

POLBENG BUSINESS EXPO CHAPTER II

Case Study on the Liaison Officer and Business Consultant Role on MSMEs Alna Mochi and My Crepes

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ABSTARCT

Polbeng Business Expo Chapter II is an event held as a forum for the development of MSMEs, particularly those in Bengkalis, namely Alna Mochi and My Crepes. This event also focuses on increasing promotion through various digital media, preparing financial reports, and implementing a payment system through QRIS. The research method uses a project approach consisting of three stages, namely preparation, implementation, and completion. The results of this event were an increase in promotion through digital media, an expansion of market reach, and an increase in sales for these MSMEs. The conclusion of this project is that the expo plays a role in developing MSMEs and encouraging the digitization of MSMEs, especially those in Bengkalis. Recommendations for this project are to improve promotion strategies and quality, as well as support from various sponsors so that the event can be more optimal and have a greater impact in the future.

Keywords: MSMEs, Expo, Digital Promotion, QRIS.