

UNDERGRADUATE THESIS

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

*As Part of Fulfillment of the Requirements to Obtain an Applied Bachelor's
Degree in the International Business Administration Study Program at the
Department of Business Administration.*



By :

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5404221513

**APPLIED BACHELOR DEGREE OF INTERNATIONAL
BUSINESS ADMINISTRATION STUDY PROGRAM
BUSINESS ADMINISTRATION DEPARTMENT
STATE POLYTECHNIC OF BENGKALIS**

2026

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APPROVAL SHEET

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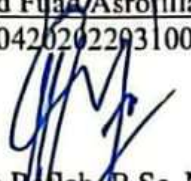
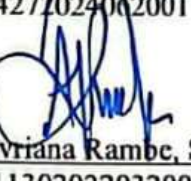
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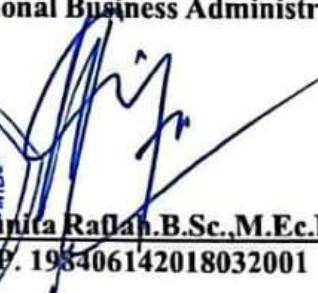
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DECLARATION SHEET

I declare that this thesis is purely my own work, and no work has ever been done to obtain an Applied Bachelor's degree at the Bengkalis State Polytechnic, and to the best of my knowledge there have also been works or opinions that have been written or published by others, except in the written sources mentioned in the text and bibliography.

Bengkalis, January 23th, 2026



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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.*

DEDICATION SHEET



Assalammualaikum Warahmatullahi Wabarakatuh

Thank's to ALLAH SWT., for giving me strength and equipping me with knowledge. After fac- ing many obstacles, for the gifts and facilities that you provide, finally this thesis can be completed on time. Shalawat and greetings are always bestowed upon Rasulullah Muhammad SAW.

To My Beloved Parents

To my dear Father and Mother, this thesis is wholeheartedly dedicated to my beloved Mother Sri Lestari and Sudarmono. Thank you for your endless love, strengthening prayers and countless sacrifices. In every moment of exhaustion and doubt, youe name have been my reason to persevere. Every step and achievement in this thesis stand as a testament to your unwavering love and sincerity that have never ceased to guide my life's journey.

To My Beloved Family

This thesis is also dedicated to my beloved sibling Zakia Dewi Harnum and my extended family. Thank you for your constant support, encouragement, and sincere prayers. Your presence, understanding, and warmth have been a source of strength throughout this academy journey. May this work serve as a small reflection of my gratitude for the love and togetherness you have always shared with me.

To My Advisor

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time, attention, and meaningful motivation, which greatly contributed to the successful completion of this work.

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Lastly, this dedication is addressed to myself for persevering and continuing to move forward despite moments of exhaustion, doubt, and the desire to give up, for choosing to keep fighting, learning from every setback, and rising above limitations; the journey of completing this thesis has not only been about fulfilling an academic requirement but also a process of personal growth that has shaped resilience, patience, and courage, where every effort, tear, and prayer along the way has formed a stronger sense of self-belief and preparedness to face future challenges.

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The Undergraduate Thesis that the Author has made is one of the academic requirements of the State Polytechnic of Bengkalis in the International Business Administration Study Program. The completion of this thesis cannot be separated from the role and support of various parties who have provided assistance, guidance, and prayers to the author. With all humility, the author realizes that there are still shortcomings in this thesis; however, the author has made every effort to present the best possible results.

In the process of preparing this thesis, the author has received assistance from many parties. Therefore, the author would like to express sincere gratitude to:

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3. Ms. Supriati, S.St., M.Si as Head of the Business Administration Department.
4. Ms. Wan Junita Raflah, B.Sc., M.Ec.Dev as Head of the International Business Administration Study Program.
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12. This thesis is dedicated to me, Dea Khoirun Nisa, as a token of appreciation for all the struggles, patience, and faith that have accompanied every step in

completing this scientific work. This journey has been more than an academic process; it has also been an inner journey full of challenges, pressure, disappointments, and moments of doubt. Yet, despite all limitations, I chose to rise and continue moving forward, holding firmly to the principle: "*Inna Ma'al- 'usri Yusra, (QS. Al-Insyirah 94: Ayat 6)*" Every tear, prayer, and effort quietly carried out has become a valuable witness to this process. I am grateful to myself for persevering, even when not everyone understood the path I took. Now, upon reaching a point that was once only a hope within prayers, I feel proud not merely for the outcome, but for having persisted despite all obstacles. The journey is not yet over. Challenges will continue to arise, but as long as I remain confident in what is right and continue to strive, God willing, success will follow. May Allah bless and approve every step taken, and may all support and love received become blessings and multiplied rewards from Allah SWT. Ameen.

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Bengkalis, 23th January 2026

Written By



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CHAPTER I

INTRODUCTION

1.1 Background of the Project

Expo is a form of exhibition activity that aims to bring together various parties, both individuals, organizations, and companies to promote certain products, services, innovations, or ideas. Expo activities are often organized to encourage economic growth, create business opportunities, and strengthen collaboration between business actors. In the context of education, expos can also be used as a medium for learning and developing entrepreneurial skills. In the modern era, expos have evolved by adopting digital technologies, such as virtual expos, which allow exhibitions to be conducted without geographical boundaries. This has proven effective during the pandemic, when physical activities are limited, but the need for promotion and business interaction remains high.

Through expos, various parties can expand their networks, increase product visibility, and create innovation opportunities. With these benefits, expos continue to be one of the most effective strategies in economic, educational, and technological development. From the consumer side, business exhibition activities have benefits as knowledge and entertainment. People can come to the expo to just walk around or enjoy the exhibition. Besides that, the expo also provides a forum for consumers and the public so that they get information about business and get the product references they want.

With the holding of the Polbeng Business Expo activity which was attended by MSME (Micro, Small and Medium Enterprises) players in Bengkalis District, it is hoped that it can have a positive impact on the local economy. Polbeng Business Expo also provides an opportunity for MSMEs to showcase innovation and creativity in their products. This is an important moment to introduce local products to a wider market. Small and are generally established with limited capital. In the Indonesian economic system, MSMEs have a very important role because they can create jobs and produce creative products and can increase per capita income

(Halim, 2020) in Nur Shaikhut Toharotus Shokhikhah, et.al, (2023). This is because most of the existing businesses, especially MSMEs, are small and medium enterprises that can absorb labor and are able to utilize resources.

Young entrepreneurs play an important role in driving the national economy and development. Through innovation and creativity, they create products and services that suit market needs, which increase efficiency and productivity. Activities such as the Polbeng Business Expo provide opportunities for young entrepreneurs to showcase their work and network with other entrepreneurs. The businesses they establish also help to create jobs, reduce unemployment, and improve community welfare. In addition, young entrepreneurs focus on empowering the local economy by utilizing existing resources. As such, they contribute to competitiveness in the market and apply the principles of sustainability in their businesses. Therefore, young entrepreneurs are expected to be the prime movers in achieving inclusive and sustainable economic development, with the support of the government, inclusive and sustainable economic development, with support from events such as the Polbeng Business Expo.

Criskula and Es Dawet Ayu Izan MSMEs were chosen as research objects because they are interesting examples of local culinary business innovations that have successfully attracted market attention. Criskula carries the concept of crispy chicken skin served with various spices and special sauces, providing a unique and appetizing taste experience for consumers. In addition, this MSME has managed to build customer loyalty through consistent product quality and innovation in presentation, making it one of the favorite choices in the local food segment.

Meanwhile, Es Dawet Ayu Izan offers a refreshing traditional drink with a combination of natural ingredients, such as pandan leaves and brown sugar, which gives it an authentic taste. The success of these MSMEs in maintaining traditional recipes while still adapting to modern tastes makes them a distinctive attraction in the market. Both Criskula and Es Dawet Ayu Izan demonstrate how innovation and quality can create an engaging culinary experience and build a loyal customer base.

However, despite their huge potential, MSMEs such as Criskula and Es Dawet Ayu Izan often face challenges, such as limited access to a wider market,

lack of effective digital marketing strategies, and reliance on conventional promotional methods. Therefore, activities such as expos become very relevant to help these MSMEs increase brand awareness, expand market reach, and build new business networks.

Expo, moreover, provide a platform for MSMEs to introduce their products to a more diverse audience. In this context, Polbeng Business Expo Chapter II acts as a bridge between MSMEs players and consumers, while opening collaboration opportunities that can strengthen the position of MSMEs in local and regional markets. By choosing Criskula and Es Dawet Ayu Izan, this project aims to explore how promotional strategies through expos can improve competitiveness and business sustainability, as well as make a real contribution to the development of the MSMEs sector as one of the economic drivers in bengkalis.

Through this expo, it hopes to have a positive impact on the local economy in Bengkalis District, Bengkalis Regency. This expo aims to increase sales of MSME products, expand business networks, and encourage innovation and improvement in product quality. To start an expo activity, human resources and capital are needed. Human resources play a role in organizing and carrying out the expo to completion. Human resources include participants and organizers.

Therefore, based on the background description above, the Author is interested in organizing an Expo entitled Final Project on **“Implementation of Digital Marketing As A Marketing Strategy of Criskula and Es Dawet Ayu Izan At Polbeng Business Expo Chapter II”**

1.2 Identification of the Project

Based on the explanation of the background of the problem above, the identification of project problems that will be discussed in the project "Implementation Of Digital Marketing As A Marketing Strategy of Criskula and Es Dawet Ayu Izan MSME At Polbeng Business Expo Chapter II" is: How the implementation of the expo at Polbeng Business Expo Chapter II starting from the planning stage until the implementation is complete?

1.3 Purpose of the Project

The objectives of this project are divided into two, namely general objectives and specific objectives. The following are the objectives of this project:

1.3.1 General Purpose

The general purpose of the project is to implementation Polbeng Business Expo Chapter II:

The general objective of the final project-based research in the Thesis course in the Business Administration Study Program through implementation of a project entitled Polbeng Business Expo Chapter II is to determine the student's ability to implement activities at the stages of the tenant assistance project which include the stages of preparation, implementation and completion of the organization of the Business Exhibition event project.

1.3.2 Spesific Purpose

The specific purpose of the Implementation Digital Marketing as a Marketing Strategy Criskula and Es Dawet Ayu Izan at Polbeng Business Expo Chapter II are as follows:

1. To create business profile for MSMEs
2. To create tenant promotional videos for MSMEs
3. To create tenant catalogs for MSMEs
4. To post marketing media promotions MSMEs through digital marketing social media
5. To assist creating tenant financial reports of MSMEs
6. To assist MSMEs in using and implementing the QRIS payment system
7. Implementation of digital marketing as a strategy to improve MSME marketing performance: evidence from Polbeng Business Expo Chapter II.

1.4 Significance of the Project

The Significance of the "Implementation of Digital Marketing As A Marketing Strategy Of Criskula and Es Dawet Ayu Izan at Polbeng Business Expo Chapter II" are as follows:

1. For the Author

The author can develop organizational and event management skills through planning, coordinating, and implementing the Polbeng Business Expo and various related events. Through this project, the author will also gain practical experience in managing and promoting large events and working with various related parties. The author will have the opportunity to expand his professional network by interacting and working with various businesspeople, academics, and the community.

2. For Students

Students will have the opportunity to develop various soft skills such as communication, teamwork, leadership, and creativity through participation in event planning and execution. Students will gain practical knowledge in event organization as well as a deeper understanding of the MSME industry and its importance in supporting the local economy. This project provides valuable field experience for students to apply theories learned in class to real situations, thus enriching the learning experience.

3. For Other Parties

MSMEs get a platform to promote their products, expand their business network, and share knowledge and innovations with other businesses. The Expo is expected to have a positive impact on the local economy by increasing the visibility and competitiveness of MSME products. The opportunity to get to know and buy quality local products, as well as gain new information and insights about innovations in the MSME industry.

1.5 Time and Place of project Implementation

The time of implementation of the Polbeng Business Expo Chapter II activities will be held in the 9th week of the even semester 2025. The activity will be carried out for 3 days and proposal development lasted for three months for MSMEs located in Jl. Ahmad Yani, Bengkalis Kota, Kec. Bengkalis, Kabupaten Bengkalis and Jl. Wonosari Tengah, Kabupaten Bengkalis.

1.6 Writing System

The systematic writing of the Polbeng Business Expo Chapter II project report are as follows:

CHAPTER 1 : INTRODUCTION

In this chapter, the author explains the background of the project, project identification, project objectives and benefits. The place and time of project implementation and the systematic writing of the project report are explained in the thesis.

CHAPTER 2 : LITERATURE REVIEW

In this chapter, the author explains the theories relevant to the project by taking references from books or journals as a complement to the project being implemented.

CHAPTER 3 : METHODS AND ACCOMPLISHMENT PROCESS

In this chapter, the author will explain the plan with a project diagram, then proceed with the implementation plan and implementation process, implementation plan and project implementation report. Then proceed with the schedule and estimated costs incurred during the project period to make the expo a success.

CHAPTER 4 : RESULTS AND DISCUSSION

In this chapter, the author will present a profile of project activities and reports on the implementation of project activities, which include project preparation, project reporting, and financial reports on the implementation of project activities.

CHAPTER 5 : CONCLUSIONS AND SUGGESTIONS

This chapter contains a summary and the results of writing in the previous chapters which are written in the conclusion section as well as suggestions for improvement as a substitute for writing.

REFERENCES

APPENDICES

WRITER BIOGRAPHY

CHAPTER II

LITERATURE REVIEW

2.1 General Theory of the Project

This previous research is one of the author's references to conduct research so that the author can enrich the theory used in examining the research conducted. Therefore, the author cites several studies as references to enrich the study material in the study. The following are the results of previous research in the form of several journal articles related to the research conducted by the author.

Farhani, Hilma et al (2023) in journal "Analysis of Bank Mandiri's Entrepreneur Expo Program in Encouraging Entrepreneurial Spirit". Micro, Small and Medium Enterprises (MSMEs) play an important role in Indonesia's economic development, especially in West Java Province. Recognizing this important role of MSMEs, Bank Mandiri has introduced the Entrepreneur Expo Program to support and promote entrepreneurship among MSMEs. This study aims to analyze the impact of Bank Mandiri's Entrepreneur Expo Program on the entrepreneurial spirit of MSMEs in West Java.

The findings show that the program has had a positive impact on MSMEs. Networking opportunities, knowledge transfer and increased confidence have empowered the participants, fostering entrepreneurship in the region. Challenges, including sustainability and access to finance, have also been identified. To address these challenges and improve the effectiveness of the program, several recommendations are proposed, such as expanding post-program support, establishing financial partnerships, and adjusting program content.

Another journal entitled "Introduction of MSME (Micro, Small and Medium Enterprises) Products to Increase Selling Competitiveness at the Level 3 Seuhaaah Festival Event at Paris Van Java Mall" written by Fajri, Ilham et al (2023). Now MSMEs are very easy to recognize with various technological advances, one of which is social media which provides one way of promotion attractively. Wika organizer invites MSMEs to participate in celebrating the Level 3 Sehaaah Festival which will be held in Paris Van Java in collaboration with BJB.

MSME owners were given the opportunity to participate in the event and try to compete with other business units in selling their products. During the Seuhaaah Level 3 Festival, MSMEs could attract consumer attention through creative and attractive product exhibitions. In this case, effective promotion and strong branding are key factors. In addition, participating in events like this allows MSMEs to build a wider business network, including with potential buyers and business partners. In this program, MSMEs can experience real benefits in increasing their sales competitiveness through participation in the Level 3 Seuhaaah Festival event. Therefore, increasing support and promotion of similar events can be an effective strategy in supporting the growth of MSMEs and the local economy.

According to Tutty Nuryati, et al (2023) entitled “Digital Transformations, Work from Home on the Performance of Culinary MSME in Indonesia After the Pandemic”. It was found that research uses Smart PLS 3.0 software. such as the following: Digital Transformation has a positive and insignificant effect on MSME Performance. Work From Home has a positive and significant effect on MSME performance. Based on the test result of data analysis and partial and simultaneous hypothesis testing can be concluded as follows digital Transformation provides a positive and insignificant correlation to MSME Performance. Work From home provides a positive and significant correlation to the performance of MSME.

The fourth research conducted was conducted by Rinjani, Elvri (2024), entitled “Implementation of Digital Marketing As A Marketing Strategy To Improve The Competitiveness of Umkm In Indonesia” The implementation of digital marketing as a marketing strategy in Indonesian MSMEs focuses on innovative and creative development to improve competitiveness. Through the implementation of the right strategy, MSMEs can expand market reach, improve marketing efficiency, and positively impact sales and consumer relationships. This research shows that the use of digital tools not only increases product visibility, but also enables MSMEs to adapt to changes in consumer behavior that increasingly led to digital platforms. Thus, the implementation of digital marketing is key in strengthening the position of MSMEs in a competitive market, as well as driving local economic growth in Indonesia.

The fifth research was conducted by Harmawan et al. (2023), entitled “Application of digital marketing as a marketing strategy to increase msme savin” the research discusses the application of digital marketing as a strategy to increase the competitiveness of MSMEs in the era of the industrial revolution 4.0. The research includes an analysis of how MSMEs can take advantage of digital platforms to expand markets and improve operational efficiency, the application of digital marketing is very important for MSMEs to stay relevant and compete in the global market and can help them optimize resources and increase profitability.

2.2 Specific Theory of the Project

2.2.1 Marketing Management

2.2.1.1 Definition of Marketing Management

To achieve all planned goals, individuals or organizations must exchange products of value with other parties or engage in all activities related to the delivery of goods or services from producers to consumers. Marketing is a managerial process that helps individuals or groups get what they need. In addition, marketing is a managerial technique that facilitates the acquisition of needs by individuals or groups. Individuals or organizations must trade valuable goods with other parties or engage in all actions related to moving goods or services from producers to consumers to meet all planned goals. In addition, marketing is an additional action that businesses use to promote goods or services (Seran, 2023).

The company's efforts to manage strategies aimed at reaching the intended target market to ensure its existence and generate profits for the business are known as marketing management (Shanjaya et al., 2023). According to Kotler & Amstong (1999: 11) in (Dewi, 2022) explains Marketing Management is the analysis, planning, implementation, and control of programs designed to create, build, and maintain beneficial exchanges with target buyers for the purpose of achieving organizational objectives.

Based on the expert explanation above, it is concluded that marketing management is a methodical approach to developing, coordinating, implementing,

and supervising all marketing programs to achieve organizational goals and obtain profitable exchange rates with target consumers. The company's marketing efforts must be well managed, and marketing managers must be heavily involved in the planning process.

2.2.1.2 Marketing Mix

Marketing mix is an important component in influencing the internal and external elements of the company, therefore the use of marketing mix, or marketing mix, is very important to increase sales volume (Nurhayaty, 2022).

According to Danang (2014) in (Ulandari, 2023) the marketing mix is a mix of factors that form the basis of the marketing system, and which can be managed by each company to influence consumer responses. After providing a brief explanation, the marketing mix is a collection of marketing instruments that companies use to meet goals and satisfy the wants and needs of their clients.

Based on the above understanding, it can be concluded that the marketing mix is a mixture of variables that can be managed by the company, and which together can create a market system to help the company achieve its goals in the intended market.

Based on Kotler and Armstrong the marketing mix consists of four elements of marketing activities or what is commonly referred to as "4P", namely product, price, place, and promotion (Shanjaya et al., 2023) with the following explanation:

1. Product

A product is a good or service that a company offers to its market share. The types included in the product mix include product variety, quality, design, features, brand names, packaging, and services.

2. Price

Price is the amount of money that consumers must pay to obtain the desired product or service. Price is the only element of the marketing mix that generates revenue, while the other elements generate costs. Price is the type of marketing mix that is most easily adjusted to the ability of consumers and requires a relatively short time to change.

3. Place

Location or place of marketing, which includes business operations that create goods or services aimed at the target market. The distribution channel for a product or service is a group of connected businesses that work together to prepare it for use or consumption. Distribution channels can be interpreted as a set of companies and individuals that assist in transferring rights to certain goods or services if the goods or services move from producers or traders to consumers.

4. Promotion

Promotion is the activity of promoting goods and services and persuading consumers to buy them. Promotion is a means of communication between producers or traders and customers; for producers, these are activities to inform products, encourage consumers to buy, and remind consumers not to forget the product.

