

ABSTRACT

POLBENG BUSINESS EXPO CASE STUDY ON THE LIAISON OFFICER AND BUSINESS CONSULTANT ROLE ON MSME BOS SALAD

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This study examines the role of the Liaison Officer and Business Consultant in supporting the MSME Bos Salad through the Polbeng Business Expo. Organized by students of the International Business Administration Study Program, the expo served as part of their final project to apply business theories learned during their studies. The primary focus of this research was the development of digital promotion strategies to enhance the visibility of MSME products. These strategies included creating a business profile, product catalog, promotional video, booth design, and integrating digital payment methods using QRIS. The findings revealed that these strategies successfully increased consumer awareness of Bos Salad and significantly boosted its revenue during the expo. Moreover, the expo provided students with opportunities to directly engage with market dynamics and develop practical business management skills. This research contributes to MSME owners by offering insights into effective marketing strategies, serves as a reference for academic research, and educates the community about the marketing processes of local products.

Keywords: MSME, marketing strategies, digital promotion, Polbeng Business Expo, Bos Salad