

## **POLBENG BUSINESS EXPO**

### **Case Study on the Liaison Officer and Business Consultant Role on MSME *Nini Kebab***

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#### **ABSTARCT**

This research aims to support MSMEs, especially Nini Kebab through Polbeng Business Expo by optimizing digital marketing strategies, creating business profiles, product catalogs, promotional videos, and implementing QRIS payment methods. The Expo is also designed to expand the exposure of MSMEs to wider market opportunities and increase public awareness of local products. This project utilizes 3 methods namely project preparation, project implementation and project accomplishment. The results of this project show that the role of the Liaison Officer is effective in bridging the relationship between MSMEs and potential markets, while the Business Consultant provides strategic guidance related to digital marketing and operations. Nini Kebab gained significant benefits, including increased product visibility through social media, transaction efficiency through QRIS, and a better understanding of financial management through structured financial reports. Polbeng Business Expo has successfully become an effective platform to support the growth of MSMEs through an innovative and strategic approach. The project has not only had a positive impact on MSMEs, but also created beneficial collaboration opportunities between businesses and the community. As a suggestion, further development of digital marketing and expansion of MSME participation in future exhibitions are expected to increase the positive impact of this event.

**Keywords:** MSMEs Polbeng Business Expo, digital marketing, Liaison Officer, Business Consultant, QRIS payment, product visibility, financial management, community collaboration, MSME growth.