2.2.2 Promotion

2.2.2.1 Definition of Promotion

Promotion is a type of communication between individuals or businesses and the public that aims to inform the public about products, services, brands, and companies and persuade the public to buy and use them (Ningrum et al., 2023). Another definition defines promotion as a type of marketing communication that aims to stimulate demand. Promotion is an important component in marketing because it can attract the attention of consumers who were previously not interested in the product (Veronika & Nainggolan, 2022).

In addition, to present anything (goods, services, brands, or companies) to the public and persuade them to buy and use these goods, promotion is an act of communication carried out by individuals or organizations to the wider community Syahputra (2019: 84) in (Ningrum et al., 2023). Based on the above definition, it is concluded that promotion is the process of getting goods into a large market in increasing sales and generating the required profits another important strategy in making products better than competitors is advertising.

2.2.2.2 Function of Promotion

According to Terence A. Shimp in (Sari, 2022) promotion has five functions that are very important for a company or institution. The five functions are described as follows as follows:

1. Informing

Promotions make consumers aware of new products, educate them about the various features and benefits of brands, and facilitate the creation of an image of a company that produces products and services. Promotion performs another valuable information role, both for the advertised brand and its consumers, by teaching new benefits of existing brands.

2. Persuading

Good promotional or advertising media will be able to persuade customers to try the products and services offered. Sometimes persuasion takes the form of influencing primary demand, which creates demand for the entire product category. More often, promotions seek to build secondary demand, demand for specific company brands.

3. Reminding

Advertising keeps the company's brand fresh in the minds of consumers. When a need arises, which is related to the advertised products and services, the impact of past promotions allows the advertiser's brand to be present in the minds of consumers.

4. Adding Value

There are three fundamental ways in which companies can add value to their offerings, innovation, quality improvement, or changing consumer perceptions. The three components of added value are completely independent. Effective promotion causes the brand to be seen as more elegant, more stylish, more prestigious and can be superior to competitors' offerings.

5. Assisting (accompanying other efforts of the company)

Advertising is one of the promotional tools. Promotion helps sales representatives. Advertising oversees the sales process for the company's products and provides a valuable introduction for salespeople before making

personal contact with prospective customers. Advertising efforts, time, and costs can be saved because less time is required to inform prospects about the features and advantages of service products.

2.2.2.3 Types of Promotion

There are 5 (five) dimensions or types of promotion according to Kotler and Keller in (Metta et. al., 2023), namely:

1. Advertising, namely all forms of nonpersonal ways of presenting and promoting to introduce ideas, products, or services. Advertising is seen as a strategy to manage images that aim to create and maintain perceptions and meanings in the minds of consumers. The various forms of promotion used include broadcasting, printing, the internet, outdoor media, and other forms of promotion.
2. Personal Selling refers to direct presentations made by salespeople with the aim of achieving sales and building relationships with consumers. Various types of promotions used include presentations, trade shows, and incentive programs.
3. Sales promotion, which are short-term incentives used as encouragement to increase the purchase or sale of a product or service. The types of promotions used include discounts, coupons, product displays, demonstrations, contests, sweepstakes, and events.
4. Public relations, involves efforts to build positive relationships with various parties related to the company, with the aim of gaining favorable publicity, shaping a good corporate image, and addressing or explaining adverse rumors, stories, and events. Types of promotion used include press releases, sponsorships, special events, and web pages.
5. Direct marketing involves direct interaction with target consumers, with the aim of getting an immediate response and establishing an ongoing relationship with consumers. Forms of promotion used include catalogs.

2.2.2.4 Promotion Objectives

Rossiter and Percy in (Sari, 2022) classify promotional objectives as the effects of communication as follows:

1. Growing customer perceptions of a need (category need)

This promotional activity is how the company gives customers the perception that the needs they want will be provided by the company. Growing this perception to customers will provide an assessment of the company for the availability of the goods they need.

2. Introducing and providing understanding of a product to consumers (brand awareness)

The basic objective of all promotional activities is to provide information to potential buyers about the products offered, where consumers can buy them, and at what price. Consumers need this information in making their purchasing decisions.

3. Encourage the selection of a product (brand attitude)

Companies need to position their products by emphasizing the advantages of their products compared to competitors' products. The right promotional strategy, such as advertising, can help companies.

4. Persuade customers to buy a product (brand purchase intention)

The promotional activity this time is how the company's attitude can persuade customers to buy its products. One example that can be done is to provide quality products so that customers want to buy or use these products for a long time.

5. Compensating for the weaknesses of other marketing mix elements (purchase facilitation)

There are various ways that companies can take to provide information about the company's products or services, to influence potential consumers to make purchases, and to make consumers remember or be loyal to the products the company offers. The promotion carried out by the company consists of several activities that are part of the promotion mix. Each company will vary in designing its promotional mix depending on the company's objectives, promotional strategy, product characteristics, and target market characteristics.

6. Instill a product and company image (positioning)

Promotional activities carried out by companies can help shape consumer

images of the products offered. Companies can use advertising media to build an image of their products in the eyes of consumers.

2.2.3 Digital Marketing

Most MSME actors have almost the same problem, namely lack of knowledge of strategy marketing to increase sales as well as their profits in need extensive marketing. Deep business assumptions MSMEs are sometimes seen as businesses which can be done without a marketing strategy (Asra et. al., 2023).

According to Kotler & Keller (2018 in Maulana and Asra) Digital marketing is one of the media that is often used by business actors because of the new ability of consumers to keep up with the flow of digitalization, some companies are gradually starting to abandon conventional marketing models/and switch to modern marketing. With digital marketing communication and transactions can be done every time/real time and can be accessed worldwide, someone can also see various goods via the internet, most of the information about various products is already available on the internet, ease of ordering and the ability of consumers to compare one product with other products.

One of the factors that support the development of MSMEs in Indonesia is to carry out a good marketing strategy so that MSME products can be recognized by the public (Raflah, 2021 in Arimurti, et. al., 2024). Marketing using digital technology or what is commonly referred to as digital marketing can help businesses in terms of promoting and marketing their products and services without any limitations on distance, time and communication methods (Hardilawati, 2020 in Arimurti, et. al., 2024). One of the things that can be adopted from digital marketing is using social media, social media plays a role in reducing promotional costs and has a wider reach (Zulfa & Rahmah, 2022 in Arimurti, et. al., 2022).

2.2.3.1 Catalog

Product catalogs have the potential to facilitate consumers' search for their ideal purchase by providing pre-existing information about a product or company, which can attract their interest in making a purchase. Product Catalog is a list of company product information accompanied by information or explanations in the

form of sheets, cards, books, and other forms. The word Catalog itself comes from Ancient Greek, namely "Catalogus" / "Catalogos" which means mentioning one by one or a list and can be interpreted as a list of objects or items arranged with a specific purpose (Meggie Cornelia, 2023) in (Novita et al., 2023).

One of the tools used as a publication tool to market goods or products owned by a company is a product catalog. Product catalogs allow companies to provide detailed explanations to clients about each item or service they offer or sell. Like the information media of a business, a product catalog is a compilation and inventory of goods owned by the company (Efrilia & Purba, 2022).

Product catalogs are known to be practical in conveying all types of information because in general the catalog can also be said to be a presentation tool for the features of the company. In the product catalog there is also about how the company's relationship with customers, the company profile, and the most important thing is to explain the quality of a product or service from the company (Pranata, 2022) in (Novita et. al., 2023).

Based on the above definition, it can be concluded that a product catalog is one of the instruments used by companies or industry players as a publication tool to advertise the goods or products they have.

2.2.3.2 Company Profile

Company profile is a description of the company that is grouped in a medium and used by the company as a means of promoting the company to the public (Sunarya et. al., 2023).

Company profile is an introduction to the public, including the latest news for those who want to add complete news, including promotional offers and explanations of the products or services you want to offer. This can make it easier to convey the entire scope of the company to establish good cooperation with clients, gain the trust of prospective passengers, and serve as a promotional medium for the wider community (Hidayat & Suwarno, 2023). So that the company profile is very important to build the company's image and achieve the target market.

Based on the above definition, it can be concluded that a company profile is a promotional tool used to provide a comprehensive overview of the company to

the public. This company profile serves to introduce the company, including the latest news, promotions, offers, and explanations of the products or services offered. Thus, the company profile helps the company in building an image and increasing public awareness of the company's existence and activities.

2.2.4 Financial Management

Financial Management is a procedure in an organization's financial operations related to efforts to raise capital and cut costs, as well as efforts to manage the finances of an organization or business entity to achieve certain financial targets. According to Horne and Wachowicz Jr. (2012: 2) in his book entitled *Fundamentals of Financial Management* which has been translated into financial management principles, financial management is related to asset acquisition, funding, and asset management based on several general objectives.

Sutrisno (2000: 3) financial management can be interpreted as all company activities related to efforts to obtain funds at low cost and efforts to use and allocate these funds efficiently. Meanwhile, according to Martono and Hartijo (2005: 16), financial management or what is often referred to as spending is all company activities to obtain funds, use funds and manage assets (Suriyanti et al., 2023).

Based on the definition above, it is concluded that financial management is the overall action of the company, which is focused on finding the money needed at the lowest possible cost and with the highest possible return and trying to use these funds as effectively as possible.

2.2.4.1 Financial Report

Basically, financial statements are the object of the most important part of the company. In the financial statements there are three types of reports, namely the first balance sheet which provides information about wealth, debt, and capital, the second profit or loss statement which provides information about the company's activities, and the third cash flow statement, which provides information about the company's cash inflows and outflows (Hastiwi et al., 2022).

Cashmere (2013: 7) in (Nur & Fadila, 2023) simply where the definition of financial statements is a report that shows the company's current financial condition

or future periods. The purpose and objective of financial statements is to show the company's financial condition.

According to different definitions, financial statements are the final product of the accounting process and provide a summary of operational results, changes in the company's financial position, and the condition of the financial position. The most important tool for evaluating the economic and management status of an organization is financial statements. Every business, whether it is a trading, manufacturing, or service organization, wants to make a profit. Company management must use technology and financial data when creating financial statements to meet this goal (Nur & Fadila, 2023).

Based on the above definition, it is concluded that financial statements are financial data that can be used to characterize the performance of a company during a certain accounting period. Financial reports are very helpful for businesses because they allow management to recognize the strengths and weaknesses of the company financially and then take appropriate action to improve performance.

2.2.4.2 Qris

The use of technology is now a very important aspect of everyday life, both in social and economic contexts. In the production process, technology has taken a leading role and changed the way people live. The Covid-19 pandemic has accelerated the increase in the use of technology, making it a necessity for businesses to adapt to digitalization. This activity is a form of community service that aims to improve financial literacy and the ability of the community to adapt to online payment systems, one of which is QRIS (Quick Response Code Indonesian Standard). Through this service, the community is expected to be more familiar and adapt to the QRIS system, which can have a positive impact on MSMEs. This activity was carried out in three stages: material delivery, question and answer sessions, and discussions. These stages are expected to help MSME owners understand the digital payment mechanism and facilitate the implementation of QRIS. The evaluation of this activity shows that MSME owners in Mattoanging Village are very enthusiastic to immediately adopt QRIS. The results of this activity can also be taken into consideration for the government to further encourage the use

of online payment systems in accordance with the National Non-Cash Movement (GNNT), (Farhan 2023).

2.2.5 Business Profile

Business Profile is a free business tool from Google that businesses can use to increase their online presence on the internet so that it is easy for customers to find. This business tool used to be a special application called Google My Business (Google My Business), but as it evolved, this business tool was integrated with Google Maps. Google Business Profile has several excellent features that can help businesses manage their business appearance on the internet, such as editing business information, messages, sharing business promotions, business attributes, customer review replies, and business analytics. All these features, if used optimally, can increase the confidence of potential customers so that they have the potential to provide benefits to business actors (Husain 2023).

2.2.6 Sponsorship

2.2.6.1 Definition of Sponsorship

Priansa (2017) in (Agusta et. al., 2023) sponsorship is a marketing strategy carried out by an organization or event with a contract which then has the right to use products, brand names and even logos and other related matters. Meanwhile, Gultom, et al (2019) in (Agusta et. al., 2023) sponsorship is the support of both funds and products carried out by individuals and organizations by expecting positive reciprocity. This activity aims to benefit both parties so that later it can increase product exposure, company image, and brand awareness.

Based on the explanation above, it can be concluded that sponsorship is a marketing strategy in which individuals or organizations provide support, either in the form of funds or products, with the aim of obtaining reciprocal benefits. Sponsorship gives the sponsored party the right to use products, brand names, logos, and other related elements, and aims to increase product exposure, corporate image, and brand awareness. This activity is designed to benefit both parties involved, thus forming a mutually beneficial relationship.

2.2.6.2 Function of Sponsorship

There are several functions of sponsorship, namely:

1. Increases brand awareness.

Sponsorship significantly increases brand awareness among the target audience. By engaging in attention-grabbing events or activities, companies can capitalize on brand exposure through logos, promotions, and related appearances. This helps create broader and stronger brand recognition in the eyes of consumers, which is an important first step in building long-term relationships.

2. Can boost sales.

Involvement in sponsorship has a positive impact on sales. Through broad brand exposure and support of events or activities that are valued by consumers, companies can increase consumer interest in their products or services. Consumers tend to be more inclined to choose brands that are involved in positive activities or associated with positive experiences.

3. Promotes positive business reputation.

Sponsorship can be an effective tool to build a business' positive reputation. By supporting charity events, sports or community activities, companies can demonstrate their social responsibility. This creates an image of the company as an entity that cares and is involved in improving the well-being of society.

2.2.6.3 Sponsorship Objectives

Sponsorship is a form of affiliate cooperation that is mutually beneficial for the organizer and sponsor. For companies, organizations or brands, sponsorship can provide benefits, such as an indirect method of promotion and marketing, improving brand or company image, increasing brand awareness for consumers, developing business relationships with new relationships, increasing sales and as a way for companies to build product associations.

2.2.7 Expo

Expo as one part of the MICE (Meeting, Incentive, Conference and Exhibition) service business can be interpreted as a form of activity to promote, show, demonstrate various products of goods or services to the audience of visitors

in a certain place and within a specified period.

Trade shows (expo) are an affordable way for businesses to connect with various stakeholders, interact with clients and potential clients, and launch new products. Short-term face-to-face meetings can save costs by shortening the sales cycle or by strengthening relationships with important partners, but there are still unanswered concerns about what businesses expect from attending exhibitions (Mora Cortez et al., 2022).

Meanwhile, Yahya and Lubis (2017) in Devica (2022) explained that Trade fairs and exhibitions that are often accessible to the public serve as platforms for advertising because their main purpose is to present products to the public to attract their interest and encourage them to buy them.

2.2.8 MSMEs

MSMEs are a form of small community business whose establishment is based on a person's initiative (Afrida, et.al, 2022) in (Munthe et. al., 2023). Most people think that MSMEs only benefit certain parties. In fact, MSMEs are very instrumental in reducing the unemployment rate in Indonesia. MSMEs can absorb a lot of Indonesian labor that is still unemployed (Husniyah, et.al, 2022) in (Munthe et. al., 2023).

One of the economic forces that has been supporting the Indonesian economy and regional economic strength is the presence of micro, small and medium enterprises (MSMEs). When the world economy and the Indonesian economy experienced a recession, MSME actors were not in the least affected by the negative impact of the economic recession, even most MSME actors could still develop their businesses in supporting the country's economy. MSME actors can maintain and increase the contribution of regional economic growth and increase revenue to the state tax sector, apart from being supported by large-scale industries, also significantly supported by small-scale industrial groups (Gumilang, 2019 in Hutomo and Asra, 2024).

2.3 Framework of the Project

Based on the theories explained above, the framework of this project is illustrated in the image below. The framework provides a systematic and structured overview of the stages involved in the project implementation, as well as the relationships between the main components.

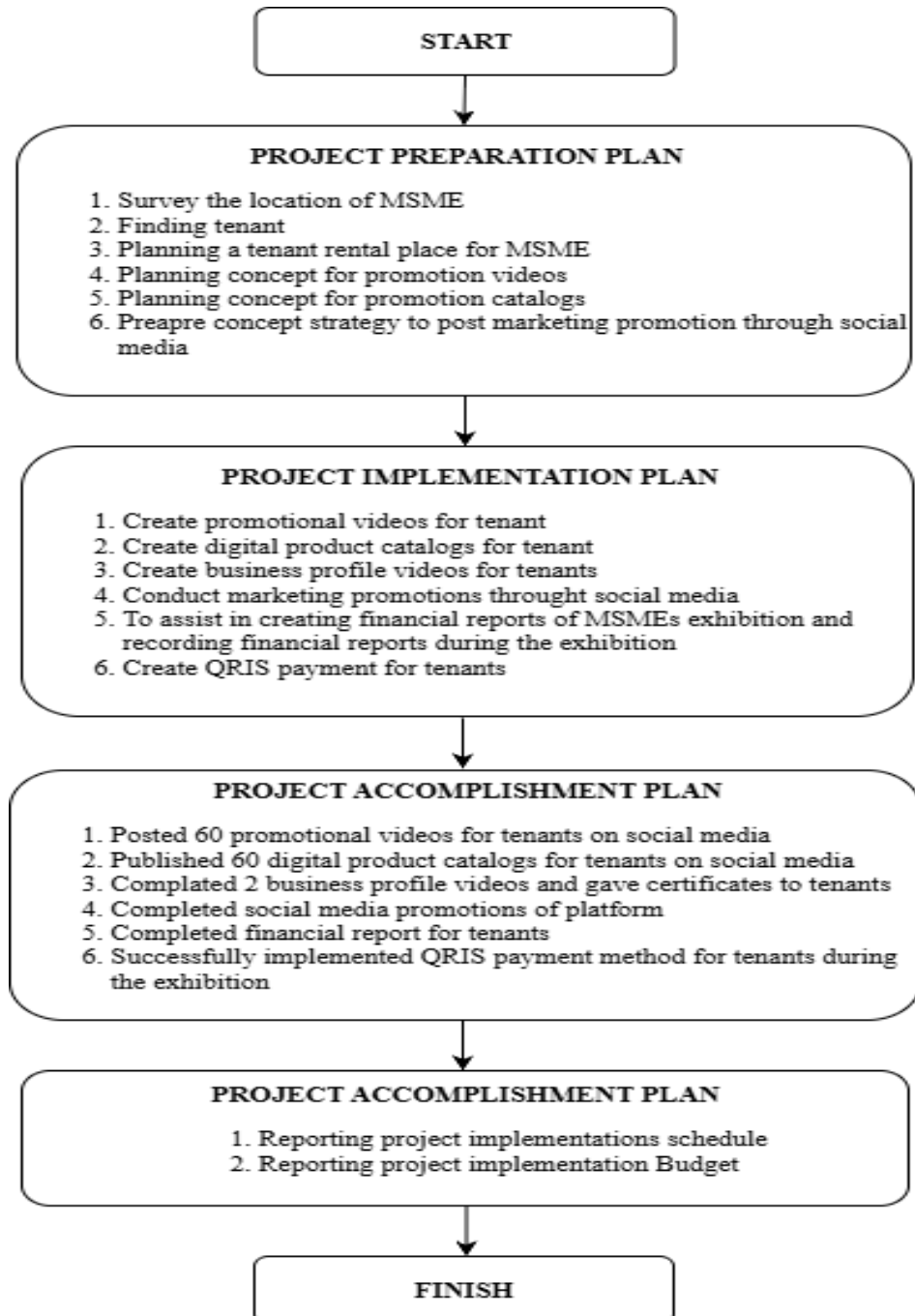


Figure 2. 1 Freamwork Project
Source: Processed Data (2025)

CHAPTER III

METHOD AND ACCOMPLISHMENT PROJECT

3.1 Project Preparation

The project preparation plan is the initial plan that must be prepared before starting an activity. The project preparation plan is depicted in the Flowchart of the project preparation plan below:

