

POLBENG BUSINESS EXPO

(Liaison Officer and Business Consultant Role on MSMEs: Jellycious and My Bingsoo)

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ABSTARCT

This study is conducted to help Micro, Small, and Medium Enterprises (MSMEs) namely Jellycious and My Bingsoo to develop their business through the implementation of the Polbeng Business Expo Chapter II. The study is focused on maximizing digital marketing processes through creating business profiles, promotional videos catalogs and incorporating payment systems using QRIS. The study incorporates three phases namely project preparation project implementation, and project completion. Results disclosed that the position of the Liaison Officer plays an effective role in helping MSMEs communicate effectively with the organizing committee of the event and the position of the Business Consultant assists them to develop knowledge on marketing and business management. The main benefits achieved by Jellycious and My Bingsoo after the implementation of this project include increased display of their products, increased ease of transactions, and enhanced financial management. The impact of Polbeng Business Expo Chapter II has been significant and beneficial to MSMEs to develop integrated cooperation among businesses and society.

Keywords: *MSMEs; Polbeng Business Expo; Digital Marketing; Liaison Officer; Business Consultant; QRIS Payment.*