

UNDERGRADUATE THESIS

POLBENG BUSINESS EXPO CHAPTER II

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

*As Partial Fulfillment of the Requirements for Applied Bachelor Study Program of
International Business Administration in Business Administration
Department State Polytechnic of Bengkalis*



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**APPLIED BACHELOR DEGREE OF INTERNATIONAL
BUSINESS ADMINISTRATION STUDY PROGRAM
BUSINESS ADMINISTRATION DEPARTEMENT
STATE POLYTECHNIC OF BENGKALIS
2026**

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POLBENG BUSINESS EXPO CHAPTER II

Liaison Officer and Business Consultant Role on MSMEs: Jellyicious and My Bingsoo

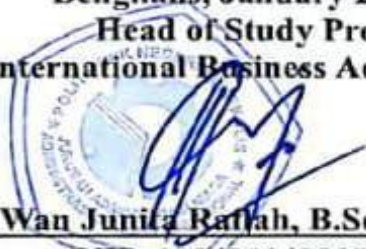
*In Partial Fulfillment of Requirement for Applied Bachelor
Study Program of International Business Administration at
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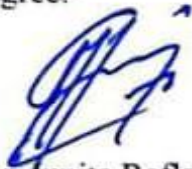
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DECLARATION SHEET

I certify that this thesis is purely my own work and no work has ever been done to obtain an Applied Bachelor degree in State Polytechnic of Bengkalis, and to the best of my knowledge there are also works or opinions that have been written or published by others, except in the written source mentioned in the text and in the bibliography.

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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.*

DEDICATION SHEET



Assalamualaikum Warahmatullahi Wabarakatuh

Thank's to ALLAH SWT for giving me strength and equipping me with knowledge. After facing many obstacles for the gifts and facilities that you provide finally this thesis can be completed on time. Shalawat and greetings are always bestowed upon Rasulullah Muhammad SAW.

Thank you to my parents as an endless token of gratitude I dedicate this thesis to my father M.Efendy and my mother, Sadiyah who have given me infinite love, support and love that I am unlikely to reciprocate. Only with a piece of paper inscribed with the word offering. I hope my parents will always be happy and proud of me. I also extend my sincere appreciation to my brother and siblings, Sandy Deffrisky, Sahara Masyitah, and Abdirrahman Fajri, for their constant encouragement, understanding, and support throughout my academic journey.

For myself, thank you for making it this far. Thank you for still choosing to try and celebrate yourself to this point, even though you often feel hopeless about what you are trying and have not succeeded, but thank you for being a human being who is always willing to try and not tired of trying. Thank you for deciding not to give up no matter how difficult the process of preparing this thesis is and for completing it as well and as much as possible, this is an achievement that should be celebrated for yourself.

Thank you very much to Mr. Teguh Widodo, S.Sos., M.SM., M.Rech., CIIQA., as the thesis supervisor, because have been assisted so far, have been taught, I will not forget the help and patience so far.

To my beloved friends, especially Azahra Nurachman, Dwi Cahya Syawalla Mutiara Sriwirda, Alia Dwi Juliani, Nabila Tara Sophia, Nurul Pivi Rahmadani, Jihardianti, Najwa Rahmadhani, Nazila Mayani, Rahmah Yusrini, dan Selvia Melina. I would like to express my deepest gratitude for your continuous motivation, advice, support, and willingness to listen to my complaints throughout the process of completing this thesis. Your encouragement has meant a great deal to me, and I will always cherish our friendship. Hopefully, our bond will last forever, and may we all achieve success in the future.

I would also like to extend my sincere appreciation to all friends of the International Business Administration Batch 22 whom I cannot mention one by one. Thank you for the cooperation, support, and togetherness during the completion of this thesis. Without your cooperation this thesis would not have been completed properly. May we all succeed and grow together in the future.

My deepest appreciation is also extended to all lecturers of the D-IV International Business Administration Program and all staff of the Department of Business Administration, whom I cannot mention individually. Thank you for your guidance, patience, and dedication in sharing your knowledge and experience. Your support has been invaluable in shaping me to become a better person academically and professionally.