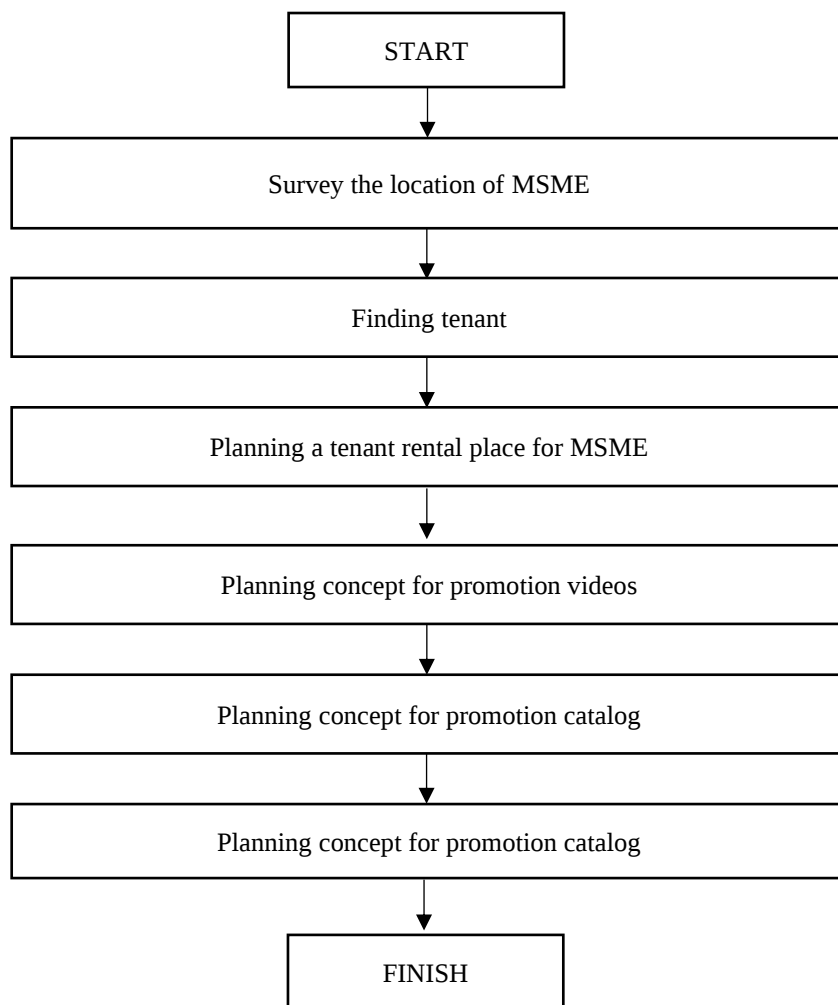


Figure 3. 1 Flowchart of Project Preparation
Source: Processed Data, (2025)

The project preparation plan includes various steps, starting from the preparation of financial reports one month before the expo, making profiles, videos, and catalogs for MSMEs, as well as making financial reports on activities before

and after the expo, and preparing activity proposals aimed at promotion to sponsors and donors. The proposal contains information about the project, budget required, targets, time, location, and sponsorship criteria. Other preparations included preparing rental tents for each tenant, determining the cost per tenant, and creating attractive banners to attract potential expo participants. This stage of project preparation includes the presentation of the project concept, the formation of an organizing committee, and the preparation of a project proposal that includes a budget for implementation costs as well as information about tenants and targeting and location of activities.

Project preparation plan is prior step to initiating a project to ensure activities are carried out systematically and efficiently. The concept for preparing the Implementation of Digital Marketing as A Marketing Strategy of Criskula and Es Dawet Ayu Izan MSME at Polbeng Business Expo Chapter II is outlined as follows:

3.1.1 Survey the location of MSME

The first step in the project preparation plan was to conduct a location survey for Micro, Small, and Medium Enterprises (MSMEs). This survey aimed to identify strategic areas that could optimize visibility and accessibility for visitors during the expo event. The team carefully observed the physical conditions of the location, including space availability, visitor circulation patterns, and proximity to supporting facilities. In addition, the survey helped analyze the demographics and characteristics of potential visitors, such as age groups, interests, and purchasing behavior. By understanding these factors, the team could assess the potential success of participating MSMEs and anticipate possible challenges. The findings from the location survey were then used as a basis for planning an effective booth layout and overall expo arrangement, ensuring a comfortable visitor experience while maximizing promotional opportunities for MSMEs.

3.1.2 Finding Tenant

Finding tenant is a crucial stage in organizing an MSME expo, as the quality and suitability of tenants greatly influence the success of the event. The process begins with identifying potential MSMEs that align with the concept and objectives of the expo, particularly those with unique products, business readiness, and growth

potential, through direct outreach, recommendations, and social media promotion. An initial screening is then conducted to ensure that the products meet the target market and expo standards, including evaluations of product quality, pricing, and branding. Selected tenants are confirmed and informed about technical details such as rental fees, available facilities, and event schedules. Furthermore, the organizing team arranges an efficient and attractive rental area supported by essential facilities such as electricity, water, and internet access, and implements a digital marketing campaign for one month prior to the expo to promote participating tenants and attract visitors.

3.1.3 Planning a tenant rental place for MSME

Once tenants have been found, planning a rental venue for MSMEs becomes a crucial step. This involves arranging an efficient and attractive space, so that each tenant can showcase their products well. The team should consider logistical aspects, such as the provision of electricity, water, and internet access facilities, as well as ensuring that the layout of the rental area supports good interaction between tenants and visitors. As part of the promotional strategy, the team will carry out a digital marketing campaign for a month before the expo.

3.1.4 Planning concept for promotion videos.

Conceptualizing 30 tenant promotional videos involves careful planning so that each video reflects the character and uniqueness of the tenant. Each video must be designed with attention to attractive visual elements, a clear message, and a duration that suits the social media platform where the video will be posted. Video concepts can vary, ranging from showcasing the tenant's superior products or services, the story behind the brand, customer testimonials, to special promotions or discounts.

3.1.5 Planning concept for promotion catalog

Creating a tenant catalog concept requires a creative and structured approach, with the aim of presenting tenant products or services in an attractive and informative manner. Each catalog needs to be designed with a visual design that is consistent and easy to understand and highlights the advantages or unique features of each tenant. The catalog concept may include grouping products by category,

highlighting special offers or promotions, and including a brief description of the tenant and the added value offered.

3.1.6 MSMEs preparing concept and strategy to post marketing media promotion through social media

Conceptualizing and strategizing for social media marketing promotions is an important step in reaching a wider audience and increasing brand awareness. In this case, it is important to design the right approach by considering the characteristics of the target audience, the platform used, and relevant and interesting content. Thus, promotion through social media can be done effectively to achieve the desired marketing goals.

3.2 Project Implementation

The Project Plan is entitled “Implementation of Digital Marketing as a Marketing Strategy of Criskula and Es Dawet Ayu Izan at the Polbeng Business Expo Chapter II.” This project was designed to support the development of marketing strategies through the use of digital media in order to increase product visibility, attract potential customers, and improve overall business performance during the expo. The project consists of several structured activities, starting from the preparation stage, content creation, promotional planning, up to the implementation and evaluation phases. One of the series of activities carried out during the event is illustrated in the flowchart of the project implementation plan below, which provides a clear overview of the systematic steps taken throughout the project.

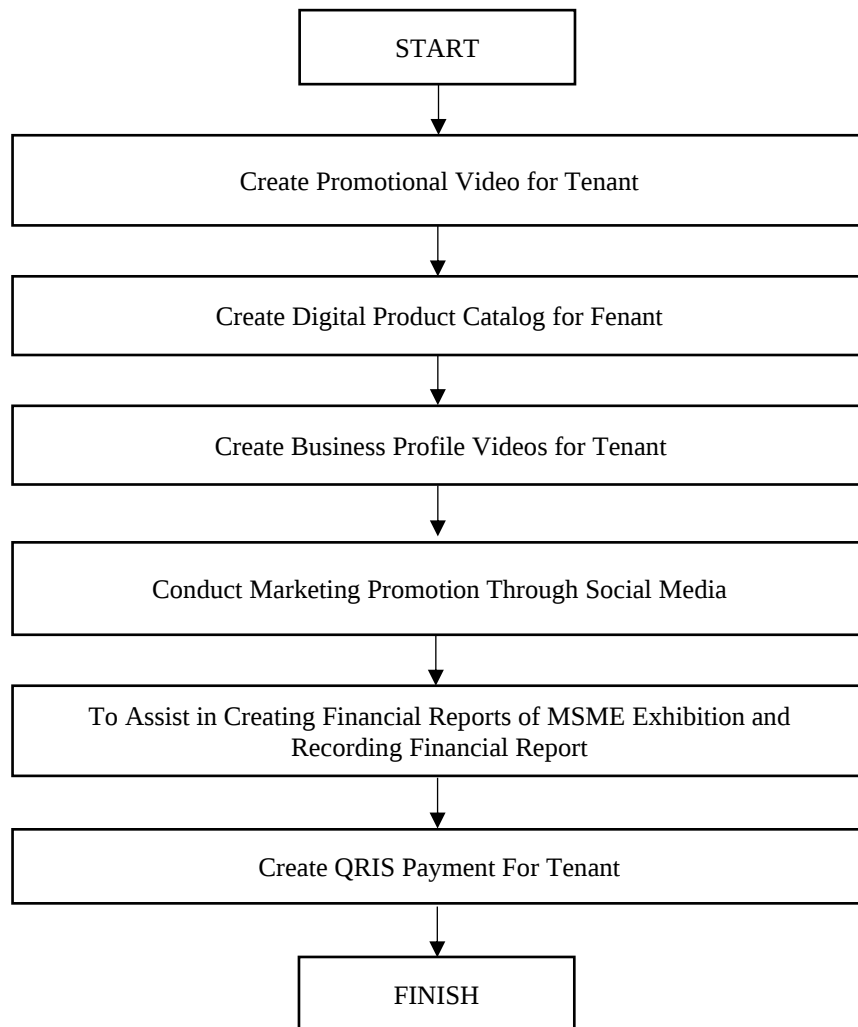


Figure 3. 2 Flowchart of Project Implementation
Source: Processed Data, (2025)

In the planning stage of project implementation, several steps were taken such as planning the schedule of activities, finding tent rentals, and promoting activities to potential sponsors, donors, and the community through lobbying to reach an agreement that benefits both parties. During the expo activities, the author also made reports and recorded transactions of participating MSMEs. The expo implementation plan aims to establish good relations with MSMEs and potential sponsors for the success of the activity. Promotion was carried out to businesspeople, students, organizations, and participants with digital marketing strategies and distribution of brochures containing complete information about the event to attract many participants and visitors.

3.2.1 Create of the process promotion video for tenant.

The implementation of the process of making 30 tenant promotional videos begins with careful planning, starting from identifying the purpose and audience for each video, as well as a development concept that suits the character of the tenant's product or service. After that, scripts and storyboards are prepared to design the video flow in detail. The production process is carried out by paying attention to appropriate image, lighting, and audio quality, followed by an editing stage to arrange the recording, add visual effects, and perfect graphic elements. After the video is complete, it is reviewed and revised to ensure quality and suitability for marketing objectives. Finally, videos are distributed via the right social media platforms with a regular posting schedule and supported with additional promotions such as paid advertising or collaborations with influencers to reach a wider reach.

3.2.2 Create digital product catalogs for tenant

The implementation of the process for creating 30 catalog tenants begins with structured planning content, namely determining the purpose of creating the catalog and the audience you want to reach. Each catalog is intended to be designed to display tenant products or services in an interesting and informative manner. The first step is to identify the featured products or categories that will be included in each catalog. After that, the visual catalog design is prepared by paying attention to graphic elements layout, and consistency of the seller's brand. Then product descriptions, prices and other related information are written clearly and attractively. The next process is taking high quality product images or photos, which will strengthen the visualization of the catalog. After the photos are collected, an editing and cataloging process is carried out to ensure a neat and professional appearance. After ensuring the catalog is complete, a review is conducted for all information to be accurate and meet the tenant's marketing goals. The catalog is ready to be distributed in both physical and digital formats through various marketing platforms to reach a wider audience.

3.2.3 Create bussines profile video for tenant

Implementation of the tenant profile creation process begins with collecting important information that includes the tenant's history, vision, mission and main

values. The first step is to conduct an interview or discussion with the tenant to obtain in-depth information about the business background, products or services offered, and competitive advantages. After that, the information is arranged in a clear and attractive format taking into account the audience who will read the profile. The visual design of the profile also needs to be considered so that it matches the tenant's brand identity, including logos, colors and other graphic elements. Additionally, add testimonials from customers or business partners to give more credibility to the renter's profile. After the profile is compiled, a review is carried out to ensure the accuracy and completeness of the information presented. This tenant profile is then ready to be published in both digital and print form, as well as used in various marketing materials such as websites, brochures, or social media to increase customer awareness and interest.

3.2.4 Carry out the process of posting marketing media promotions through social media.

Implementation of the process of installing promotional media via social media. In today's digital era, using social media as a promotional platform is very important to reach a wider audience and increase engagement with customers. This process includes planning engaging content, strategic scheduling of posts, and analyzing results to measure campaign effectiveness. By taking advantage of the various features social media platforms offer, such as paid advertising and direct interaction with users, companies can significantly increase brand visibility and drive sales conversions.

3.2.5 To assist to assist in creating financial report of MSMEs exhibition and recording financial report during the exhibition.

Implementation of the financial report preparation process carried out 30 days before and 3 days after the exhibition. This process begins with collecting relevant financial data, including budget, expenses, and projected revenue for the event. During the 30-day period prior to the exhibition, the finance team will prepare a preliminary report that includes estimates of costs and potential revenues, as well as an analysis of risks that may be faced. Once the exhibition takes place, within 3 days, a final financial report will be prepared to cover all transactions that occurred

during the event, providing a clear picture of the financial performance and effectiveness of the investments made.

3.2.6 Create QRIS payment for tenants.

Discusses the implementation of the QRIS (Quick Response Code Indonesian Standard) process for tenants. This process begins with collecting the necessary information from each tenant, including business name, account number, and other details relevant to creating a QRIS. Once the data is collected, the technical team will use the appropriate platform to generate a unique QRIS code for each tenant, ensuring that each code can be used for safe and efficient payment transactions. Furthermore, outreach to tenants regarding how to use QRIS in transactions is also carried out, including training on how to condition and receive payments. With the implementation of QRIS, it is hoped that transactions between tenants and customers can take place more quickly and practically, as well as improve the shopping experience at the events or locations provide.

3.3 Project Accomplishment Plan

Project completion planning is depicted in a flow chart. This flow chart aims to facilitate the flow of completing activities systematically and in a structured manner, so that each stage of the project can be clearly understood and implemented effectively. Through the flow chart, the sequence of activities, decision points, and responsibilities involved in the project are presented visually, making it easier to monitor progress and ensure that no important steps are missed. The project completion plan illustrated in the flow chart below also helps improve coordination among team members, supports efficient time management, and minimizes the risk of errors during project implementation.

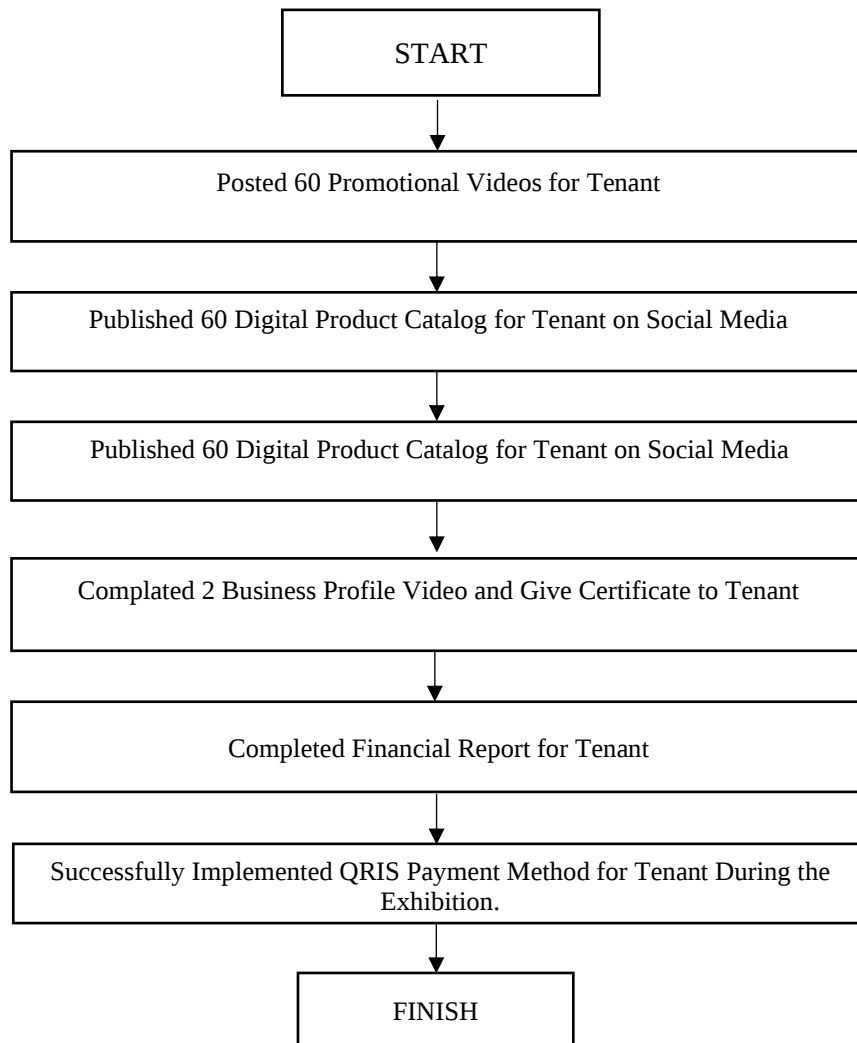


Figure 3.3 Flowchart of Project Accomplishment

Source: Processed Data, (2025)

3.3.1 Posted 60 promotional video for tenant on social media.

Focuses on the production of 30 promotional videos for Micro, Small, and Medium Enterprises (MSMEs), aiming to increase the visibility and competitiveness of local products in an increasingly competitive market. These videos will showcase the uniqueness and quality of MSME products, as well as the inspiring stories behind the businesses, to capture consumers' attention and increase their engagement. Using attractive visual media, it is expected to create a significant positive impact, both in increasing sales and building brand awareness. In addition, the distribution of videos through digital platforms such as social media and websites will maximize audience reach, allowing MSMEs to reach a wider and

more diverse range of consumers. Thus, this initiative is not just a promotion, but also a sustainable economic empowerment strategy for MSME players.

3.3.2 Published 60 digital product catalogs for tenant on social media.

The creation of 30 catalogs for Micro, Small and Medium Enterprises (MSMEs), which aim to provide comprehensive information on the various products and services offered by MSME players. These catalogs will be professionally and attractively designed, featuring high-quality product photos, clear descriptions, and relevant contact information. With this catalog, it is expected to make it easier for consumers to recognize and choose products that suit their needs, while increasing the credibility of MSMEs in the eyes of customers. Catalog distribution can be done physically or digitally, so that it can reach a wider audience. In addition, the catalog will be an effective marketing tool, helping MSMEs to compete in a wider market and opening opportunities for cooperation with other business partners. Thus, the creation of this catalog is a strategic step in strengthening the position of MSMEs and encouraging local economic growth.

3.3.3 Completed 2 bussines profil video and give sertificate for tenant.

This focuses on tenant profiles, which aim to provide a comprehensive overview of each tenant in the context of its business. This profile will include key information such as the tenant's name, type of business, location, and relevant background and experience. In addition, data will also be included regarding the products or services offered, as well as the business values and vision and mission. By compiling an informative and attractive profile, it is expected to increase customer understanding and interest in the tenant, as well as build a stronger relationship between the tenant and the surrounding community. The profile will also serve as an effective promotional tool, helping the tenant to stand out in the market and attract the attention of potential partners. Overall, creating a vendor profile is an important step in strengthening business networks and driving local economic growth.

3.3.4 Post marketing media promotion through social media

The achievement plan underscores the importance of social media marketing as an effective strategy to promote the products and services of Micro, Small and

Medium Enterprises (MSMEs). In today's digital era, social media is a highly relevant platform to reach a wider and more diverse audience. Through creative and engaging content management, MSMEs can utilize features such as paid ads, stories, and live streaming to increase interaction with customers. This plan includes targeted campaign development, content performance analysis, and strategy adjustments based on audience feedback to optimize the reach and impact of promotions. With a systematic and measurable approach, it is expected that social media marketing will not only increase brand visibility, but also create stronger engagement with customers, drive loyalty, and ultimately increase sales and overall business growth.

