

POLBENG BUSINESS EXPO CHAPTER II

Case Study on the Liaison Officer and Business Consultant Role on MSMEs Dimsum Mentai and Dapur Sheeqa

Name of Student : Rahmah Yusrini
Registration Number : 5404221539
Student Institute : State Polytechnic of Bengkalis
Advisor : Teguh Widodo, S.Sos., M.SM., M.Rech., CIIQA

ABSTRACT

This research aims to support MSMEs, particularly Dimsum Mentai and Dapur Sheeqa, through the Polbeng Business Expo Chapter II by optimizing digital marketing, developing business profiles and promotional media, and implementing QRIS payments. By using three stages of preparation, implementation, and accomplishment, this project demonstrates that the role of Liaison Officers and Business Consultants is effective in supporting MSMEs growth. Dimsum Mentai and Dapur Sheeqa benefit from increased product visibility, more efficient transactions, and better financial management. Overall, the Polbeng Business Expo Chapter II has proven to be an effective platform for enhancing MSMEs development and community collaboration, with further digital marketing development recommended for future expo.

Keyword: Polbeng Business Expo Chapter II, Liaison Officer and Business Consultants, MSMEs Dimsum Mentai and Dapur Sheeqa, Digital Marketing, Promotional video, Qris Payments, Sales Report and Financial Rreport.