

**Project Implementation Facilitating Tenants R Food Gallery and Roti Pao
Sopo Nyono at POLBENG Business Expo Chapter II**

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Abstract

Polbeng Business Expo Chapter II is an event activity carried out by International Business Administration students Class of 2022 as a form of real application of business theories that have been learned during lectures. This event aims to develop students' practical skills in the field of entrepreneurship and business management while supporting the promotion of local MSMEs. The general objective of this final project is to hold the Polbeng Business Expo Chapter II with 133 tenants presenting various products and services, especially in the food and beverage sector, to create a competitive and dynamic business atmosphere. To realize the Expo in accordance with the plan, several stages were carried out, including planning and budgeting, finding sponsors and tenants, coordinating with supervisors and the local community, and implementing the event, which consists of exhibitions, competitions, and digital promotions. Students also faced real challenges such as operational management, customer service, and teamwork, while learning to identify problems, find solutions, and evaluate obstacles. The project results show that Polbeng Business Expo Chapter II makes a real contribution in developing the abilities of students as well as participating MSMEs. Students succeeded in applying the concepts of project management and marketing that had been learned, as well as honing practical skills such as negotiation, financial management, and digital promotion.

Keywords: Expo, MSME, Perceptions, Digital Marketing, Promotion Mix, QRIS