3.3.5 Completed financial report for tenant

The financial report, which is conducted 30 days before and 3 days after expo, aims to provide a clear picture of the financial condition of Micro, Small and Medium Enterprises (MSMEs) involved in the event. In the 30-day period before the expo, the report will include revenue projections, preparation costs, as well as estimated expenses related to participation in the expo. On the other hand, the report prepared 3 days the expo will show the realization of revenue from sales during the event, costs incurred, as well as a comparative analysis between projections and realizations. With these financial reports, MSMEs can evaluate the effectiveness of their participation in the expo, identify areas for improvement, and plan better financial strategies for future events. Overall, the preparation of this financial report is an important step in transparent and accountable financial management, supporting business growth and sustainability.

3.3.6 Implemented Qris payment method during the exhibition for tenant.

QRIS (Quick Response Code Indonesian Standard) for tenants, which aims to simplify the financial transaction process between tenants and customers. By implementing QRIS, tenants can offer fast, secure, and efficient payment methods, thus increasing convenience for customers who want to shop. QRIS allows transactions through various digital payment platforms, so customers have the flexibility to choose the most suitable payment method. The QRIS creation process includes creating a unique code for each tenant, as well as socializing to customers

on how to use QRIS to make payments. With QRIS, it is expected to encourage increased sales, accelerate cash turnover, and reduce the risks associated with cash transactions. In addition, the use of QRIS also reflects tenants' adaptation to the development of financial technology that can increase the attractiveness of their business in the eyes of increasingly digital-savvy consumers.

3.4 Schedule and Budget of The Project

In this section we will discuss the expo activity report and the costs incurred during the expo activities The flowchart of the planning report is as follows:



Figure 3. 4 Flowchart of Project Reporting
Source: Processed Data, (2025)

3.4.1 Project Implementation Report

The Project Implementation Report is a document that summarizes the implementation of the project, covering the progress made, challenges faced, and solutions implemented. It also includes an analysis of performance against schedule and budget, as well as an evaluation of the results compared to the original objectives. By providing a comprehensive overview of the project status, this report becomes an important tool for communication with stakeholders and as a basis for planning next steps.

3.4.2 Project Implementation schedule

The schedule for the implementation of the expo project entitled is Implementation of Digital Marketing as A Marketing Strategy of Criskula and Es Dawet Ayu Izan MSME, presented in the form of a table that details each stage of the project implementation. This schedule outlines activities starting from the initial

planning phase, followed by preparation and execution, and ending with evaluation and final revision of the final project report. The implementation schedule clearly describes the timeline of activities carried out by the organizing team, ensuring that each stage is completed in a systematic and well-coordinated manner. Through this schedule, the organizers can monitor progress, manage time effectively, and ensure that all planned activities are carried out according to the predetermined timeline, as shown in the table below.

Table 3. 1 Project Implementation Schedule

No	Activity	Month of Activity						
		Nov	Dec	Jan	Feb	Marc	Apr	May
	Project Preparation Plan							
1	MSME Location Survey							
2	Doing Finding Tenants							
3	Planning to Rent a Place for MSME Tenants							
4	Prepare Concepts and Strategies for Posting Marketing Media Promotions Through Social Media							
5	Preparing the Concept of 30 Tenant Promotion Videos							
6	Set up a 30 Tenant Catalog Concept							
7	Create a Tenant's Financial Report							
	Project Implementation Plan							
1	Implementation of the Process of Creating 30 Tenant Promotional Videos							
2	Implementation of the Process of Creating 30 Tenant Catalogs							
3	The implementation creates a tenant profile.							
4	Implementation the Process of Posting Marketing Media Promotions Through Social Media.							
5	The Implementation of the Process of Making Financial Statements 30 Days Before the Exhibition and 3 Days After the Exhibition.							
6	Implementation of the Process of Making Tenant QRIS.							
	Project Completion Plan							
1	Produced 30 MSME Promotional Videos							
2	Produced 30 MSME Catalogs							
3	Generate Tenant Profiles							

4	Post-Marketing Media Promotion Through Social Media							
5	Creating Financial Reports 30 Days Before and 3 Days After the Exhibition							
6	Generate Tenant Qris							
	Project Reporting Plan							
1	Project Implementation Schedule.							
2	Schedule of Final Implementation Report							
3	Project Implementation Financial Reporting							

Source: Processed Data (2025)

3.4.3 Financial reporting of project implementation

The cost budget in the Polbeng Business Expo project report for MSMEs will be detailed in a detailed table, from planning to implementation. All funds needed for project implementation, including costs incurred by the implementing party from the preparation stage to project completion, will be explained in the following table:

Table 3. 2 Details of Project Implementation Budget

No	Item	Amount/ Volume	Unit	Unit Price	Total
A. MARKET AND PROMOTION					
1	Banners 90 x 120 cm	15	Pieces	IDR 100,000	IDR 1,500,000
2	Banners 200 x 100 cm	5	Pieces	IDR 200,000	IDR 1,000,000
3	Flyer	800	Pieces	IDR 1,500	IDR 1,200,000
4	Social media and online advertising			IDR 1,000,000	IDR 1,000,000
TOTAL					IDR 4,700,000
B. EQUIPMENT					
1	Tents Rental	60	Pieces/ 3 days	IDR 1,500,000	IDR 90,000,000
2	Table Rental	50	Units/ 3 days	IDR 18,000	IDR 900,000
3	Chairs Rental	120	Units/ 3 days	IDR 12,000	IDR 1,440,000
4	Generator Rental	6	Pieces	IDR 250,000	IDR 1,500,000
5	Equipment shipping costs				IDR 1,000,000
TOTAL					IDR 94,840,000
C. SUPPLIES					

1	Small 6 mm Mine Rope	17	Roll	IDR 23,000	IDR 391,000
2	5 meter of wood	20	Pieces	IDR 97,000	IDR 1,940,000
3	Double-Sided tape	15	Roll	IDR 13,000	IDR 195,000
4	Plastic Trash 100 x 120 cm	150	Pcs	IDR 9,000	IDR 1,350,000
5	Name Tag	90	Person	IDR 15,000	IDR 1,350,000
6	Nightingale	30	Pieces	IDR 7,500	IDR 225,000
7	Diesel Oil	100	Liters/ 3 days	IDR 10,000	IDR 1,000,000
TOTAL					IDR 6,451,000
D. OTHER FEES					
1	Photo Booth Rental	1	Person/ 3 days	IDR 1,200,000	IDR 1,200,000
2	Photographer Rental	1	Person/ 3 days	IDR 800,000	IDR 800,000
3	Electricity cost		3 days	IDR 4,000,000	IDR 4,000,000
4	Wipes	15	Pack	IDR 15,000	IDR 225,000
5	Proposal Making	50	Pieces	IDR 10,000	IDR 500,000
6	Letter	5	Sheet	IDR 250	IDR 1,250
7	Certificate	118	Sheet	IDR 5,000	IDR 590,000
8	Unexpected Budget			IDR 2,000,000	IDR 2,000,000
TOTAL					IDR 9,316,250
TOTAL ALL COSTS					IDR 115,307,250

Source: Processed Data (2025)

3.4.1 Estimated Cost of Project

The budget for this project will be detailed in the form of a detailed table below. This budget describes the cost incurred by the implementing party from the preparation stage to the project completion stage, which are described in the following table:

Table 3. 3 Estimated Cost of Project

No	Tenant Budget	Total for 2 Tenant
1	Print Out of Catalog	IDR 90,000.00
2	Banner	IDR 100,000.00
3	Rental Fee	IDR 300,000.00
4	Stand of Banner	IDR 130,000.00
5	Internet Voucher	IDR 240,000.00
6	Transportation	IDR 320,000.00
7	Print Out of QRIS	IDR 40,000.00
Total		IDR 1,220,000.00

Source: Processed Data (2025)

3.4.2 Budget of the Project

In making this final project requires operational costs. The costs incurred by the executor during the preparation of the project report are carried out after the implementation of the activity. The details of the costs incurred for this final project are as follows:

Table 3. 4 Project Report Budget Details

No	Information	Price
1	Thesis Proposal	
	Pre trial	
	1. Internet quota	IDR 80.000
	2. Printing fee	IDR 130.000
	3. Revision	IDR 80.000
	4. Consumption	IDR 80.000
	5. Transporation	IDR 50.000
	6. Other Cost	IDR 150.000
	Post trial	
	1. Post trial revision	IDR 150.000
	2. Licking	IDR 60.000
	Total	IDR 780.000
2	Thesis	
	Pre trial	
	1. Print	IDR 100.000
	2. Revision	IDR 80.000
	3. Consumption	IDR 80.000
	4. Transportation	IDR 80.000
	5. Other Cost	IDR 150.000
	Pasca Sidang	
	1. Post trial Revision	IDR 100.000
	2. CD	IDR 50.000
	3. Licking	IDR 65.000
	Sub Total	IDR 705.000
	Total	IDR 1.485.000

Source : Processed Data (2025)

From table 3.4 above, it is known that the total cost for the preparation of the thesis for the Implementation Digital Marketing as A Marketing Strategy to Improve The Competitiveness of Criskula and Es Dawet Ayu Izan MSMEs at Polbeng Busines Expo Chapter II is Rp. 1.485.000.

CHAPTER IV

RESULT AND DISCUSSION

4.1 Business Profile of Polbeng Business Expo and MSME

Polbeng business expo is an event activity organized by international business administration students' batch 22, where these students are in semester 5 in the commercial administration department. This activity is carried out as the focus of their final study, by having 2 focuses, namely the focus of MSMEs and the focus of events such as fashion shows, singing, and others. This activity will be held on May 20-22, 2025. The participation of this activity is the Bengkalis community and the outside community.

Polbeng Business Expo Chapter II was indeed an exciting event. showcasing the diversity and wealth of business ideas from the participants with a variety of vendors taking part, the event is a great platform to introduce products and innovations. Participants can enjoy the exhibition. interact directly with entrepreneurs and may also attend seminars or workshops that discuss the latest business trends and strategies.

By presenting 133 tenants consisting of various types of businesses, Polbeng Business Expo chapter II offers diversity and a wealth of business ideas that Interesting and several vendors who will decorate the Polbeng Business Expo event. Each tenant displays a different product or service, ranging from food and drink This diversity not only provides interesting variations for visitors, but also create a competitive and dynamic environment for students. Students are required to be able to attract the attention of visitors, compete in a healthy manner, as well as develop effective marketing strategies for their business. To support the smooth and successful event, Polbeng Business Expo involving various parties, including supervisors, sponsors, and the community local. Support from various parties is very important to create a successful event quality and provide a valuable experience for all participants.



Figure 4. 1 Polbeng Business Expo Profile

Source: Processed Data, (2025)

The philosophy behind the Expo's logo is to connect the values, vision and identity of Bengkalis State Polytechnic through meaningful symbols that represent innovation, collaboration and sustainability. Every element of the logotype aims to bring a story about progress, flexibility, and balance necessary for industry development. By the superimposition of symbolic forms, color gradients and dynamic shapes, the logo expresses the spirit of transformation and a harmonious searching for stability and energy to reach common aims. Philosophy of Logo Expo:

1. Expo Logo Philosophy:

- a. The shape of the gear on the Bengkalis State Polytechnic emblem.
- b. Gradation shows change and innovation, encouraging growth and positive energy in industrial development.
- c. The symbols of fire and water both represent the balance between stability and energy to achieve common goals.

2. Color of Philosophy:

- a. Dongker blue as trust, professionalism, and stability.
- b. Orange symbolizes energetic, creative and optimism.
- c. Blue as the color of Politeknik Negeri Bengkalis and a symbol of peace and open communication with all committees.
- d. Maroon symbolizes strength and courage in taking new steps.

In implementing this project, the author as an ABI student class of 2022, created a committee structure to facilitate and facilitate the implementation of this activity. This organizational structure was formed to facilitate the coordination of activities between the Liaison Officer and the person in charge as a tenant. Where

later tenant owners can confirm their tenants and there are those who handle the layout and sustainability of the expo activities. In the organization, the author is included in the core committee which has an important role in managing these activities. The Polbeng Business Expo committee structure can be seen in Figure below.

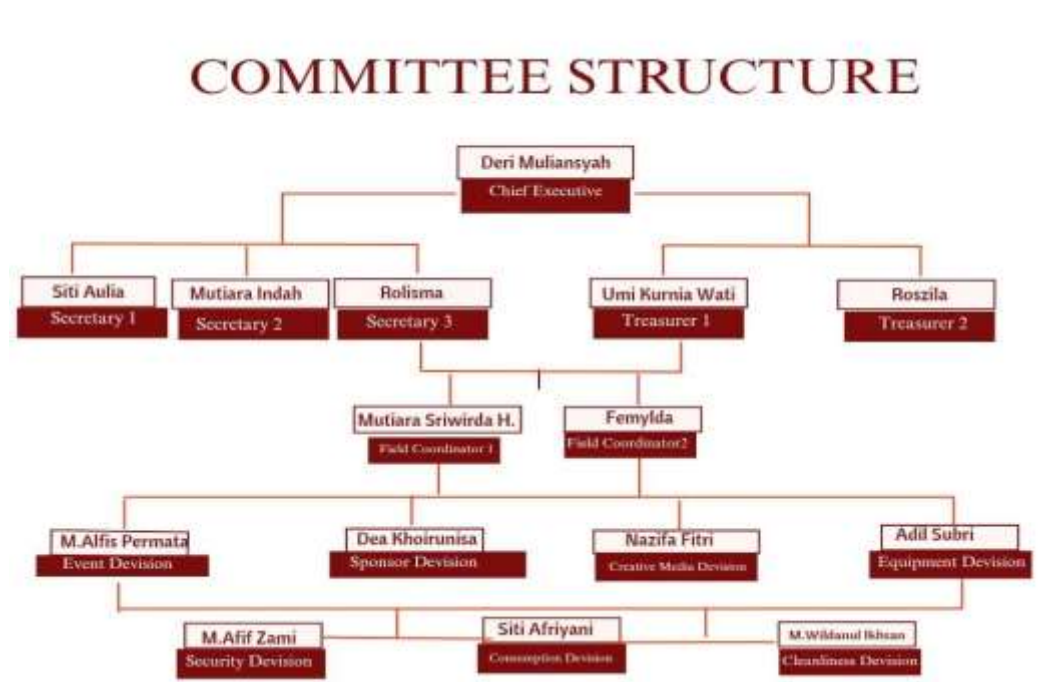


Figure 4. 2 Committee Structure Polbeng Business Expo
Source: Processed Data, (2025)

From the composition of the committee above, the author gets a role as a member of Creative Media (CM), the author oversees the design and documentation team, where his job is to make designs such as coupon designs, brochure designs, make barcode signatures, help design banners, and help with documentation at the Polbeng Business Expo event. In addition, the author also helped in other aspects to make the expo event a success.

4.1.1 Business Profile of Criskula and Es Dawet Ayu Izan MSMEs

Criskula is a micro, small and medium enterprise located in Bengkalis Regency, precisely on Jl. Ahmad Yani Since its establishment in 2023, Criskula has focused on selling crispy crispy chicken skin with a variety of appetizing special spices. The uniqueness of this product made from quality chicken skin not only attracts the attention of customers, but also provides a different taste, making

Criskula a top choice for snack lovers.

In addition, Es Dawet Ayu MSME also operates in the same area, offering a refreshing traditional drink. Since 2019, Es Dawet Ayu has become a favorite among the community with its dawet dish made from natural ingredients and hereditary recipes. With a team of three, the business prioritizes quality and service, and provides delivery service to reach more customers. The combination of authentic taste and friendly service makes Es Dawet Ayu the perfect choice for a refreshing drink on a hot day.

In the future, Criskula and Es Dawet Ayu Izan hope to increase production and open sales branches to expand market reach. To deal with fierce competition, the business focuses on improving production quality and taste. With an initial capital of around 500,000 and a stable daily profit, Criskula and Es Dawet Ayu Izan aims to continue growing and plans to become the No. 1 crispy chicken skin pioneer in Bengkalis and the No. 1 ice dawet pioneer in Bengkalis.

MSME Name : Criskula
Phone : +62 813-7159-0415
Address : Jl. Ahmad Yani, Bengkalis.
Owner : Ikmal



Figure 4. 3 Profile Product Criskula
Source: Documentation, (2025)

MSME Name : Es Dawet Ayu Izan
Phone : +62 838-3556-3656
Address : Jl. Wonosari Tengah, Bengkalis
Owner : Mudiono



Figure 4. 4 Profile Product Es Dawet Ayu Izan
Source: Documentation, (2025)

MSMES Criskula and Es Dwet Ayu Izan is in Bengkalis, Jl. Ahmad Yani and Jl. Wonosari Tengah. Criskula MSME has been established for approximately 2 years, precisely on Jl. Ahmad Yani and Jl. Wonosari Tengah, Bengkalis.

4.2 Project Preparation

Project preparations that will be carried out in running the polbeng business expo as a Liaison Officer and Business Consultant for Criskula and Es Dawet Ayu Izan MSME.

4.2.1 Prepare Material to Create Business Profile of Criskula and Es Dawet Ayu Izan MSME

The preparation process in creating Criskula and ES Dawet Ayu Izan business profile involves collecting and preparing the materials needed to compile a Criskula and Es Dawet Ayu Izan business profile as one of the leading MSMEs. The materials prepared include important information such as the history of the business establishment, superior products, and target markets. In addition, visual data such as product photos and logos are also collected to strengthen the appeal of the business profile.

4.2.2 Prepare Concept for Promotional Video of Criskula and Es Dawet Ayu Izan MSME

In preparing a creative concept for a promotional video that focuses on Criskula and Es Dawet Ayu MSME promotional video. The video concept includes

determining the main objective (such as increasing brand awareness or attracting new customers), the main narrative to be conveyed, interesting visual and audio elements, and the duration of the video.

4.2.3 Prepare Concept for Product Catalog of Criskula and Es Dawet Ayu Izan MSME

This step aims to develop a creative concept for the Criskula and Es Dawet Ayu Izan Msme product catalog that functions as a promotional and information tool. This concept includes layout design, color selection that reflects brand identity, and an attractive and professional visual format. The contents of the catalog include product descriptions, price lists, product variants, main advantages, contact information, and customer testimonials. With a strategically designed catalog, Criskula and Es Dawe Ayu Izan can more easily attract customers' attention and strengthen its position in the market.

4.2.4 Prepare Strategy to Post Marketing Promotion Through Social Media

To optimize Criskula and Es Dawet Ayu Izan media marketing, start by identifying the demographics and interests of the target audience. Choose platforms such as Instagram for visuals and promotions. Focus on quality content, such as product photos, videos, testimonials, and discounts, that aligns with the brand identity. Use a content calendar for consistent posting during peak engagement times. Monitor performance with analytics tools and refine strategies based on the results. This promotion is expected to increase public awareness of Criskula and Es Dawet Ayu Izan products and Polbeng Business Expo activities.



Figure 4.5 Criskula and Es Dawet Ayu Media Social
Source: Documentation, (2025)

4.2.5 Prepare creating a QRIS payment method for MSME.

In the Polbeng Business Expo Project, the author implemented a QRIS (Quick Response Code Indonesian Standard) payment system for the Criskula and Es Dawet Ayu Izan MSME to support cashless transactions. The QRIS creation process began with selecting BRI as the Payment System Service Provider (PJSP), followed by account registration through filling out the required forms and submitting supporting documents. This activity was carried out at the owner's residence of Criskula and Es Dawet Ayu Izan on May 6, 2025. After the registration, the submitted documents were verified by the PJSP, and once approved, the business obtained a Merchant ID and an official QRIS code.

The QRIS was then installed and displayed at the business location for use in daily transactions. Through the implementation of QRIS, customers can simply scan the QR code to make digital payments without using cash or cards, making the transaction process more practical and efficient. This implementation aligns with the growing trend of digitalization, helps expand the market reach of Criskula and Es Dawet Ayu Izan by accommodating customers who prefer digital payments, and creates a modern and practical impression that enhances the business's attractiveness both during expo events and daily operations.