ACKNOWLEDGEMENT

All praise and gratitude are extended to The Almighty God for His blessings, grace, and guidance, which have enabled the Author to complete this undergraduate thesis entitled **“Polbeng Business Expo Chapter II (Liaison Officer and Business Consultant Role on MSMEs: Jellicious and My Bingsoo)”**

This undergraduate thesis is prepared as one of the academic requirements for obtaining a degree in the International Business Administration Study Program at the State Polytechnic of Bengkalis. The completion of this thesis would not have been possible without the support and contributions of various parties who have provided assistance, guidance, and encouragement throughout the process. With all humility, the Author acknowledges that this undergraduate thesis is not without limitations and shortcomings. However, the Author has made every effort to present this final report to the best of their ability, and it is hoped that this thesis may provide benefits for readers and future research.

In completing this undergraduate thesis, the Author has been assisted by many parties. Therefore, the Author would like to express many thanks to:

1. Mr. Johny Custer, ST., M.T as Director of State Polytechnic of Bengkalis.
2. Mr. Romadhoni S.T., M.T as Vice Director I for Academic Affairs of State Polytechnic of Bengkalis.
3. Mrs. Supriati, S.ST., M.Si as Head of Business Administration Department.
4. Mrs. Wan Junita Raflah, B.Sc., M.Ec. Dev as Head of International Business Administration Study Program.
5. Mr. Teguh Widodo, S.Sos., M.SM., M.Rech., CIIQA as an Undergraduate Thesis Advisor in the International Business Administration Study Program
6. Mr. Muhammad Fuad Asrofillah, S.E., M.M as Academic Advisor of International Business Administration class 7C
7. Mrs. Yanisha Dwi Astari, S.S., M.Hum as the Undergraduate Thesis Coordinator of International Business Administration.

8. All Lecturers, especially the Bachelor of Applied International Business Administration Study Program who have taught during the lecture.
9. All Lecturers and employees of State Polytechnic of Bengkalis who have collaborated in the lecture process to the preparation of this thesis task.
10. Especially for my both parents, my father M. Efendy and my mother Sadiyah who have given a lot of sacrifice, support, prayers, time, energy and materials to help and provide convenience during lectures to realize the ideals for them.
11. To my older brother, younger brother, and younger sister, namely Sandy Deffrisky, Sahara Masyitah, and Abdurrahman Fajri, who always pray for me and motivate me when I am facing problems.
12. To my friends, Azaahra Nurachman, Dwi Cahya Syawalla, Najwa Muthia Rahmadhani, Nurul Pivi Rahmadani, Jihardianti, Nazila Mayani, Rahmah Yusrini, dan Selvia Melina who always give support and can always be a place to complain about all the troubles, and also as a second family for the writer.

The author realizes that the preparation of this thesis report is still far from perfect, both in terms of preparation, language, and writing. Therefore, the authors highly expect criticism and constructive suggestions to become a reference for writers in the future. Hopefully, this thesis report is useful for both writers and readers.

Bengkalis, January 22th, 2025

Written By



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CHAPTER I

INTRODUCTION

1.1 Background of the Project

Business consulting in the globalization era is a significant support for MSMEs in improving operational efficiency and developing better business strategies. According to Bryson (2018), business consulting provides professional advice on how to optimize business operations, manage resources more efficiently, and reduce waste. Besides that, such consultations enable MSMEs to plan and execute strategies that better respond to market demands (Rahmayuni & Pinem, 2024). Besides that, many MSMEs have also innovated by creating new food products, which are trending in Indonesia. One example of this innovation is the emergence of culinary innovations inspired by foreign cultures, such as Korean Bingsoo which is increasingly popular in Indonesia.

In addition to the need for consulting, the importance of MSMEs themselves is reflected in their significant contribution to the national economy. (Putri et al., 2023) in his journal entitled Packaging Design Strategy as an Effort to Increase the Selling Power of MSME Products in Labuhan Village in Bandar Lampung wrote that MSMEs are part of the national economy that has independence and great potential to improve people's welfare. MSMEs have a significant role in the country's economic growth. Based on data from the Ministry of Cooperatives and SMEs, the number of MSMEs currently reaches 64.19 million with a contribution to GDP (Gross Domestic Product) of 61.97% or 8,573.89 trillion rupiah. The contribution of MSMEs to the Indonesian economy includes the ability to absorb 97% of the total workforce and can collect up to 60.4% of the total investment (Sasongko., 2020). These numbers show the vital role of MSMEs in supporting economic growth and improving community welfare.

