

ABSTRACT

“POLBENG BUSINESS EXPO (Case Study ON MSME Queen Mango)”

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ABSTRACT

Polbeng Business Expo is an event activity carried out by International Business Administration students Class of 2021 as a form of real application of business theories that have been learned during lectures. This event aims to develop students' practical skills in the field of business events while supporting the promotion of local MSMEs. The general objective of this final project is to carry out the Polbeng Business Expo with the theme Realizing Dreams, Building the Country Towards Golden Indonesia, Synergy of Higher Education, Industry and MSMEs in Realizing the Creative Economy. To realize the Expo in accordance with the plan, there are several stages in this activity, including planning and rallying the promotional budget, finding sponsors and tenants, and implementing the event, which includes exhibitions, competitions, digital promotions, knowing the obstacles that occur, finding solutions to the obstacles that occur and evaluating these obstacles. The project results show that the Polbeng Business Expo makes a real contribution in developing the abilities of students as well as event participants and participating MSMEs. Students succeeded in applying the concepts of project management and marketing that had been learned, as well as honing practical skills such as negotiation, financial management, and digital promotion.

Keywords: Expo, Event, MSME, Marketing, Digital Marketing, Promotion