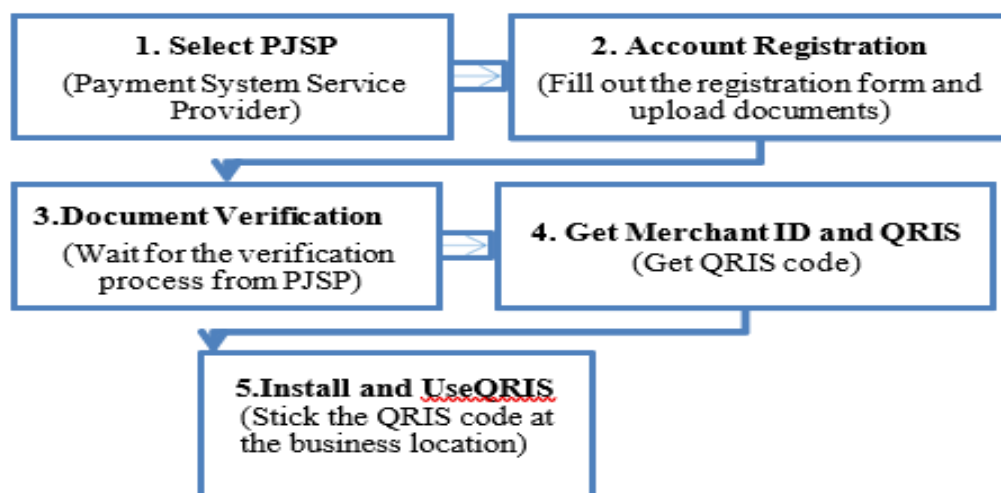


Figure 4.6 Preparing Stage of MSME the Process of Making QRIS
Source: Processed Data, (2025)

4.2.6 Prepare Creating Financial Report of Criskula and Es Dawet Ayu Izan MSME

To create a financial report for Criskula and Es Dawet Ayu Izan MSME, start

by organizing all financial data, including sales revenue, expenses, and operational costs. Classify the data into categories such as income, cost of goods sold (COGS), operating expenses, and other financial transactions. Use a standardized format, such as a profit and loss statement, to present the financial performance over a specific period. Ensure accurate recording of daily transactions to maintain data reliability. Utilize financial software or spreadsheets for easier calculations and error reduction. Finally, review and analyze the report to assess profitability, identify cost-saving opportunities, and support decision-making for future business strategies.

4.3 Project Implementation

4.3.1 Implementation of Business Profile for Criskula and Es Dawet Ayu Izan MSME

The implementation of the business profile for Criskula and Es Dawet Ayu Izan MSME involves presenting a comprehensive and professional overview of the business to stakeholders, including customers, partners, and potential investors. This includes sharing key details such as the business's history, vision, mission, and core values, as well as its products, services, and achievements. The business profile is shared through multiple channels, such as printed brochures, official websites, and social media platforms, to ensure maximum visibility.



Figure 4.7 Business Profile of Criskula and Es Dawet Ayu Izan MSME
Source: Documentation, (2025)

4.3.2 Implementation of Promotional Video for Es Dawet Ayu Izan MSME

The promotional video implementation for Criskula and Es Dawet Ayu Izan

MSME involved producing and distributing visually appealing and informative videos to highlight its brand, products, and unique selling points. The process began with recording high-quality footage that showcased the production process, customer testimonials, and core business values. The videos were edited to include engaging visuals, background music, and clear calls to action to encourage viewers to engage with the brand. Once completed, the videos were shared across social media platforms, websites, and during events such as trade shows or community gatherings. By leveraging the power of video marketing, Criskula and Es Dawet Ayu Izan was able to effectively attract new customers, increase brand awareness, and grow its market presence.



Figure 4. 8 Promotion Video Process
Source: Documentation, (2025)

4.3.3 Implementation of Product Catalog for Criskula and Es Dawet Ayu Izan MSME

The implementation of a product catalog for Criskula and Es Dawet Ayu Izan MSME involves designing a visually appealing and user-friendly catalog using Canva as a versatile and practical design tool. The process begins with collecting complete and accurate product information, including high-quality images of each product, clear product names, descriptions, prices, and important details such as ingredients, portion sizes, and available packaging options. Special attention is given to image quality and presentation to ensure the products look attractive and professional.

Using Canva, the catalog design is then customized by applying the branding elements of Criskula and Es Dawet Ayu Izan, such as the logo, color palette, and

font styles, to maintain consistency with the brand identity. The layout is arranged in an organized and structured manner, making it easy for customers to navigate and understand the product offerings. In addition, attractive headings, icons, and engaging visual elements are incorporated to improve readability and capture customer interest. This product catalog is designed not only as an informative promotional medium but also as an effective marketing tool that can be used both digitally and in print to support sales and increase brand awareness.

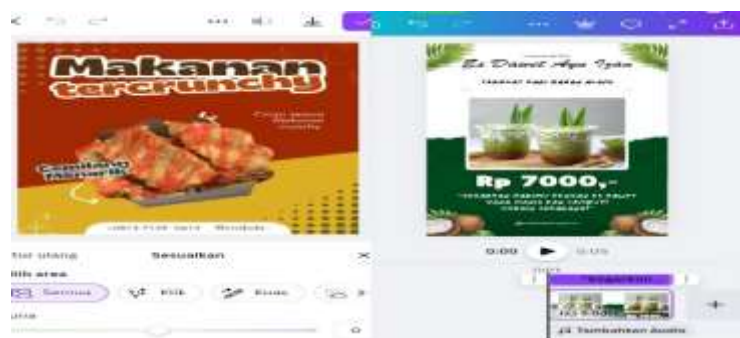


Figure 4. 9 Catalog Process
Source: Documentation, (2025)

4.3.4 Implementation of Post Marketing Promotion Through Social

The Implementation involves creating and posting engaging content on social media platforms like Instagram and WhatsApp to promote Criskula and Es Dawet Ayu Izan. Content includes product photos, promotional videos, customer testimonials, and discount offers, aligned with the brand's identity. Posts are scheduled consistently using a content calendar to maximize engagement during peak times.

1. Instagram

The implementation Criskula and Es Dawet Ayu promotion through Instagram Reels videos and catalogs on Instagram Feed is considered effective in introducing products and reaching a wider audience. Reels displays interesting content such as featured menus and cooking processes, with a wider reach thanks to Instagram's video-first system. Meanwhile, catalogs on Feed provide more indepth information about products, prices, and special promotions that can be displayed longer on followers' homepages. With an attractive design, this

strategy can strengthen promotions and increase Criskula and Es Dawet Ayu Izan sales. The following is an image of the implementation of Criskula and Es Dawet Ayu Izan marketing promotion on Instagram.

2. Facebook

The implementation of Criskula and Es Dawet Ayu Izan promotion through Facebook is considered effective in increasing product visibility and reaching a broader audience. Promotional activities are carried out through posts on Facebook Feeds that feature product photos, menu highlights, prices, and promotional offers, allowing information to be displayed for a longer period and easily accessed by users. In addition, the use of Facebook's sharing and interaction features, such as likes, comments, and shares, helps expand the reach of promotional content beyond existing followers. With informative and visually appealing content, this promotional strategy supports brand awareness and encourages customer interest, ultimately contributing to increased sales of Criskula and Es Dawet Ayu Izan. The following is an image of the implementation of Criskula and Es Dawet Ayu Izan marketing promotion on Facebook.



Figure 4. 10 Promotion Criskula and Es Dawet Ayu Izan on Instagram and Facebook
Source: Documentation, (2025)

4.3.5 Implementation of Qris Payment Method of Criskula and Es Dawet Ayu Izan MSME

The implementation of the QRIS payment method at Criskula and Es Dawet Ayu Izan MSME facilitates cashless transactions, allowing customers to pay through various ewallet applications and banks. With QRIS, Criskula and Es Dawet

Ayu Izan can reach more consumers, especially those who prefer digital payments. The process involves scanning a unique QR code for each transaction, increasing efficiency and convenience. QRIS payments are also secure and can speed up transactions, supporting increased sales and a more modern customer experience. The following is an image of the implementation of finished Qris payment method of Criskula and Es Dawet Ayu Izan MSME.



Figure 4. 11 Qris of Criskula and Es Dawet Ayu MSME
Source: Documentation, (2025)

4.3.6 Implementation of Sales Report of Criskula and Es Dawet Ayu Izan MSME

The implementation of the sales report for the Criskula and Es Dawet Ayu Izan business presents a detailed overview of sales performance during the three-day Polbeng Business Expo held in May 2025. This sales report records and summarizes transaction data obtained throughout the event, providing a clear picture of daily sales activities. Furthermore, the report outlines sales results for the first, second, and third days of the Polbeng Business Expo, which can be used as a basis for evaluating business performance, customer interest, and the effectiveness of promotional strategies implemented during the expo.

Table 4. 1 Criskula Sales Recapitulation on 20-22 May 2025

NO	Day/Date	Product	Amount	Price	Total
1	Tuesday, 20 May 2025	Purchase of Criskula	32 Pcs	IDR 15.000	IDR 488.000
2	Wednesday, 21 May 2025	Purchase of Criskula	35 Pcs	IDR 15.000	IDR 532.000
3	Thursday, 22 May 2025	Purchase of Criskula	41 Pcs	IDR 15.000	IDR 618.000
TOTAL			108 Pcs		IDR 1.638.000

Source: Processed Data (2025)

After reviewing the Criskula sales recapitulation presented in Table 4.1, Table 4.2 then displays a summary of Es Dawet Ayu Izan's sales data during the same period, from 20–22 May 2025. The presentation of these two tables aims to provide a broader overview of each MSME's sales performance and to facilitate easier comparison of the data during the expo period.

Table 4. 2 Es Dawet Ayu Izan Sales Recapitulation on 20-22 May 2025

NO	Day/Date	Product	Amount	Price	Total
1	Tuesday, 20 May 2025	Purchase of Es Dawet Ayu	82Pcs	IDR 7.000	IDR 575.000
2	Wednesday, 21 May 2025	Purchase of Es Dawet Ayu	91 Pcs	IDR 7.000	IDR 643.000
3	Thursday, 22 May 2025	Purchase of Es Dawet Ayu	54 Pcs	IDR 7.000	IDR 379.000
TOTAL			227 Pcs		IDR 1.597.000

Source: Processed Data (2025)

4.4 Project Accomplishment

Project accomplishment refers to the results achieved upon completion of a specific project. This includes an assessment of the goals and objectives set at the beginning of the project, as well as an evaluation of the team's performance and the resources used. Project accomplishment is not only measured in terms of the result, but also the process involved, including time efficiency, budget management, and quality of outputs produced. In addition, it is important to document these achievements, both in the form of reports and presentations, to provide stakeholders with a clear picture of the project's success. Through analysis of project achievements, organizations can identify strengths and weaknesses, and gain valuable insights for improvement in future projects. As such, project milestones become important indicators in assessing the effectiveness and success of an initiative, as well as a basis for future planning and strategy development.

4.4.1 Accomplishment Of Project Activities

Polbeng Business Expo Chapter II was successfully held with high enthusiasm, marking the accomplishment of this follow-up event. As an initial stage in completing the final project requirements for students of the International

Business Administration Study Program, this activity served as a platform for students to demonstrate their ability to plan and organize a business event. Support from various parties, including MSME participants and the local community, played an important role in the smooth execution of the event.

By featuring 133 MSME participants from various sectors, Polbeng Business Expo Chapter II became an effective medium to promote local products to the public while fostering entrepreneurial interest. MSME actors had the opportunity to showcase their flagship products, ranging from regional culinary specialties and handicrafts to technological innovations. Their participation not only enriched the exhibition but also provided students with real-world experience in interacting directly with business practitioners. The following are photos of the activities of the Polbeng Business Expo Chapter II:



Figure 4.12 View of Polbeng Business Expo Chapter II
Source: Documentation, (2025)

The atmosphere of Polbeng Business Expo Chapter II is reflected in the well-organized and neatly arranged layout of the tenants. Each booth is set up under a tent decorated with simple yet appealing ornaments, creating a professional but welcoming impression for visitors. The tidy arrangement and visually pleasing setup make it comfortable for guests to walk around and explore. The spacious expo area also adds value by allowing visitors to move freely without feeling crowded. A wide variety of products is showcased from local culinary specialties and creative handicrafts to innovative items from MSME participants making the event lively and attractive to people from different backgrounds.

The strategic placement of each tenant, supported by adequate facilities such as easily accessible pathways and the presence of green open spaces, creates a pleasant and refreshing atmosphere throughout the event. The well-organized booth layout allows visitors to move comfortably from one tenant to another, reducing crowding and enhancing overall convenience within the exhibition area. The environment feels more orderly, safe, and enjoyable, enabling visitors to interact with MSME participants in a more intensive and meaningful manner while also providing opportunities to explore products in greater depth. Furthermore, the use of attractive decorations, sufficient space utilization, and the diversity of products displayed significantly enhance the visual appeal of the exhibition. This combination of aesthetic and functional elements not only supports the smooth implementation of the event but also creates a positive visitor experience. Overall, all elements ranging from layout arrangement and supporting facilities to product variety come together to deliver an exhibition experience that is not only effective and functional but also comfortable, warm, and satisfying for all attendees.



Figure 4.13 Opening Polbeng Business Expo Chapter II

Source: Documentation, (2025)

The opening of Polbeng Business Expo Chapter II was marked by the striking of the gong by the Director of Politeknik Negeri Bengkalis, symbolizing the start of the event. The opening ceremony was lively and attended by lecturers, students, and invited guests. Their presence reflected strong support for an activity that highlights innovation and collaboration. With an informative event banner in the background, this moment captures the spirit of unity in making Polbeng Business Expo Chapter II a successful platform for developing the creative economy and entrepreneurship-based education.

The opening atmosphere felt even more memorable with the presence of the committee and participants dressed in formal attire, reflecting a high level of professionalism in organizing the event. This formal appearance highlighted the seriousness and readiness of the organizers, while also emphasizing the importance of Polbeng Business Expo Chapter II as a well-planned and meaningful activity. The striking of the gong, marking the official start of the event, symbolized the collective hope that Polbeng Business Expo Chapter II will continue as an annual agenda that fosters students' creativity and entrepreneurial spirit, while strengthening collaboration between the academic community, MSME actors, and the wider society.



Figure 4.14 Organize Team Polbeng Business Expo Chapter II

Source: Dokumentation, (2025)

The organizing team of Polbeng Business Expo Chapter II consists of 87 students from the same cohort of the International Business Administration Study Program. The committee is divided into three classes A, B, and C who collaborate to ensure the event runs successfully. The distribution of roles is carried out in a structured manner, covering important aspects such as planning, event execution, and evaluation. The cooperation among committee members from all three classes serves as a key factor in the success of this event, while also demonstrating their ability to work collectively on a large-scale activity.

4.4.1.1 Accomplishment of Profile Business and Giving Appreciation to MSME Through Certificate

The accomplishment of the business profile of this MSME is in the form of producing a profile video of Criskula and Es Dawet Ayu MSME which displays the

shop, production process so that the products available at MSME Criskula and Es Dawet Ayu and displays the video of Criskula and Es Dawet Ayu Izan MSME joining during the Polbeng Business Expo. This video can be viewed on YouTube by viewing through the YouTube link that has been displayed. The image below is a photo result from uploading a video profile and contribution of Criskula and Es Dawet Ayu Izan MSME at the Polbeng Business Expo:



Figure 4.15 Criskula Profile Video

<https://youtu.be/9-H7yUujZyA?si=31iPRf1No76oF44o>

Source: Documentation, (2025)

The participation videos of Es Dawet Ayu Izan MSMEs were uploaded on YouTube to showcase their involvement during the Polbeng Business Expo Chapter II. These videos document various activities carried out during the event, including product displays, interactions with visitors, and the overall atmosphere of the exhibition. Through YouTube, the promotional content can be accessed by a wider audience and viewed repeatedly, allowing information about Es Dawet Ayu Izan MSMEs to be disseminated more effectively. The following is a view of the video and the link provided for further access.



Figure 4.16 Es Dawet Ayu Izan Profile Video

<https://youtu.be/M3tZxcMxgNE?si=8Zi33xYOJXqRKePv>

Source: Documentation, (2025)

After the expo was concluded smoothly, the final step was the handover of certificates to MSMEs who had participated in the Polbeng Business Expo Chapter II activities as a form of appreciation for their involvement and contribution. This certificate handover marked the official closing of the event and served as recognition of the MSMEs' active participation and support in the implementation of the expo.



Figure 4. 17 Handover of Certificate to Criskula and Es Dawet Ayu Izan

Source: Documentation, (2025)

This certificate is a form of official appreciation from the event organizing committee aimed at all tenants who have contributed to the success of the event. With this certificate, Criskula and Es Dawet Ayu Izan can show the wider community that their products have received appreciation from a big event such as Polbeng Business Expo.

4.4.1.2 Accomplishment of Promotional Video for Criskula and Es Dawet Ayu Izan MSME

Promotional videos were successfully produced according to plan, starting from concept development, shooting, to editing. Each video showcases the tenants' products, including MSME Criskula and Es Dawet Ayu Izan, in an engaging and professional manner. The video production process involved careful lighting arrangements, selection of shooting locations, and detailed visual and sound editing to ensure high quality results. These promotional videos are expected to enhance the branding Criskula and Es Dawet Ayu Izan MSME and attract more customers, ultimately increasing sales. The results of these efforts can be seen in the following images:

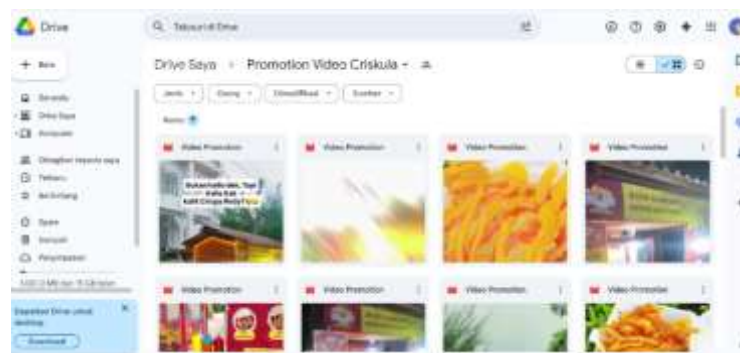


Figure 4.18 Criskula Promotion Video

<https://drive.google.com/drive/folders/1zHsYkM58YxBQUlyLZDj9xpouroYn4Yiu>

Source: Documentation, (2025)

As a form of documentation and evidence of the activities carried out, all Criskula promotional video files were stored and archived in Google Drive. This archiving process aims to facilitate data management, ensure file security, and make it easier to access the files whenever needed in the future. Furthermore, similar documentation was also conducted for the Es Dawet Ayu Izan promotional video, which is presented in the following figure as part of the completed activity report.

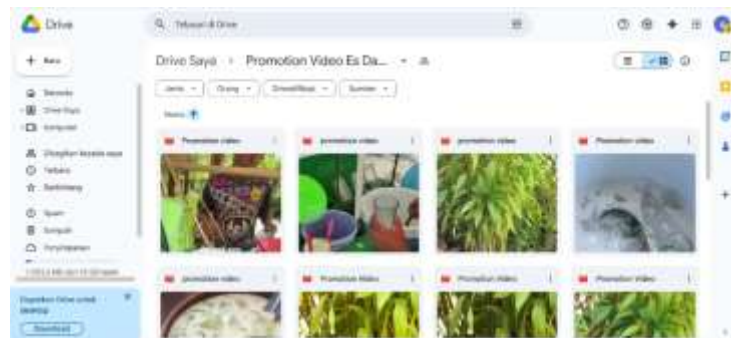


Figure 4.19 Es Dawet Ayu Izan Promotion Video

https://drive.google.com/drive/folders/1uxZUm74_1D5rSfZHw7hr7DUUpn6Y5Te-B

Source: Documentation, (2025)

4.4.1.3 Accomplishment of Product Catalog for Criskula and Es Dawet Ayu Izan MSME

Product catalogs were successfully produced according to plan, starting from concept development, design, to finalization. Each catalog showcases the tenants' products, including Criskula and Es Dawet Ayu Izan, in an informative and visually appealing manner. The catalog creation process involved selecting attractive layouts, highlighting product details, and ensuring clear and concise information to reflect professionalism and appeal. These product catalogs are expected to enhance the branding of Criskula and Es Dawet Ayu Izan MSME and attract more customers, ultimately increasing sales. The results of these efforts can be seen in the following images:



Figure 4.20 Catalogs of Criskula MSME

<https://drive.google.com/drive/folders/1AKNnFAsrVzgbW4woJ8Flca3IwlhYAgdC>

Source: Documentation, (2025)

As part of the documentation process and as evidence of the completed activities, all product catalog files were compiled and archived in Google Drive.

