

POLBENG BUSINESS EXPO

(Case Study on the Liaison Officier And Business Consultant Role on Msme : *Tahu Gejrot*)

Name of Student : Ardea Ramadhanir Riadhah

Registration Number : 5404211357

Advisor : M.Fuad Asrofillah, S.E., M.M

ABSTRACT

This research discusses MSME through a case study on Tahu Gejrot MSME in Bengkalis in the Polbeng Business Expo event, an exhibition platform that connects MSME players with various parties to increase their visibility and competitiveness. This event involved various activities, such as designing digital promotion strategies through social media, making business profiles, promotional videos, product catalogs, and preparing financial reports. In addition, a booth design for the exhibition was developed to attract customers' attention and increase business interaction. The results show that this collaborative approach is not only able to increase the income of MSME, but also expand their market, create new business opportunities, and strengthen the relationship between the business world and educational institutions. Overall, this activity contributed positively to local economic growth by providing a strategic platform for MSME to expand and compete more effectively in the marketplace.

Keywords : MSME, Digital Promotion, Polbeng Business Expo