

PROJECT IMPELEMENTATION OF FACILITATING ASSISTANCE AS LIAISON OFFICER FOR *BAKSO BAKAR BANDAR* AND *MIE LEVEL CAPCIN MSMEs* AT POLBENG BUSINESS EXPO CHAPTER II

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ABSTRACT

The implementation of Polbeng Business Expo Chapter II through the project Facilitating Assistance as Liaison Officer for Bakso Bakar Bandar and Mie Level Capcin MSMEs was a practical activity that connected classroom learning with real business experience. This project aimed to help MSMEs improve their digital marketing and product promotion through the creation of business profiles, promotional videos, product catalogs, and social media campaigns on Instagram, TikTok, and Facebook. It also included preparing financial reports and using QRIS as a digital payment method to make transactions easier and more transparent. This project not only promoted MSME products but also helped students develop creativity, teamwork, and responsibility. Even though there were some challenges during the process, all activities went well thanks to good cooperation and coordination. Overall, this project gave benefits for MSMEs, students, and the campus, especially in supporting digital marketing and entrepreneurship development.

Keywords : *MSMEs, Digital Marketing, Liaison Officer, Business Expo, Promotion, Creativity, Qris, Entrepreneurship*