

POLBENG BUSINESS EXPO

CHAPTER II

THE ROLE OF SOCIAL MEDIA MARKETING TO IMPROVE THE BRAND IMAGE OF CAKEALAMANJA AND RUJAK JAMBU CRISTAL MSMEs (Case Study at Polbeng Business Expo Chapter II)

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ABSTRACT

This project aims to support MSMEs, specifically Cakealamanja and Rujak Jambu Cristal, through the Polbeng Business Expo Chapter II by optimizing social media marketing strategies to enhance brand image. This project focuses on creating business profile videos, promotional videos, digital product catalogs, managing promotions through social media, implementing the QRIS digital payment system, and providing assistance in preparing simple financial reports. This project uses three stages, namely project preparation, project implementation, and project completion. The project results show that social media marketing plays an important role in increasing brand visibility, audience engagement, and consumer awareness of both MSMEs. The promotional content published on Instagram, TikTok, and Facebook successfully attracted public attention, while the implementation of QRIS increased transaction efficiency during the exhibition. In addition, the preparation of structured financial reports helped MSME owners understand their business performance. Polbeng Business Expo Chapter II proved to be an effective platform in supporting MSMEs development through digital marketing and direct business assistance. This project not only had a positive impact on MSMEs, but also strengthened collaboration between students, business owners, and the community.

Keywords: *Social Media Marketing, Digital Marketing, MSMEs, Polbeng Business Expo, Product Promotion.*