Within this context, the role of a Liaison Officer (LO) becomes essential. An LO facilitates communication, coordinates activities, and ensures smooth collaboration among different parties. By providing accurate and relevant information, LOs support efficient problem-solving and contribute to effective

decision-making, which is especially important during large-scale events involving multiple stakeholders. The Liaison Officer plays a very important role in liaising between different parties to ensure that communications go well without any misconceptions. They help coordinate the activities while making sure the needs of the parties are put into consideration. With LO, the working relationship becomes harmonious, the problems can be solved as quick as possible, and operations will run more effective. In addition, LOs contribute to making informed decisions because of the facts and relevance of information provided.

Polbeng Business Expo Chapter II is held to be a forum for Polbeng students to display creativity, innovation, this Expo is designed to bring students together with industry players, the community, and potential business partners, thereby creating collaboration opportunities that have a real impact. In addition, students can also play the role of part of the liaison officer, which allows them to interact directly with participants, guests, and other parties, thereby strengthening communication and coordination skills. This expo is also a forum to inspire other students to continue to innovate and contribute to building the local and national economy.

Market dynamics, the development of business networks, and direct input from various stakeholders could make the Polbeng Business Expo reach its goals. It is also hoped that this exhibition will inspire students to go on innovating in contributing to building the local and national economy. MSMEs are economic activities within the community implemented on a small scale by either individuals or single business entities that meet the criteria for Micro, Small, and Medium Enterprises. The MSMEs in Indonesia are among the business sectors that have a real role in helping the economy of Indonesia (Laila & Sriminarti, 2022). many people work as MSME entrepreneurs because working as MSME entrepreneurs does not require special skills and is easy to do.

The two MSMEs are located in different places: Jellycious is on Monument Square Bengkalis and My Bingsoo is on Tandun Street, next to Pelangi store. The reason why the author chose Jellycious and My Bingsoo as the research subjects is

because both are modern culinary trends that are currently developing very rapidly in both local and global dimensions.



Figure 1.1 Jellycious Location

Source: Documentation, 2025

These products have an attractive appearance, interesting texture, and unique taste. All of these aspects are popular with young consumers, especially in the era of social media that relies heavily on visual content. In addition, this business can be run on an MSME scale so that it is relevant to be developed in the context of the creative economy in Indonesia.



Figure 1.2 My Bingsoo Location

Source: Documentation, 2025

1.2 Identification of the Project

Based on the explanation of the background of the problem above, the identification of project problems that will be discussed in the project “POLBENG BUSINESS EXPO CHAPTER II (Liaison Officer and Business Consultant Role on MSMEs: Jellycious and My Bingsoo)”. How to conduct a Polbeng Business Expo Chapter II and make the event success.

1.3 Purpose of the Project

1.3.1 General Purpose

The general objective of the final project-based research in the Thesis course in the Business Administration Study Program through the implementation of a project entitled Polbeng Business Expo Chapter II is to determine the students' ability to implement activities at the stages of the tenant assistance project which includes the stages of preparation, implementation, and completion of the organization of the Business Exhibition event project.

1.3.2 Spesific Purpose

The Specific Purpose of this project that will be carried out of this project are as follows:

1. To create profile of Polbeng Business Expo Chapter II
2. To create business profile of My Bingsoo and Jellycious MSMEs
3. To create promotional video of My Bingsoo and Jellycious MSMEs
4. To determine concept and implement the digital marketing activities with the paid content video at 3 platform social media free paid plus 2 accounts of paid content
5. To create Product Catalog flyer of My Bingsoo and Jellycious MSMEs
6. To create QRIS payment method of My Bingsoo and Jellycious MSMEs
7. To create financial report of MSMEs My Bingsoo and Jellycious MSMEs

1.4 Significance of Project

The benefits of “POLBENG BUSINESS EXPO CHAPTER II (Liaison Officer and Business Consultant Role on MSMEs: Jellycious and My Bingsoo)”. The benefits for entrepreneurs from this project can help develop the profile of Jellycious and My Bingsoo businesses to be more widely known and reach wider customers. The benefits include:

1. For Entrepreneurs

This research can be used as a consideration in decision making regarding a product's marketing strategy to increase sales volume at POLBENG BUSINESS EXPO CHAPTER II (Liaison Officer and Business Consultant Role on MSMEs: Jellycious and My Bingsoo and other products, especially in the same field.

