

MARKETING STRATEGY FOR ROTI PAU LUMER AND KYARYN MSMES POLBENG BUSINESS EXPO CHAPTER II

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ABSTRACT

This undergraduate thesis analyzes and implements marketing strategies for Micro, Small, and Medium Enterprises (MSMEs), specifically Roti Pau Lumer and Kyarin, through the Polbeng Business Expo Chapter II at Bengkalis State Polytechnic. The study aims to support MSMEs in increasing brand awareness, improving sales performance, and expanding market reach through integrated marketing activities. The methods applied include business profile development, promotional videos, digital product catalogs, social media marketing, QRIS implementation, and financial reporting. Data were collected through documentation, interviews, analysis of digital marketing insights, and questionnaires. The results show that digital marketing and direct promotion through the exhibition positively influenced consumer interest and sales performance. Overall, the Polbeng Business Expo Chapter II served as an effective platform for MSME promotion and practical learning in marketing management.

Keywords: Marketing Strategy, MSMEs, Digital Marketing, Polbeng Business Expo