

POLBENG BUSINESS EXPO CHAPTER II

Case Study at Warung Nongkrong Pajero and Kue Donat Varian Rasa Azkia MSMEs

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ABSTRACT

This study aims to analyze the role of the Polbeng Business Expo Chapter II in supporting the development of Micro, Small, and Medium Enterprises (MSMEs), with a case study on Warung Nongkrong Pajero and Kue Donat Varian Rasa Azkia. The project focuses on marketing enhancement, digitalization, financial management, and the application of business management practices through direct participation in an exhibition activity. The method used in this study is a project-based approach, which includes stages of planning, implementation, accomplishment, and reporting. Data were obtained through direct observation, documentation, and financial records during the expo activities. The project implementation involved preparing MSME profiles, promotional catalogs, marketing videos, digital marketing content, QRIS-based digital payment systems, and financial reports. The results of the project indicate that participation in the Polbeng Business Expo Chapter II had a positive impact on the development of both MSMEs. Marketing and digital promotion strategies successfully increased product visibility and consumer interest, which was reflected in higher sales during the expo compared to normal business days. The implementation of QRIS improved transaction efficiency and supported more organized financial management. Financial analysis also showed that both MSMEs achieved positive net profits and experienced capital growth, indicating healthy and sustainable business performance. In addition to economic benefits, this project provided educational value for students by enabling the practical application of business theories and strengthening collaboration between higher education institutions, MSMEs, and the community. Overall, the Polbeng Business Expo Chapter II proved to be an effective platform for MSME development through integrated marketing, digitalization, and financial management support.

Keywords: MSMEs, Business Expo, Digital Marketing, QRIS, Financial Performance