This archiving system was implemented to ensure proper data organization, maintain file security, and provide easy access for future reference. The catalog documentation serves as a record of the promotional materials that have been developed and can be used to support future marketing and business development activities.

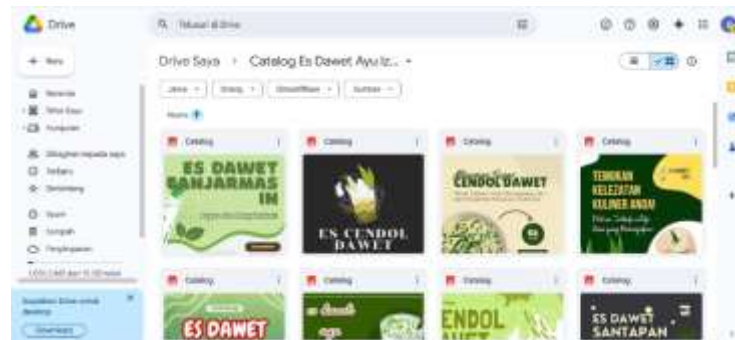


Figure 4.21 Catalogs of Es Dawet Ayu Izan MSME

https://drive.google.com/drive/folders/1DJWvTKnH6yl0hg7vYm2hIy-5du_HQ42g

Source: Documentation, (2025)

4.4.1.4 Accomplishment of Post Marketing Promotion Through Social Media

The digital marketing strategy through Instagram effectively increased customer awareness and participation in the Polbeng Business Expo. By sharing videos, product catalog photos, and information about Criskula and Es Dawet Ayu and the Expo, these platforms successfully reached a wider audience. Instagram showcased attractive visuals, and Facebook facilitated direct promotion and interaction. These well-executed efforts enhanced Criskula and Es Dawet Ayu branding and attracted more customers. Evidence of the digital marketing activities is detailed in the logbook table in the project report:



Figure 4.22 Promotion Criskula and Es Dawet Ayu Izan MSME on Instagram and Facebook

Source: Documentation, (2025)

4.4.1.5 Logbook of Post Marketing Promotion Through Social Media For 30 Days

The promotion of the Criskula and Es Dawet Ayu Izan business and the Polbeng Business Expo activities was conducted for a full month prior to the commencement of the event. This promotional period aimed to introduce the products to a wider audience, increase brand awareness, and attract consumer interest in attending and participating in the Polbeng Business Expo. During this period, various promotional strategies were implemented in a planned and consistent manner through multiple media channels to reach a broader target audience.

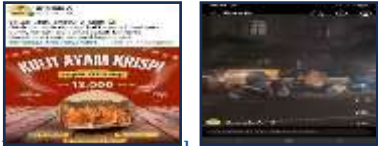
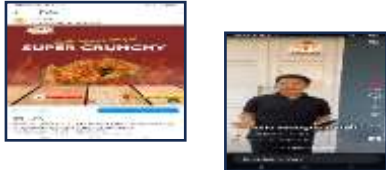
All promotional activities were systematically recorded in a logbook as a form of documentation and evaluation. This logbook contains detailed records of daily promotional activities, the media used, and the responses received from the public. The following section presents an overview of the author's logbook, which documents all promotional activities carried out during the 30 days prior to the implementation of the Polbeng Business Expo.

Table 4. 3 Logbook of Criskula One Month Before Polbeng Business Expo

No	Date	Facebook	Instagram
1.	Sunday/ 20 April 2025	Post Promotion catalog and video on Facebook in day 1. https://www.facebook.com/share/p/1CxVL8sNBB/  https://www.facebook.com/share/r/1GPjAbXbMw/	Post Promotion catalog and video on Instagram in day 1 with the in 24 Hours. https://www.instagram.com/p/DJBuqbcTnI6/?igsh=ZHUxY2x6NDc4NHbV  https://www.instagram.com/reel/DJqh2r6Te4G/?igsh=MW1ndGQ2Y3hjYwVhNQ==
2.	Monday/ 21 April 2025	Day 2 Promotion on Facebook in day 2. https://www.facebook.com/share/p/1BGmoVVmvu/	Day 2 Promotion catalog and video on Instagram. https://www.instagram.com/p/DJBuxFxTJ_r/?igsh=ZW9zYnBrYnlxYmln

		  https://www.facebook.com/share/r/1Y3SVg6z4Y/ https://www.instagram.com/reel/DJuCe6zTW7c/?igsh=MXM4cnBnY2Fhbzh2	
3.	Tuesday/ 22 April 2025	Day 3 Promotion catalog on Facebook. https://www.facebook.com/share/p/1DgbGuqBfk/   https://www.facebook.com/share/r/1Dheg8XssL/ Day 3 Promotion catalog and video on Instagram in day 3 https://www.instagram.com/p/DJBu6ZMTm0f/?igsh=MXE3ODB6Zjk3cjBxbw==   https://www.instagram.com/reel/DJuE_GqTPcW/?igsh=dWxnd3Z4aWJjOG9u	
4.	Wednesday/ 23 April 2025	Day 4 Promotion catalog on Facebook. https://www.facebook.com/share/p/1PvKwd5WaK/   https://www.facebook.com/share/r/1CEcx6fxnk/ Day 4 Promotion catalog and video on Instagram. https://www.instagram.com/p/DJqhbEFzRnh/?igsh=Nng4YmlkbHNuZmU=   https://www.instagram.com/reel/DJuF5k_ziC2/?igsh=MWV4Nm41bG45bGhzdw==	
5.	Thursday/ 24 April 2025	Day 5 Promotion catalog and video on Facebook. https://www.facebook.com/share/p/17xu4C99G3/   https://www.facebook.com/share/r/1CEcx6fxnk/ Day 5 Promotion catalog and video on Instagram. https://www.instagram.com/p/DJqiTHyzUl2/?igsh=aHRud3R1d2Vvc3Ju   https://www.instagram.com/reel/DJuE_GqTPcW/?igsh=dWxnd3Z4aWJjOG9u	

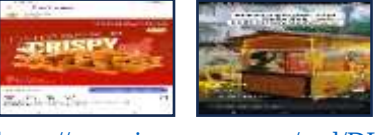
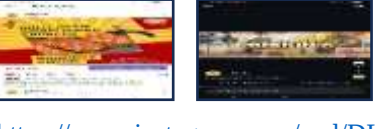
6.	Friday/ 25, April 2025	Day 6 Promotion feed catalog on Facebook. https://www.facebook.com/61586939007354/posts/pfbid02JN5EFpgAUo   https://www.facebook.com/share/r/1BsKZVtqEb/	Day 6 Promotion feed catalog and vidio on Instagram reels. https://www.instagram.com/p/DJuCaKzY-X/?igsh=MWJ2eDhubDQzazQweA==   https://www.instagram.com/reel/DJuF5k_ziC2/?igsh=MWV4Nm41bG45bGhzdw==
7.	Saturday/ 26, April 2025	Day 7 Promotion catalog on Facebook reels. https://www.facebook.com/share/p/1D3d8ZARJK/   https://www.facebook.com/share/r/1CA3RymhCK/	Day 7 Promotion catalog and vidio on Instagram reels. https://www.instagram.com/p/DJuC6VKza2N/igsh=MXdrcjd0YzJicXA3MA==   https://www.instagram.com/reel/DJwYpyTPH9/?igsh=OWU0bDY1eGRlc2Zy
8.	Sunday/ 27, April 2025	Day 8 Promotion catalog on Facebook. https://www.facebook.com/share/p/1LH6wEd6X7/   https://www.facebook.com/share/r/1CLxhSr3N3/	Day 8 Promotion catalog and video on Instagram reels and feed. https://www.instagram.com/p/DJuDIqsTJJq/?igsh=dW1ib25zdTJwcG5s   https://www.instagram.com/reel/DJwZStT_Cx/?igsh=MWpveTF3NGt0eHBkbA==
9.	Monday/ 8, April 2025	Day 9 Promotion catalog on Facebook. https://www.facebook.com/share/p/17wbKK78gv/   https://www.facebook.com/share/r/1BsKZVtqEb/	Day 9 Promotion catalog and video on Instagram reels and feed. https://www.instagram.com/p/DJuER9cTGPZ/?igsh=MXRwMDMycGYyeHhqcw==   https://www.instagram.com/reel/DJwbhEpzK-7/?igsh=bmJmZXE2eHNxaXg0

10.	Sunday/ 29, April 2025	Day 10 Promotion catalog Facebook. https://www.facebook.com/share/p/1C7fstHvid/  https://www.facebook.com/share/r/1ZoLAN1xRu/	Day 10 Promotion catalog and video on Instagram reels and feeds. https://www.instagram.com/p/DJuE6IPTMUF/?igsh=MXd3NzVrYW5dWRxZg==  https://www.instagram.com/reel/DJwcYnQzBea/?igsh=MWtnMDVrdjZteHFzcQ==
11.	Tuesday/ 30 April 2025	Day 11 Promotion catalog on Facebook. https://www.facebook.com/share/p/1HUVjoVgP8/  https://www.facebook.com/share/r/1GEhVYECS6/	Day 11 Promotion catalog and video on Instagram reels and feeds. https://www.instagram.com/p/DJuFNXyTdgd/?igsh=bWk3cDdsbm5ydTU  https://www.instagram.com/reel/DJweM9KTjm9/?igsh=MXN6azVvcjBkbTlrBA==
12.	Wednesday/ 01 April 2025	Day 12 Promotion catalog Facebook. https://www.facebook.com/share/p/1KFPF7Y5u3/  https://www.facebook.com/share/r/1ZoLAN1xRu/	Day 12 Promotion catalog and video on Instagram reels and feeds. https://www.instagram.com/p/DJuFrF6z7xD/?igsh=MXN4dDB0cHNmcHY0ZQ==  https://www.instagram.com/reel/DJwfYBMTQYs/?igsh=cXplNGwzZXVvN2Yz
13.	Thursday/ 02, May 2025	Day 13 Promotion catalog Facebook. https://www.facebook.com/share/p/17t0t2r7Yu/  https://www.facebook.com/share/r/1ZoLAN1xRu/	Day 13 Promotion catalog and video on Instagram reels and feeds. https://www.instagram.com/p/DJuGPKFTPVD/?igsh=am1uY3l6amc4bnpz  https://www.instagram.com/reel/DJ6ER6WzYL-/?igsh=dms5ZG02dGR6YXlo

14.	Friday/ 03 May 2025	Day 14 Promotion catalog on Facebook. https://www.facebook.com/share/p/1EwHFxNqr5/  https://www.facebook.com/share/r/1BsKZVtqEb/	Day 14 Promotion catalog and video on Instagram reels and feeds. https://www.instagram.com/p/DJwX9Szzt89/?igsh=aWR4anF6a250YTkw  https://www.instagram.com/reel/DJ6EdZZTbJD/?igsh=eDBnODhsZWf1bWZr
15.	Saturday/ 04, May 2025	Day 15 Promotion catalog and video on Facebook. https://www.facebook.com/share/p/1C4B9qNzEM/  https://www.facebook.com/share/r/1BsKZVtqEb/	Day 15 Promotion catalog and video on Instagram reels and feeds. https://www.instagram.com/p/DJwYZPYzAwT/?igsh=cHo5ZTR4M2IyejE=  https://www.instagram.com/reel/DJ6ER6WzYL-/?igsh=dms5ZG02dGR6YXlo
16.	Monday/0 5,May 2025	Day 16 Promotion catalog and video on Facebook. https://www.facebook.com/share/p/1bLFJ8MmDK/  https://www.facebook.com/share/r/1HcUEdrp75/	Day 16 Promotion catalog and video on Instagram reels and feeds. https://www.instagram.com/p/DJwYhmTzLnL/?igsh=bGdxeG1meDZyMzJw  https://www.instagram.com/reel/DJ6Fwj_Tn3A/?igsh=cm85NDExZmp4OW9l
17.	Sunday/ 06, May 2025	Day 17 Catalog promotion and video on Facebook. https://www.facebook.com/share/p/14Rw8iJGUdY/  https://www.facebook.com/share/r/17yn5JdeJC/	Day 17 Catalog promotion and video on Instagram reels and feed. https://www.instagram.com/p/DJwY02fTJz-/?igsh=eXlrMHN0eW5rY25h  https://www.instagram.com/reel/DJ6GWX_Tw7Z/?igsh=dHI3NDJnZHHnb2Zm

18.	Tuesday /07, May 2025	Post Promotion catalog and video on Facebook. https://www.facebook.com/share/p/1KMY3L4EQ5/  https://www.facebook.com/share/r/1GpJAbXbMw/	Post Promotion catalog and video on Instagram reels and feed in day 18. https://www.instagram.com/p/DJwZCttzH0y/?igsh=MTZ0dWt4N3Zrc212bA==  https://www.instagram.com/reel/DJ8nfSzexW/?igsh=cDJ0and2b2pwaHhp
19.	Wednesday /08 May 2025	Post Promotion catalog and video on Facebook. https://www.facebook.com/share/p/1ZnJWJbd2g/  https://www.facebook.com/share/r/1Y3SVg6z4Y/	Post Promotion catalog and video on Instagram reels and feed in day 19. https://www.instagram.com/p/DJwZhB0Td2t/?igsh=MXVoMzUwY2YzbDFwMw==  https://www.instagram.com/reel/DQCKbCIEiIW/?igsh=cG52cHp0YjZkbNp
20.	Thursday /09, May 2025	Post Promotion catalog and video on Facebook. https://www.facebook.com/share/p/1HjPPEowzR/  https://www.facebook.com/share/r/1Dheg8XssL/	Post Promotion catalog and video on Instagram reels and feed in day 20. https://www.instagram.com/p/DJwbR8izmQx/?igsh=MWVkhNHZhcZ4M2My  https://www.instagram.com/reel/DSUPfLZk086/?igsh=MWs5dGx5eDF3cGpoag==
21.	Friday/10, May 2025	Post Promotion catalog and video on Facebook. https://www.facebook.com/share/p/1CjmM1gQM9/  https://www.facebook.com/share/r/1CEcx6fxnk/	Post Promotion catalog and video on Instagram day 21. https://www.instagram.com/p/DJwbSWeTpDq/?igsh=MWdlYjVkdjFyYjltMA==  https://www.instagram.com/reel/DSUPfLZk086/?igsh=MWs5dGx5eDF3cGpoag==

22.	Saturday/ 11, May 2025	Post Promotion catalog and video on Facebook. https://www.facebook.com/61586939007354/posts/  https://www.facebook.com/share/r/1CA3RymhCK/	Post Promotion catalog and video on Instagram reels and feed in day 22. https://www.instagram.com/p/DJwcJQ8TEPO/?igsh=MTQyMW1sZ2w2N3M0ZA==  https://www.instagram.com/reel/DSUPfLZk086/?igsh=MWs5dGx5eDF3cGpoag==
23.	Monday/1 2, May 2025	Post Promotion catalog and video on Facebook. https://www.facebook.com/share/p/173xEjP22X/  https://www.facebook.com/share/r/1HcUEdrp75/	Post Promotion catalog and video on Instagram reels and feed in day 23. https://www.instagram.com/p/DJwctcfz5iH/?igsh=MW1ybzdZzJ3N3h4cg==  https://www.instagram.com/reel/DRy9SDOkkiD/?igsh=Z3A4dnJ0YWlyeWNv
24.	Sunday/ 13, May 2025	Post Promotion catalog and video on Facebook. https://www.facebook.com/share/p/17yfnBc8jX/  https://www.facebook.com/share/r/1GEhVYECS6/	Post Promotion catalog and video on Instagram reels and feed in day 24. https://www.instagram.com/p/DJwctcfz5iH/?igsh=MW1ybzdZzJ3N3h4cg==  https://www.instagram.com/reel/DQCKWdekqx8/?igsh=dXpsYzBxYzMwM3Nl
25.	Tuesday/ 14, May 2025	Post Promotion catalog and video on Facebook. https://www.facebook.com/share/p/1C5dakT3wP/  https://www.facebook.com/share/r/1CA3RymhCK/	Post Promotion catalog and video on Instagram reels and feed in day 25. https://www.instagram.com/p/DJweHZAT7u6/?igsh=MTY1OHkxdjhWOTY5ZA==  https://www.instagram.com/reel/DPtpIvjkhdv/?igsh=bWI0c212NjBpZnp

26.	Wednesday/15, May 2025	Post Promotion catalog and video on In Facebook. https://www.facebook.com/share/p/1Bwd44udqx/  https://www.facebook.com/share/r/1Z0LAN1xRu/	Post Promotion catalog and video on Instagram reels and feed in day 26. https://www.instagram.com/p/DJwef6wzR0r/?igsh=ZzZrd3Nsazg0N3Fo  https://www.instagram.com/reel/DOsqmJEsLj/?igsh=MWR2aWR2cno0aZdyNg==
27.	Thursday/16, May 2025	Post Promotion catalog and video on Facebook. https://www.facebook.com/share/p/1Bwd44udqx/  https://www.facebook.com/share/r/17Y6iNifi6/	Post Promotion catalog and video on Instagram reels and feed in day 27. https://www.instagram.com/p/DJwe21CznAE/?igsh=Nmp3aHNpdW05cDYw  https://www.instagram.com/reel/DMztnVozfbh/?igsh=MnJjNXBjYng3MzE0
28.	Friday/17, May 2025	Post Promotion catalog and video on Facebook in day 28. https://www.facebook.com/61586939007354/posts/pfbid0j/  https://www.facebook.com/share/r/1AX7CUnNND/	Post Promotion catalog and video on Instagram reels and feed in day 28. https://www.instagram.com/p/DJwfwCPzPN/?igsh=YW05MnB1NXRx eTR0  https://www.instagram.com/reel/DLt ruQRzP1A/?igsh=MTc5OTZ1ZDNv YTFvOA==
29.	Saturday/18 May 2025	Post Promotion catalog and video on Facebook in day 29. https://www.facebook.com/share/p/1EeYzhkgNb/  https://www.facebook.com/share/r/1HcUEdrp75/	Post Promotion catalog and video on Instagram reels and feed in day 29. https://www.instagram.com/p/DJ6EHvWz3ew/?igsh=MW1wbHg3cHV nbmJsNA==  https://www.instagram.com/reel/DL CteAZTN8d/?igsh=MXAxd3N6YWw s4aDF4Mw==

30.	Sunday/ 19, May 2025	Post Promotion catalog and video on Facebook in day 30. https://www.facebook.com/share/p/1GGAYpbPaT/  https://www.facebook.com/share/r/17yn5JdeJC/	Post Promotion catalog and video on Instagram reels and feed in day 30. https://www.instagram.com/p/DJ6GlDrzTPj/?igsh=amxka3R4djNpaXFu  https://www.instagram.com/reel/DKegomizd9D/?igsh=eGp1ejJzZnoxNWZ6
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Source: Processed Data, 2025

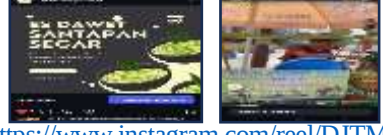
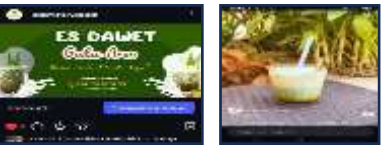
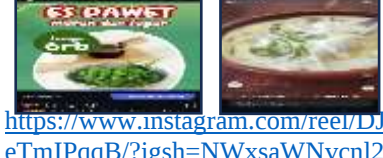
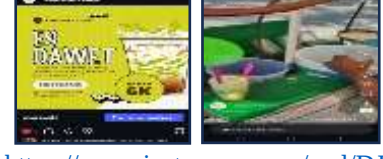
Based on Table 4.3, which presents Criskula's logbook for one month prior to the Polbeng Business Expo, the recorded activities focus on the preparation and development of promotional content, including the creation of a product catalog and promotional videos as marketing support tools. Furthermore, Table 4.4 displays the logbook of Es Dawet Ayus Izan during the same period, which also highlights a series of activities related to designing catalogs and producing promotional videos to enhance product attractiveness and broaden information reach to potential customers. Both tables indicate that the two MSMEs placed similar emphasis on strengthening visual promotional media as part of their preparation for the Polbeng Business Expo.

