

POLBENG BUSINESS EXPO

(CASE STUDY OF AFRA BAKERY BENGKALIS)

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ABSTRACT

The Polbeng Business Expo is an exhibition that aims to promote products or services from micro, small, and medium enterprises (MSMEs). This activity is a very effective tool to support the development of MSMEs through various methods such as expanding markets, building networks, increasing capacity, and introducing new technologies. In recent years, the bakery industry in Indonesia has shown significant growth along with the increasing demand for ready-to-consume products. Afra Bakery, an MSME located in Bengkalis, has participated in this expo to market products such as bread, birthday cakes, and donuts which are their featured products. As part of its marketing strategy, Afra Bakery utilizes social media, particularly Instagram, to expand its market reach and increase consumer engagement. Through the use of engaging visual content, consumer behavior analytics, and collaboration with influencers, Afra Bakery seeks to increase its competitiveness in a competitive market. In addition, expo participation provides opportunities to interact directly with consumers, receive feedback, and build long-term customer loyalty. This research aims to examine the role of Polbeng Business Expo in supporting the development of MSMEs, with a case study on Afra Bakery in Bengkalis. The results of the study are expected to provide insight into the effectiveness of digital marketing strategies and participation in expos in expanding market reach and increasing product sales.

Keywords: MSMEs, Expo, Afra Bakery, digital marketing, Instagram, bakery industry, Bengkalis.