

POLBENG BUSINESS EXPO CHAPTER II

DIGITAL MEDIA OPTIMIZATION IN THE DEVELOPMENT OF MOCHIMOYDAP AND TEH GOPEK MSMEs

(Case Study at Polbeng Business Expo Chapter II)

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ABSTRACT

This research entitled “*Polbeng Business Expo Chapter II (Case Study of Mochimoydap and Tea Gopek MSMEs)*” aims to improve the promotion and sales of MSME products through an exhibition organized by International Business Administration students at the State Polytechnic of Bengkalis. The study used a qualitative descriptive method with observation, interviews, and documentation. It focused on the planning, implementation, and outcomes of the expo using digital marketing strategies such as business profiles, promotional videos, product catalogs, and QRIS payment systems. The results show that the expo increased brand awareness, expanded consumer reach, and boosted sales for the MSMEs. The project also strengthened collaboration between students and business actors in supporting local economic development.

Keywords: MSMEs, Expo, Digital Marketing, Promotion, QRIS.