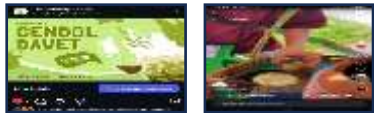
Table 4. 4 Logbook of Es Dawet Ayus Izan One Month Before Polbeng Business Expo

No	Date	Facebook	Instagram
1.	Sunday/20, April 2025	Post Promotion catalog and video on Facebook reels and feed in day 1. https://www.facebook.com/share/p/1KgnUMUAKc/  https://www.facebook.com/share/r/183x5JXPmE/	Post Promotion catalog and video on Instagram reels and feed in day 1. https://www.instagram.com/p/DJoSy9YvuWk/?igsh=MXB6ZGVxNjFzZnBkaw==  https://www.instagram.com/reel/DJO44JjPDur/?igsh=MW56Z2poZGthbjAxMw==

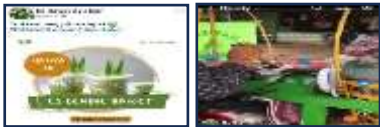
2.	Monday/21, April 2025	Post Promotion catalog and video on Facebook reels and feed in day 2. https://www.facebook.com/share/p/1GUGSf8b3p/   https://www.facebook.com/share/r/1CGEK7Lmhg/	Post Promotion catalog and video on Instagram reels and feed in day 2. https://www.instagram.com/p/DJo6AzxvnBd/?igsh=MXBzbDZtM3Iza3J5Yg==   https://www.instagram.com/reel/DJO5AeFvQ6b/?igsh=MW1sYXU1dmx4d3pidg==
3.	Tuesday/22, April 2025	Post Promotion catalog and video on Facebook reels and feed in day 3. https://www.facebook.com/share/p/1BG2gSS9rp/   https://www.facebook.com/share/r/1NGdHSALMy/	Post Promotion catalog and video on Instagram reels and feed in day 3. https://www.instagram.com/p/DJo6BKpvjHS/?igsh=MWlxdDZnanJz   https://www.instagram.com/reel/DJO5KeDP6hv/?igsh=MXdwZnhzaHdjYWdkOA==
4.	Wednesday/23 April 2025	Post Promotion catalog and video on Facebook reels and feed in day 4. https://www.facebook.com/share/p/184kunLvCN/   https://www.facebook.com/share/r/1E4wuBp7vK/	Post Promotion catalog and video on Instagram reels and feed in day 4. https://www.instagram.com/p/DJo6BHcPKln/?igsh=MW56cTl1OGVldWhsNw==   https://www.instagram.com/reel/DJO5TiuvyRG/?igsh=YjFweje1b2xlYTFm
5.	Thursday/24, April 2025	Post Promotion catalog and video on Facebook reels and feed in day 5. https://www.facebook.com/61586855250973/posts/pfbid0Y4FVUr1R1mc   https://www.facebook.com/share/r/1E4wuBp7vK/	Post Promotion catalog and video on Instagram reels and feed in day 5. https://www.instagram.com/p/DJo6BGqPAXA/?igsh=b2pjczd3a3czeWE2   https://www.instagram.com/reel/DJO6kQOvfgM/?igsh=em5weG45cmlt ajVs

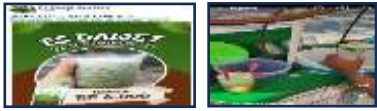
6.	Friday/25, April 2025	Post Promotion catalog and video on Facebook reels and feed in day 6. https://www.facebook.com/share/p/17odLCCUPe/  https://www.facebook.com/share/r/18Fwyhi2Wb/	Post Promotion catalog and video on Instagram reels and feed in day 6. https://www.instagram.com/p/DJo6BGqPAXA/?igsh=b2pjcd3a3czeWE2  https://www.instagram.com/reel/DJO6wQfvOao/?igsh=MTU3cGZ6ZXFoajExYg==
7.	Saturday/26, April 2025	Post Promotion catalog and video on Facebook reels and feed in day 7. https://www.facebook.com/share/p/1AX2G3DeDt/  https://www.facebook.com/share/r/1CLmA3Xt7S/	Post Promotion catalog and video on Instagram reels and feed in day 7. https://www.instagram.com/p/DJqa9nZPkO/?igsh=ZnN6Y3Jqd3V6dHhQ  https://www.instagram.com/reel/DJO7ekvPQ9H/?igsh=OG5kYTZkNW84bGlr
8.	Sunday/27, April 2025	Post Promotion catalog and video on Facebook reels and feed in day 8. https://www.facebook.com/share/p/1Ag3KrLdBa/  https://www.facebook.com/share/r/1BNRsfRt8U/	Post Promotion catalog and video on Instagram reels and feed in day 8. https://www.instagram.com/p/DJqdbRHPCDn/?igsh=cGZudGRqaHFwejVz  https://www.instagram.com/reel/DJTMWmPboz/?igsh=MXQ3NXVwMWlmMWNqdQ==
9.	Monday/28, April 2025	Post Promotion catalog and video on Facebook reels and feed in day 9. https://www.facebook.com/share/p/17tiKmaArW/  https://www.facebook.com/share/r/1BNRsfRt8U/	Post Promotion catalog and video on Instagram reels and feed in day 9. https://www.instagram.com/p/DJqdeTAPccC/?igsh=MWttaTQ3cTQ0cXF6dw==  https://www.instagram.com/reel/DJTMisEvRf5/?igsh=bXdYn3J3NGlvaWI=

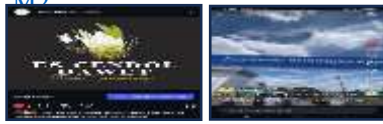
10.	Tuesday/29, April 2025	Post Promotion catalog and video on Facebook reels and feed in day 10. https://www.facebook.com/share/p/1KHuuMGgbr/  https://www.facebook.com/share/r/1DWLHJJk2N/	Post Promotion catalog and video on Instagram reels and feed in day 10. https://www.instagram.com/p/DJqdg8RPtTX/?igsh=MTY1cmZ5c2hpaWV5OQ==  https://www.instagram.com/reel/DJTM7Wsvk/?igsh=eHBxdmx4ZTZ3Z2sy
11.	Wednesday /30 April 2025	Post Promotion catalog and video on Facebook reels and feed in day 11. https://www.facebook.com/share/p/1HPd2rzWt8/  https://www.facebook.com/share/r/17xEmzrWb9/	Post Promotion catalog and video on Instagram reels and feed in day 11. https://www.instagram.com/p/DJqdl09Pca/?igsh=MWQweTNndXlINjZpcg==  https://www.instagram.com/reel/DJwkDUkPQ5s/?igsh=MWhsc3NjODZ4MDQ1NQ==
12.	Thursday/1 , May 2025	Post Promotion catalog and video on Facebook reels and feed in day 12. https://www.facebook.com/share/p/172S5tgHMr/  https://www.facebook.com/share/r/16zJHc5FHN/	Post Promotion catalog and video on Instagram reels and feed in day 12. https://www.instagram.com/p/DJqdvz4Pasa/?igsh=eXp2dWs4ZHRoYzJp  https://www.instagram.com/reel/DJyeTmIPqqB/?igsh=NWxsaWNvcnl2cWw0
13.	Friday/2, May 2025	Post Promotion catalog and video on Facebook reels and feed in day 13. https://www.facebook.com/share/p/1CxWPt56N8/  https://www.facebook.com/share/r/1CNsnBXyvN/	Post Promotion catalog and video on Instagram reels and feed in day 13. https://www.instagram.com/p/DJqfPHnPTqk/?igsh=MXE4NDduMmR3c3k3cg==  https://www.instagram.com/reel/DJyefpgPhpk/?igsh=YzZjaTQ4OHVxN

14.	Saturday/3, May 2025	Post Promotion catalog and video on Facebook reels and feed in day 4. https://www.facebook.com/share/p/182r9vaWzC/  https://www.facebook.com/share/r/1CNsnBXyvN/	Post Promotion catalog and video on Instagram reels and feed in day 4. https://www.instagram.com/p/DJqfR2vJfp/?igsh=czVwaGN0cjN0ejdt  https://www.instagram.com/reel/DJyek4avDYU/?igsh=MWViazJxcmFlOHI4aw==
15.	Sunday/4, May 2025	Post Promotion catalog and video on Facebook reels and feed in day 15. https://www.facebook.com/share/p/17yjb6kiy6/  https://www.facebook.com/share/r/18B5x8HnUB/	Post Promotion catalog and video on Instagram reels and feed in day 15. https://www.instagram.com/p/DJqfaAhvDeu/?igsh=amRwbDE0NHNTcXE3  https://www.instagram.com/reel/DJyeuJ0vEYo/?igsh=MWQ3YmNzb3lzZGJhcg==
16.	Monday/5, May 2025	Post Promotion catalog and video on Facebook reels and feed in day 16. https://www.facebook.com/share/p/14X22nS7Pbn/  https://www.facebook.com/share/r/183x5JXPmE/	Post Promotion catalog and video on Instagram reels and feed in day 16. https://www.instagram.com/p/DJqfcqZvTjL/?igsh=MTNhcmp5OW1tMHN0YQ==  https://www.instagram.com/reel/DPdpQGODvgX/?igsh=MXE0ZjM1dmR5M25obw==
17.	Tuesday/6, May 2025	Post Promotion catalog and video on Facebook reels and feed in day 17. https://www.facebook.com/share/p/1NSExaqpLG/  https://www.facebook.com/share/r/1CGEK7Lmhg/	Post Promotion catalog and video on Instagram reels and feed in day 17. https://www.instagram.com/reel/DJwkDUkPQ5s/?igsh=MWhsc3NjODZ4MDQ1NQ==  https://www.instagram.com/reel/DPdpv15jnGQ/?igsh=MXVzZHdoZ2ZsanB6cA==

18.	Wednesday /7, May 2025	Post Promotion catalog and video on Facebook reels and feed in day 18. https://www.facebook.com/share/p/1AXYBHRzio/   https://www.facebook.com/share/r/1NGdHSALMy/	Post Promotion catalog and video on Instagram reels and feed in day 18. https://www.instagram.com/p/DJyalKAPuyq/?igsh=MXZnNnRidHlzYXF6dg==   https://www.instagram.com/reel/DPdp0luDuEj/?igsh=OHpsdzMycnBjcHlv
19.	Thursday/8, May 2025	Post Promotion catalog and video on Facebook reels and feed in day 19. https://www.facebook.com/share/p/1BgHDZQGrW/   https://www.facebook.com/share/r/1E4wuBp7vK/	Post Promotion catalog and video on Instagram reels and feed in day 19. https://www.instagram.com/p/DJyalKAPuyq/?igsh=MXZnNnRidHlzYXF6dg==   https://www.instagram.com/reel/DPdqMIKjuA6/?igsh=czlwdWhrMmRpdDds
20.	Friday/9, May 2025	Post Promotion catalog and video on Facebook reels and feed in day 20. https://www.facebook.com/share/p/1AZ58ZqpCa/   https://www.facebook.com/share/r/17xRVPSEay/	Post Promotion catalog and video on Instagram reels and feed in day 20. https://www.instagram.com/p/DJyaoMhvt14/?igsh=MWU1NXFmZHMycmN0cQ==   https://www.instagram.com/reel/DPdqTPbjnqz/?igsh=cm52YWFkc3F4Z2Nz
21.	Saturday/10, May 2025	Post Promotion catalog and video on Facebook reels and feed in day 21. https://www.facebook.com/61586855250973/posts/pfbid0kE5LYgrq4ySBR   https://www.facebook.com/share/r/18Fwyhi2Wb/	Post Promotion catalog and video on Instagram reels and feed in day 21. https://www.instagram.com/p/DJyaji4vhbl/?igsh=MWN1YXgyZjVjMmRuOQ==   https://www.instagram.com/reel/DPdqZFijqpr/?i

22.	Sunday/11, May 2025	Post Promotion catalog and video on Facebook reels and feed in day 22. https://www.facebook.com/share/p/1FWi6sFKEs/  https://www.facebook.com/share/r/1BNRsfRt8U/	Post Promotion catalog and video on Instagram reels and feed in day 22. https://www.instagram.com/p/DJyauTxPrB8/?igsh=b2Y0a3U0NTE1d3ly  https://www.instagram.com/reel/DPrIZGpEvWX/?igsh=bHMxenV6cHVmcGxn
23.	Monday/12, May 2025	Post Promotion catalog and video on Facebook reels and feed in day 23. https://www.facebook.com/share/p/14FbrWqZ5r7/  https://www.facebook.com/share/r/1BNRsfRt8U/	Post Promotion catalog and video on Instagram reels and feed in day 23. https://www.instagram.com/p/DJyayMOPpvZ/?igsh=MXV6dndkdDR5M3BzcA==  https://www.instagram.com/reel/DPrIc1oEg19/?igsh=MXhpYXFhanU5Y3MwZQ==
24.	Tuesday/13, May 2025	Post Promotion catalog and video on Facebook reels and feed in day 24. https://www.facebook.com/share/p/184Z4G4AaK/  https://www.facebook.com/share/r/17xEmzrWb9/	Post Promotion catalog and video on Instagram reels and feed in day 24. https://www.instagram.com/p/DJya1ZMvo5S/?igsh=OHNzb2J5b2oyZjk4  https://www.instagram.com/reel/DPrIiLmEsAy/?igsh=MXBmZmlsN3kzNiRoYQ==
25.	Wednesday /14, May 2025	Post Promotion catalog and video on Facebook reels and feed in day 25. https://www.facebook.com/share/p/1Bt1BUYZvW/  https://www.facebook.com/share/r/18B5x8HnUB/	Post Promotion catalog and video on Instagram reels and feed in day 25. https://www.instagram.com/p/DJya6R7PfG9/?igsh=MTZxZm54MHY4a3RtMQ==  https://www.instagram.com/reel/DPrIoX_EtT/?igsh=MTZ2ejR4N3NjbHI0Mw==

26.	Thursday/15, May 2025	Post Promotion catalog and video on Facebook reels and feed in day 26. https://www.facebook.com/share/r/1ZGYrWujtf/  https://www.facebook.com/share/r/17xEmzrWb9/	Post Promotion catalog and video on Instagram reels and feed in day 26. https://www.instagram.com/p/DJya8ZlPi1/?igsh=MXhmamU5dTYzbDUwZg==  https://www.instagram.com/reel/DPrIoX_EtT/?igsh=MTZ2ejR4N3NjbHI0Mw==
27.	Friday/16, May 2025	Post Promotion catalog and video on Facebook reels and feed in day 27. https://www.facebook.com/share/r/1ApQmLuuTE/  https://www.facebook.com/share/r/17JRkkpiJw/	Post Promotion catalog and video on Instagram reels and feed in day 27. https://www.instagram.com/p/DJyahIP3eP/?igsh=eHprZGx4d2diODho  https://www.instagram.com/reel/DPrIoX_EtT/?igsh=MTZ2ejR4N3NjbHI0Mw==
28.	Saturday/17, May 2025	Post Promotion catalog and video on Facebook reels and feed in day 28. https://www.facebook.com/share/r/1FzV3ky9rU/  https://www.facebook.com/share/r/1WdUDHnwST/	Post Promotion catalog and video on Instagram reels and feed in day 28. https://www.instagram.com/p/DJybCYZPvSy/?igsh=MWFndnU2NDdo b3ByNg==  https://www.instagram.com/reel/DPrIyLcEvwY/?igsh=NnQyYzk0eGRocDFp
29.	Sunday/18, May 2025	Post Promotion catalog and video on Facebook reels and feed in day 29. https://www.facebook.com/share/r/1Dh5mLSmBY/  https://www.facebook.com/share/r/1DXQqM2LoH/	Post Promotion catalog and video on Instagram reels and feed in day 29. https://www.instagram.com/p/DJybaYP_Wf/?igsh=cGpjM2Q5amtxazF  https://www.instagram.com/reel/DPrIwS4krsj/?igsh=YmNqcXBpZmFmZjU3

30	Monday/19 May 2025	Post Promotion catalog and video on Facebook reels and feed in day 30. https://www.facebook.com/share/r/17oZhXkdZw/  https://www.facebook.com/share/r/187F9JZCEE/	Post Promotion catalog and video on Instagram reels and feed in day 30. https://www.instagram.com/p/DJyboKPvZek/?igsh=Ymc3ZGxwYnhrcnM2  https://www.instagram.com/reel/DPrI0Nrklj8/?igsh=aDM1bm5zYnQ2dHZr
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Source: Processed Data, (2025)

4.4.2 Accomplishment of Project Finance

Criskula and Es Dawet Ayu Izan experienced a notable increase in profitability during the Polbeng Business Expo, with its profits doubling compared to regular daily sales. This financial achievement underscores the success of the event in boosting MSME performance.

Details of Criskula and Es Dawet Ayu Izan financial performance, including revenue, expenses, and profit analysis during the three-day expo, are thoroughly documented in the financial report section of the project report. The logbook table provides a breakdown of sales transactions, cost allocations, and net profits, offering a clear picture of the positive financial impact resulting from their participation in the expo.



Figure 4.23 Financial Report Criskula and Es Dawet Ayu Izan MSME

Source: Data Documentation, (2025)

4.4.2.1 Financial Report of Criskula and Es Dawet Ayu Izan MSME

Financial reports are an important element for MSMEs such as Criskula and Es Dawet Ayu Izan in managing and monitoring the financial condition of the business. Through accurate and well-organized financial reports, MSME owners can clearly understand income, expenses, profits, and cash flow, which helps them make better and more informed business decisions. Financial reports also enable businesses to evaluate performance, plan budgets, and identify potential financial problems at an early stage. In addition, financial reports serve as a tool to attract investors or business partners, as transparent and reliable financial information increases trust and shows that the MSME is professionally managed and has good prospects for future development.

1. Income Statement

Criskula and Es Dawet Ayu Izan profit and loss statement is a financial document that reflects the business performance over a certain period. This statement presents detailed information on revenue, operating expenses, and the resulting profit or loss generated from business activities. The profit and loss statement serves as an important tool to evaluate the financial condition and operational efficiency of Criskula and Es Dawet Ayu Izan MSMEs, as well as to support decision-making for future business development. The income statement of Criskula and Es Dawet Ayu Izan MSMEs can be seen in the figure below:

Income Statement
Criskula MSME
Period May 2025

Income		
Sale	Rp 9.241.000	
Net Income		Rp 9.241.000
Cost of Goods Solds (COGS)		
Initial Inventory of Good	Rp 100.000	
Purchase	Rp 1.350.000	
Direct Labor Cost	Rp 800.000	
Total Production Cost	Rp 2.250.000	
Ending Inventory of Raw Materials	Rp 150.000	
Total of CGS		Rp 2.100.000
Gross Profit		Rp 7.141.000
Operational Cost		
Electrical Cost	Rp 200.000	
Administrasion Cost	Rp 50.000	
Overhead Cost	Rp 104.000	
Equipment Depreciation Cost	Rp 200.000	
Total of Operational Cost		Rp 554.000
Net Profit		Rp 6.587.000

Figure 4. 24 Report of Income Statement of Criskula MSME

Source: Data Processed, (2025)

The income statement of Criskula MSME for May 2025 reflects a strong and positive financial performance. The business generated total sales revenue of Rp 9,241,000, while the Cost of Goods Sold (COGS) amounted to Rp 2,100,000 after accounting for raw material inventories and production costs. This resulted in a gross profit of Rp 7,141,000, indicating effective control over production expenses. After deducting total operational expenses of Rp 554,000, which included electricity, administrative, overhead, and equipment depreciation costs, Criskula achieved a net profit of Rp 6,587,000. Overall, these results demonstrate efficient cost management, stable operations, and a high level of profitability during the period.

