

POLBENG BUSINESS EXPO
(Case Study of Bakso Bakar Om Ndut)

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ABSTARCT

This project aims to empower Micro, Small and Medium Enterprises (MSMEs) through digital marketing strategies in the framework of Polbeng Business Expo 2024. With the theme “Realizing Dreams, Building the Country Towards Golden Indonesia: Synergy of Higher Education, Industry, and MSMEs in Realizing Creative Economy”, this event is a forum for MSMEs to increase the visibility of their products through various social media platforms, such as Instagram, Facebook, WhatsApp, and TikTok. The success of this event relies heavily on careful planning, attention to every detail, and the support of sponsors who can provide benefits to the community and participants. Effective utilization of social media proved to be able to expand the promotional reach to various regions, while active participation and timely attendance of participants were important factors in the smooth running of the event. Through this project, MSMEs get the opportunity to grow by optimally utilizing digital marketing. In addition, the project also provided in-depth insights into the challenges and solutions in implementing digital marketing strategies for MSMEs, so that they can contribute significantly to the growth of the creative economy.

Keywords: Polbeng Business Expo, MSME Development, Digital Marketing, Promoti