

POLBENG BUSINESS EXPO (CASE STUDY OF ZAMATRA MSMEs)

Student Name : Syarifah Weni Tri Okatayani
Registration Number : 5404211419
Advisor : Hutomo Atman Maulana, S.Pd.,M,Si
Student Institue : State Polytechnic of Bengkalis

ABSTRACT

This project focuses on the implementation of Polbeng Business Expo 2024 with the theme “Realizing Dreams, Building the Country Towards Golden Indonesia: The Synergy of Higher Education, Industry, and MSMEs in Realizing the Creative Economy.” This project aims to increase the visibility and market reach of MSMEs through various digital marketing strategies, such as promotional videos, product catalogs, and social media marketing. The creation of 30 promotional videos and tenant catalogs, along with detailed business profiles, contributed to professionally showcasing MSME products and services, both at the event and through online platforms. Social media marketing played an important role in increasing the number of visitors and promoting the event to a wider audience. In addition, the implementation of QRIS (Quick Response Code Indonesian Standard) facilitated smoother transactions for MSMEs, further supporting the digital transformation of their businesses. The event's financial reporting system provided valuable insights for tenants' business development, enhancing their ability to assess their performance and future prospects. The results of this initiative demonstrate the effectiveness of digital marketing strategies in increasing visibility, market reach and customer engagement for MSMEs. The study underscores the importance of synergy between universities, industry and MSMEs in driving economic growth and provides recommendations for the adoption of digital technology and sustainable marketing strategies to support MSME success.

Keywords: Polbeng Business Expo, MSMEs, digital marketing, promotional videos, product catalogs, social media marketing, QRIS.