

IMPLEMENTATION OF DIGITAL MARKETING AS A MARKETING STRATEGY OF CRISKULA AND ES DAWET AYU IZAN MSME AT POLBENG BUSINESS EXPO CHAPTER II

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ABSTRACT

Expo serve as an important promotional platform that brings together business actors, consumers, and stakeholders to support economic development, particularly for Micro, Small, and Medium Enterprises (MSMEs). Along with technological advancements, expos have increasingly integrated digital marketing strategies to expand market reach and enhance product visibility. This study aims to analyze the implementation of digital marketing as a marketing strategy for Criskula and Es Dawet Ayu Izan MSMEs during the Polbeng Business Expo Chapter II. These MSMEs were selected due to their innovative local culinary products and strong potential for market development. The Polbeng Business Expo Chapter II functions as a strategic platform for MSMEs to introduce their products, increase brand awareness, and build business networks. However, MSMEs continue to face challenges such as limited market access and suboptimal utilization of digital marketing. This study employs a descriptive qualitative approach through observation of promotional activities, analysis of digital content, and evaluation of consumer responses during the expo. The findings indicate that the implementation of digital marketing through social media and digital content significantly improves product visibility, consumer engagement, and sales potential. Therefore, the integration of digital marketing within expo activities is proven to be an effective strategy for enhancing MSME competitiveness and sustainability while supporting local economic development in Bengkalis Regency.

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