

**POLBENG BUSINESS EXPO**  
**(CASE STUDY ON MSME *PISANG UHUY* BENGKALIS)**

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**ABSTRACT**

This project paper, titled "Polbeng Business Expo: A Case Study on Pisang Uhuy Bengkalis," explores the implementation and evaluation of the Polbeng Business Expo as a strategic initiative to support Pisang Uhuy, a local MSME in Bengkalis. The study aims to create a platform for showcasing products, expanding market reach, and fostering collaboration between students, industry, and local entrepreneurs. Key activities included sponsor selection, promotional material design, budget planning, and post-event evaluation, underscoring the importance of systematic planning in organizing a business exhibition. The findings demonstrate that the event successfully increased brand awareness, enhanced customer engagement, and optimized digital marketing strategies, contributing to the growth of Pisang Uhuy. Moreover, the study highlights the importance of exhibitions in addressing financial challenges, improving market visibility, and supporting local business development through entrepreneurial collaboration and community engagement.

**Keywords:** Business Expo, MSME, Pisang Uhuy, Digital Marketing, Market Visibility, Entrepreneurial Support, Economic Development, Exhibition Strategies.