

POLBENG BUSINESS EXPO
(CASE STUDY ON KRIKILL MSME)

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ABSTRACT

The Polbeng Business Expo is an initiative designed to promote MSME (Micro, Small, and Medium Enterprises) products through an exhibition organized by students of the International Business Administration Program at Politeknik Negeri Bengkalis. This study focuses on supporting the development of Krikill, a small business specializing in basreng snacks with various flavors. The research covers the preparation, execution, and evaluation of the expo, highlighting the use of digital marketing strategies such as Instagram and WhatsApp to boost product visibility. It also involves creating an MSME profile, promotional videos, product catalogs, and financial reports during the two-day event. The results demonstrate that the expo significantly increased sales and broadened the market reach of Krikill products. Through direct interactions with visitors, the MSME gained valuable insights into market preferences. Additionally, digital marketing strategies proved effective in attracting a larger audience. In conclusion, the Polbeng Business Expo has a positive impact on local MSME development by enhancing brand awareness and fostering strategic collaboration opportunities. This study serves as a reference for future events aimed at supporting local economic growth.

Keywords: MSME, Business Expo, Digital Marketing, Krikill, Polbeng Business Expo