

Study on MSME Growth of Qiu-Qiu Thai Tea and Pentol Prasmanan Barokah

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ABSTRACT

Polbeng Business Expo Chapter II is a final project organized by the International Business Administration Study Program of the State Polytechnic of Bengkalis as a form of practice-based learning implementation as well as support for the development of Micro, Small, and Medium Enterprises (MSMEs). This project adopts a case study approach involving Qiu-Qiu Thai Tea and Pentol Prasmanan Barokah as participating MSME tenants, with the aim of enhancing promotion, increasing business visibility, and analyzing the impact of marketing strategies on consumer purchase decisions. The project was carried out through several stages, including planning, implementation, and completion, which involved the development of digital marketing-based promotional strategies, the creation of business profile videos and promotional videos, the preparation of product catalogs, the implementation of the QRIS digital payment system, and the preparation of MSME financial reports. The results indicate that promotional activities conducted through digital media and the expo event were able to increase visitor interest, expand market reach, and encourage sales growth during the event, thereby positioning Polbeng Business Expo Chapter II as both a promotional platform for MSMEs and an applied learning medium for students.

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