

POLBENG BUSINESS
EXPO CHAPTER II
(Case Study on the Liaison Officier and Business Consultant Role
on MSMEs Bakso mama via and Rujak Indah)

Student Name : Sumiati
NIM : 5404221504
Supervisor : Yunelly Asra S.E.,M.M.,CPISC
Student Institute : State Polytechnic of Bengkalis

ABSTRACT

The project titled “Polbeng Business Expo Chapter II (Case Study on Bakso Mama Via and Rujak Indah MSMEs)” aims to analyze and implement the role of liaison officers and business consultants in supporting the development of local culinary MSMEs, specifically Bakso Mama Via and Rujak Indah. Through the expo activities, these MSMEs are encouraged to expand their market reach, strengthen marketing strategies using the marketing mix concept (4P and 7P), and apply digital marketing and the QRIS payment system to improve transaction efficiency. This project is expected to enhance MSME competitiveness and digital literacy, promote local products to a wider audience, and serve as a practical learning platform for students in applying business and marketing theories to real-world situations.

Keywords: *Polbeng Business Expo, MSMEs, Promotion, Digital Marketing*