Income Statement
Es Dawet Ayu Izan MSME
Period May 2025

Income		
Sale	Rp	8.481.000
Net Income		Rp 8.481.000
Cost of Goods Solds (COGS)		
Initial Inventory of Good	Rp	100.000
Purchase	Rp	2.371.000
Direct Labor Cost	Rp	600.000
Total Production Cost	Rp	3.071.000
Ending Inventory of Raw Materials	Rp	100.000
Total of CGS		Rp 2.971.000
Gross Profit		Rp 5.510.000
Operational Cost		
Electrical Cost	Rp	200.000
Administrasion Cost	Rp	100.000
Overhead Cost	Rp	165.000
Equipment Depreciation Cost	Rp	50.000
Total of Operational Cost		Rp 515.000
Net Profit		Rp 4.995.000

Figure 4. 25 Report of Income Statement of Es Dawet Ayu Izan MSME

Source: Data Processed, (2025)

The income statement of Es Dawet Ayu Izan MSME for May 2025 shows that the business generated total sales revenue of Rp 8,481,000, with Cost of Goods Sold (COGS) of Rp 2,971,000 after considering production costs and ending inventory, resulting in a gross profit of Rp 5,510,000. After deducting total operational expenses of Rp 515,000, which include electricity, administrative, overhead, and equipment depreciation costs, the enterprise recorded a net profit of Rp 4,995,000, indicating efficient cost management and strong profitability, while serving as a valuable basis for

evaluating financial performance and supporting future business decision-making.

2. Report of of Change in Equity

The statement of changes in equity of Criskula and Es Dawet Ayu Izan MSME provides an overview of the dynamics of changes in the owner's capital over a given period. It includes elements such as net income and additional investments. The report on changes in equity of Criskula and Es Dawet Ayu Izan MSME for the period October 2024 can be seen in figure below:

Report of Change Equity
Criskula MSME
Period May 2025

Capital		
Initial Capital	IDR. 8.500.000	
Capital Total		IDR. 8.500.000
Profit		
Net Profit	IDR. 6.587.000	
Profit Total		IDR. 6.587.000
Final Capital		IDR. 15.087.000

Figure 4. 26 Report of Change Equity of Criskula MSME
Source: Data Processed, (2025)

The statement of changes in equity for Criskula MSME for the period of May 2025 provides a clear overview of the movement in the owner's capital during the reporting month. The report begins with an initial capital of IDR 8,500,000, which represents the owner's invested resources at the start of the period. Throughout the month, the business generated a net profit of IDR 6,587,000, directly contributed to an increase in equity, as there were no owner withdrawals or additional capital contributions recorded. As a result, the total capital at the end of the period rose to IDR 15,087,000. This indicates that the business experienced positive financial growth during the period, operating profit serving as the primary factor driving the increase in the owner's equity and reflecting sound financial performance.

Report of Change Equity
Es Dawet Ayu Izan MSME
Period May 2025

Capital		
Initial Capital	IDR. 12.030.000	
Capital Total		IDR. 12.030.000
Profit		
Net Profit	IDR. 4.995.000	
Profit Total		IDR. 4.995.000
Final Capital		IDR. 17.025.000

Figure 4. 27 Report of Change Equity of Es Dawet Ayu Izan MSME
Source: Data Processed, (2025)

The statement of changes in equity for Es Dawet Ayu Izan MSME for the period of May 2025 illustrates the movement in the owner's capital throughout the month. The report begins with an initial capital of IDR 12,030,000, representing the owner's investment at the start of the period. During May 2025, the business successfully generated a net profit of IDR 4,995,000, which is added directly to the owner's equity as there were no recorded withdrawals or additional capital contributions. Consequently, the capital at the end of the period increased to IDR 17,025,000. This growth indicates that the business maintained strong operational performance, with profit serving as the primary factor contributing to the rise in total equity.

3. Report of Balance Sheet

The balance sheet financial report is prepared to provide a comprehensive overview of the financial position of Criskula and Es Dawet Ayu Izan MSMEs as of May 2025. This balance sheet presents detailed information on the company's assets, liabilities, and equity, reflecting the financial structure and resources used in business operations. By showing the balance between assets, liabilities, and equity, the balance sheet serves as an important basis for evaluating financial stability, liquidity, and the overall performance of the MSMEs in manage.

Final Balance Sheet
Criskula MSME
Period May 2025

Assets	
Current Assets	
Cash	IDR. 10.497.000
Bank Cash	IDR. 480.000
Raw Material Inventory	IDR. 150.000
Accounts Receivable	IDR. 200.000
Equipment	<u>IDR. 460.000</u>
Total of Current Assets	IDR. 11.787.000
Fixed Assets	
Production Equipment	IDR. 3.500.000
Accumulated Depreciation of Production Equipment	<u>(IDR. 200.000)-</u>
Total of Fixed Assets	IDR. 3.300.000
Total Assets	<u>IDR. 15.087.000</u>
Liabilities and Equity	
Equity	
Initial Capital	IDR. 8.500.000
Retained earnings October 2024	<u>IDR. 6.587.000</u>
Total of Equity	IDR. 15.087.000
Total of Liabilities and Equity	<u>IDR. 15.087.000</u>

Figure 4. 28 Report of Balance Sheet of Criskula MSME
Source: Processed Data, (2025)

The final balance sheet of Criskula MSME for May 2025 shows that the business had total current assets of IDR 11,787,000, consisting of cash, bank cash, raw material inventory, accounts receivable, and equipment. In addition, fixed assets in the form of production equipment amounted to IDR 3,500,000, which after accumulated depreciation of IDR 200,000 resulted in net fixed assets of IDR

3,300,000. Overall, the total assets owned by Criskula MSME at the end of the period amounted to IDR 15,087,000, reflecting a stable financial position.

On the equity side, Criskula MSME records initial capital of IDR 8,500,000 and retained earnings of IDR 6,587,000, resulting in total equity of IDR 15,087,000. With no liabilities reported, total equity equals total assets, indicating full owner financing. Overall, this balance sheet shows good financial stability, supported by sufficient assets and positive accumulated earnings that reflect a healthy and sustainable business performance.

Final Balance Sheet
Es Dawet Ayu Izan MSME
Period May 2025

Assets		
Current Assets		
Cash	IDR. 10.664.000	
Bank Cash	IDR. 1.630.000	
Raw Material Inventory	IDR. 100.000	
Accounts Receivable	IDR. 150.000	
Equipment	<u>IDR. 531.000</u>	
Total of Current Assets	IDR. 13.075.000	
Fixed Assets		
Production Equipment	IDR. 4.000.000	
Accumulated Depreciation of Production Equipment	<u>(IDR. 50.000)-</u>	
Total of Fixed Assets	IDR. 3.950.000	
Total Assets		<u>IDR. 17.025.000</u>
Liabilities and Equity		
Equity		
Initial Capital	IDR. 12.030.000	
Retained earnings October 2024	<u>IDR. 4.995.000</u>	
Total of Equity	IDR. 17.025.000	
Total of Liabilities and Equity		IDR. 17.025.000

Figure 4. 29 Report of Balance Sheet of Es Dawet Ayu Izan MSME
Source: Processed Data, (2025)

The final balance sheet of Es Dawet Ayu Izan MSME for May 2025 shows total current assets of IDR 13,075,000, consisting of cash, bank cash, raw material inventory, accounts receivable, and equipment, along with net fixed assets of IDR 3,950,000 after depreciation, resulting in total assets of IDR 17,025,000. On the equity side, the business is fully financed by owner's equity, comprising initial capital of IDR 12,030,000 and retained earnings of IDR 4,995,000, with no liabilities reported, confirming a stable financial position and healthy business performance.

Based on the financial reports of both MSMEs, a comparison can be made to evaluate the impact of the expo on sales performance. Criskula recorded total sales of Rp5,148,000 before the expo, with an average daily revenue of Rp271,474. During the three days of the expo, Criskula achieved total sales of Rp1,638,000, with the average daily sales increasing to Rp546,000, representing an increase of approximately 101%. Similarly, Es Dawet Ayu Izan generated total sales of Rp5,338,000 before the expo, with an average daily revenue of Rp280,947. During the expo period, the total sales for three days reached Rp1,597,000, with the average daily sales rising to Rp532,333, indicating an increase of about 89%. This comparison shows that both MSMEs experienced significant sales growth during the expo, with Criskula achieving a higher percentage increase than Es Dawet Ayu Izan. These findings suggest that participation in the expo had a positive impact on revenue growth, as direct interaction with customers and promotional activities during the event effectively contributed to higher transaction volumes.

4.4.2.2 Financial reporting of project.

This financial report for the Polbeng Business Expo Project was prepared to provide a more detailed explanation of how funds were managed throughout the event. The report includes information on the budget that was planned from the beginning, the total revenue generated, and the various types of expenses incurred during the implementation of the event. Through this more comprehensive presentation, the report aims to give a clear understanding of the flow of fund usage and the effectiveness of its management.

Table 4.5 Financial statements of the Polbeng Business Expo Project:

Financial Report Table of Polbeng Business Expo Project		
Income		IDR 18,890,000
Speelling Bee Competition Registration	IDR 2,400,000	
Registration for the Coloring Competition	IDR 3,200,000	
Registration for Fashion Show Competition	IDR 4,120,000	
Registration Stage 1 Competition	IDR 1,575,000	
Singing Competition Registration	IDR 910,000	
Tenant Fees	IDR 6,685,000	
Event Overlay		IDR 23,043,285
Bee Playing Overlay	IDR 5,010,000	
Coloring Area	IDR 5,118,480	
Overlay of Fashion Show	IDR 6,191,500	
Stage 1 Overlay	IDR 3,171,305	
Singing Overlay	IDR 3,552,000	
Gross Profit		IDR 4,153,285
Operational Revenue		IDR 71,619,000
Sponsorship of Corporate Partners	IDR 9,586,000	
Sponsorship of the Project Owner	IDR 60,030,000	
Attendance Fine	IDR 1,200,000	
Shirt & Name Tag	IDR 803.000	
Operational Overlay		IDR 62,798,000
Administration	IDR 1,726,000	
Event	IDR 45,063,000	
Security	IDR 450,000	
Equipment	IDR 1,688,000	
Hygiene	IDR 600,000	
Creative Media	IDR 850,000	
Sponsors	IDR 2,845,000	
São Paulo	IDR 8,160,500	
Unexpected Costs	IDR 1,415,500	
Net profit		IDR 4,667,715

Source: Data processed (2025)

Polbeng Business Expo Chapter II 2025 has been officially recorded in the event agenda. This activity report serves as authentic evidence that the planned event was successfully carried out and implemented according to the predetermined arrangements. The report provides detailed information regarding the time, date, and location of the event, confirming that all activities proceeded as intended. Supporting documentation for this event can be seen in Figure 4.38 below, which provides visual proof of the implementation of Polbeng Business Expo Chapter II 2025.

4.5 Implementation of Digital Marketing as a Strategy to Improve MSME

Marketing Performance: Evidence from Polbeng Business Expo Chapter II

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. MSMEs often face challenges such as limited market access and suboptimal utilization of digital technology. This project employs a descriptive qualitative approach through observation, digital content creation, and evaluation of consumer responses. The strategies implemented included the creation of promotional videos, digital catalogs, social media marketing (Instagram & Facebook), and the adoption of the QRIS payment system. The results indicate that digital marketing significantly improved product visibility and sales performance. During the three-day expo, Criskula achieved sales of IDR 1,638,000, while Es Dawet Ayu Izan reached IDR 1,597,000. The study concludes that integrating digital marketing and cashless payment systems in expo activities effectively enhances MSME competitiveness and sustainability.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

Based on the results of the project implementation and the discussion presented in the previous chapters, it can be concluded that all objectives of the activities carried out to support Criskula and Es Dawet Ayu Izan MSMEs during the Polbeng Business Expo were successfully achieved. The conclusions of this project are described as follows:

1. The business profile of Criskula and Es Dawet Ayu Izan was successfully developed, containing comprehensive information regarding the business background, vision and mission, product descriptions, ownership, and marketing activities. This business profile served as an important medium for introducing the MSME to a wider audience during the Polbeng Business Expo and for strengthening its digital identity and branding, which previously relied mainly on conventional promotional methods.
2. Tenant promotional videos were successfully produced to highlight the featured products, production process, and brand identity of Criskula and Es Dawet Ayu Izan in an engaging and informative manner. These videos functioned as effective digital marketing tools in attracting consumer attention, increasing interaction, and expanding audience reach through various social media platforms.
3. Digital product catalogs for Criskula and Es Dawet Ayu Izan were successfully designed and developed by presenting product variations, prices, and descriptions in a clear, systematic, and visually appealing format. These catalogs supported consumers in obtaining product information and making purchasing decisions, while also enhancing the professional image of the MSME during the Polbeng Business Expo.
4. Marketing promotion activities through social media were successfully implemented as part of a digital marketing strategy. The consistent and regular

publication of promotional content contributed to increased product visibility, expanded promotional reach, and greater public awareness and interest in Criskula and Es Dawet Ayu Izan MSMEs as well as the Polbeng Business Expo activities.

5. Assistance in implementing promotional strategies and participating in the Business Expo was successfully provided, enabling the MSMEs to increase sales performance and expand market reach more effectively. The significant increase in average daily sales during the Expo period, reaching 101% for Criskula and 89% for Es Dawet Ayu Izan, demonstrates that direct promotion and customer interaction contributed positively to business performance and can serve as a reference for future marketing planning and business development.
6. The implementation of the QRIS payment system for Criskula and Es Dawet Ayu Izan MSMEs was successfully carried out during the Polbeng Business Expo. The use of QRIS simplified the transaction process, improved payment efficiency, and enhanced customer convenience, while also demonstrating the MSME's readiness to adopt digital payment technology.

5.2 Suggestions

After carrying out the Polbeng Business Expo project and helping Criskula and Es Dawet Ayu MSME in marketing products and the conclusions above, there are suggestions that can be conveyed, namely:

1. Criskula and Es Dawet Ayu Izan MSMEs are encouraged to regularly update their business profiles to reflect new products, pricing adjustments, and ongoing marketing activities. Continuous utilization of business profile content on digital platforms is expected to maintain brand identity, strengthen digital branding, and increase public trust.
2. The MSMEs are advised to consistently produce promotional videos that showcase products, production processes, and customer experiences. Creative and informative video content shared through social media can help enhance customer engagement and expand audience reach.

3. Digital product catalogs are recommended to be updated periodically by adding new product variations, promotional offers, and price adjustments. Well-organized and visually appealing catalogs can support customer decision-making and improve the professional image of the MSMEs.
4. The MSMEs are encouraged to maintain consistency in posting marketing content on social media platforms. The use of content scheduling and basic social media analytics can help optimize posting strategies, increase interaction, and maximize the effectiveness of digital marketing efforts.
5. The MSMEs are advised to consistently participate in promotional events such as business expos and continue utilizing digital marketing strategies, as these efforts have proven effective in increasing sales performance. The significant rise in average daily sales during the expo, reaching 101% for Criskula and 89% for Es Dawet Ayu Izan, indicates that active promotion and direct customer engagement can strengthen competitiveness, expand market reach, and support long-term business growth.
6. The continued use of the QRIS payment system is strongly recommended to support efficient and convenient cashless transactions. MSMEs are also encouraged to actively promote QRIS usage to customers as part of service innovation and digital transformation initiatives.

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APPENDICES

Appendix 1. Polbeng Business Expo, Criskula and Es Dawet Ayu Izan

1. Logo Polbeng Business Expo Chapter II



2. Logo Es Dawet Ayu Izan



3. Logo Criskula



Appendix 2. Criskula Product



Appendix 3. Es Dawet Ayu Izan Product



Appendix 4. Banner and Catalogue of Criskula

CRISKULA

MENU:

*KULIT AYAM KRISPY
SUPER CRUNCHY!*

 SAUS KEJU 13K	 SAUS HOT LAVA 13K
 SAUS PEDAS BIASA 13K	 MIXS SAUS 15K

KULIT AYAM NO.1 DI BENGKALIS

Perbedaan Gary

CARILAH 3 PERBEDAAN PADA GAMBAR DIBAWAH

OPEN JAM 16.00 – 22.00 WIB

@CRISKULA 0813-7159-0415

nunggu

CRISPY

#1

CRISKULA

KULIT AYAM CRISPY

HARGA MULAI RP 13.000

CONTACT US
0813-7159-0415

ORDER NOW

KULIT AYAM NO.1 DI BENGKALIS

Gaafnya Quiz!

APA YANG KAMU LAKUKAN JIKA MELIHAT KULIT AYAM YANG SECRISPY INI?

A. LANGSUNG OTW OUTLET CRISKULA	C. ORDER VIA DM @CRISKULA
B. ORDER VIA WHATSAPP CRISKULA	D. A, B, C BENAR SEMUA SAMA

OPEN JAM 16.00 – 22.00 WIB

@CRISKULA 0813-7159-0415

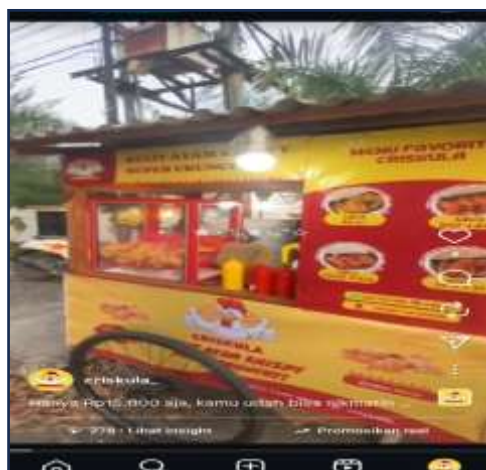
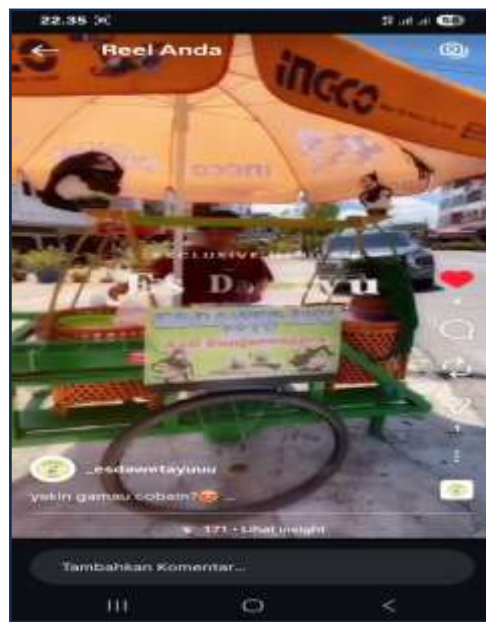
Appendix 5. Banner and Catalogue of Es Dawet Ayu Izan



Appendix 6. Promotion Via Instagram Criskula



Appendix 7. Promotion Via Instagram Es Dawet Ayu Izan



Appendix 8. Documentation of Implementation of Polbeng Business Expo
Chapter II



WRITER BIOGRAPHY



The author's name is Dea Khoirun Nisa, born in Sungai Segajah Makmur, Rokan Hilir, Indonesia. She is the daughter of Mr. Sudarmono and Mrs. Sri Lestari. The author completed her elementary education in 2015, junior high school in 2019, and senior high school in 2022. After graduating from senior high school, she continued her higher education at State Polytechnic of Bengkalis, majoring in the Applied Bachelor of International Business Administration Department of Business Administration. During her academic journey, the author actively participated in various academic and non-academic activities related to entrepreneurship, business development, and event management. She was involved in organizing and supporting business-oriented campus activities, particularly those related to MSME empowerment and promotional events. Through these activities, she gained practical experience in business consulting, liaison officer duties, digital marketing, and event coordination.

The author successfully completed this undergraduate thesis entitled "IMPLEMENTATION OF DIGITAL MARKETING AS A MARKETING STRATEGY OF CRISKULA AND ES DAWET AYU IZAN MSME AT POLBENG BUSINESS EXPO CHAPTER II", under the supervision of Muhammad Fuad Assrofillah, S.E., M.M. Through this thesis, the author hopes to contribute valuable insights for students, MSME practitioners, and future researchers, particularly in the fields of event management, MSME development, and applied business practices.