

**PROJECT IMPLEMENTATION OF FACILITATING
ASSISTANCES AS LIAISON OFFICER AND BUSINESS CONSULTANT
FOR *NINI KEBAB* AND *KERIPIK PAK RAHUL* MSMEs
AT POLBENG BUSINESS EXPO CHAPTER II**

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ABSTRACT

This thesis discusses the participation of MSMEs in the Polbeng Business Expo Chapter II, which served as an important platform for local entrepreneurs to promote their products, interact with customers, and gain real business experience. The study focuses on two MSMEs, *Nini Kebab* and *Keripik Pak Rahul*, which joined the event to develop and demonstrate their entrepreneurship skills. The Expo provided a meaningful learning experience where both MSMEs showed creativity in running their business activities, improved communication with visitors, and applied several promotional strategies to attract more buyers. Along with the expo activities, this research also analyzed their entrepreneurship skills and prepared financial reports to observe their overall business performance. The findings show that both MSMEs were able to manage their operations well during the event, reflecting good entrepreneurial abilities and positive growth potential. Overall, the Polbeng Business Expo Chapter II played a significant role in strengthening MSMEs' business capacity, creativity, and understanding of practical entrepreneurship.

Keywords: Business Expo, Digital Marketing, Liaison Officer, *Nini Kebab* & *Keripik Pak Rahul*, Bengkalis.