pak Eko*)

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ABSTRACT

Polbeng Business Expo is an activity that aims to promote Micro, Small, and Medium Enterprises (MSMEs) products in Bengkalis through the application of digital marketing strategies. The purpose of this project is to analyze the role of Liaison Officers and Business Consultants in the development of micro, small, and medium enterprises of MSMEs participating in the Polbeng Business Expo. This project explores how the roles of the two parties affect business performance and development, both in terms of marketing, managerial, and financial. The activities carried out include digital marketing training, and making MSME profiles in promotional video content for 30 days. This Expo also provides insight and experience to students and the community in creating business opportunities and employment to support economic growth.

Keywords: MSME Expo, Liaison Officer, Business Consultant Chocolate Banana *Pak Eko* MSME, Financial Management and Digital Marketing MSME.