

POLBENG BUSINESS EXPO CHAPTER II

(Case Study on Kue Mak Ulfa and Es Jagung Lumer MSMEs)

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ABSTRACT

Exhibitions are forums for commercial communication, or the introduction of new products or services. Trade shows are considered an effective platform for building relationships between businesses and audiences. This project aims to implement the use of social media as a promotional medium for the Kue Mak Ulfa and Es Jagung Lumer MSMEs in their participation in the Polbeng Business Expo Chapter II in 2025. The methods used include planning, preparation, and implementation of a digital marketing strategy by creating a business profile, 30 promotional video content, and 30 product catalogs uploaded to social media for one month. The results show that the optimal use of social media as a promotional medium for Kue Kak Ulfa and Es Jagung Lumer MSMEs through regular creative content can effectively increase consumer awareness and purchasing interest.

Keyword: *Exhibitions, MSMEs, Media Social, Promotional Media, Polbeng Business Expo*