2. For Researchers

This research can be an additional knowledge, experience, and as a guideline in completing the final assignment which is one of the requirements to complete the Diploma IV Program in the International Business Administration Study Program, Business Administration Department. It is expected that this final assignment can be used as a means to improve the development of creativity and innovation of the author.

3. For Others

The purpose of this thesis is to enrich the understanding, both at the internal and external levels of the institution. In addition, this project will be a concrete result of the research conducted. In addition, this research will also be a reference for future researchers who want to explore similar topics with different perspectives.

1.5 Time and Place of Project Implementation

1.5.1 Time of the Project Implementation

This project will be implemented for 3 days in the 9th week of odd semester 2025 and for the project preparation process takes 3 months.

1.5.2 Place of the Project Implementation

The implementation of the project is at the Bengkalis State Polytechnic Building, the location is in Jl. Bathin Alam, Sungai Alam, Bengkalis.

1.6 Writing system

The systematics of writing the Polbeng Business Expo Chapter II Project Case Study on MSMEs: Jellycious and My Bingsoo are as follows:

CHAPTER I : INTRODUCTION

In this chapter, the author will explain the background of the project, project identification, project objectives, project benefits, place and time of project implementation and the systematics of writing project reports in the thesis.

CHAPTER II: LITERATURE REVIEW

In this chapter, the author explains the theories that are relevant to the main material in the Final Project, which is to explain the of business expo and digital marketing MSMEs.

CHAPTER III: METHODS AND PROCESS OF RESOLUTION

In this chapter, the author will describe the preparation plan, implementation plan, project accomplishment. Then proceed with the schedule and estimated costs incurred during the project period, up to the estimated cost of the thesis

CHAPTER IV: RESULTS AND DISCUSSION

In this chapter, the author will explain the project activity profile and project implementation report, which includes project preparation, project implementation report which includes project preparation, project implementation, project completion, completion of project activities, and project financial completion.

CHAPTER V: CONCLUSION AND SUGGESTIONS

In this chapter, the author will present a summary of the main results of the implementation of "Polbeng Business Expo Chapter II (Liaison Officer and Business Consultant in Jellycious and My

Bingsoo MSMEs)". This chapter explains that the project has successfully improved the brand awareness for MSMEs, especially for Jellycious and My Bingsoo. The author also gave suggestions for organizing expos in the future, such as how to increase paid promotions, involve more MSMEs, and collaborate with various parties so that the expo achieves success and has a wider impact.

CHAPTER II

LITERATURE REVIEW

2.1 General Theory of the Project

A business expo or exhibition is a kind of event aimed at allowing manufacturers of goods, industrial equipment, and services to gather in one venue where the various services and products are showcased or promoted to attract attention and create awareness among people for their services and goods. Expos give businesses a chance to assess their strengths and weaknesses compared with their competitors, or listen to criticism and suggestions for improvement from expo visitors, which serves as content for them to assess their own business and thus manage to thrive and develop amidst a high level of business competition. Apart from serving as a benefit for business actors, expo activities serve as a means for visitors to gain information related to different services and goods, thus raising their interest in the new goods, which are more efficient and offer value for money compared with the former goods (Hall, 2003 as cited in Maharani, 2023; Maharani, 2023).

Universities act as hubs for knowledge production that foster the interface between theory and practice to facilitate scientific, technological, and entrepreneurial developments. In this regard, technology exhibitions and fairs hosted by universities act as crucial platforms that entail communication and exchange of knowledge and innovations. The purpose of these exhibitions is for the results of academic research and technological output to be presented to the larger audience and for the transfer of knowledge and technologies from the academic setting to the productive sector. As an outcome, it becomes an important tool for improvement in innovation capacity and entrepreneurial capacity, especially for MSMEs who would require exposure to innovative technologies and possessed knowledge for improvement in their performance. (Arrabal *et al.*, 2022)

The effectiveness of MSME involvement in exhibitions depends on the capacity to combine offline and online marketing strategies in order to promote and indirectly expand market access beyond exhibition attendees. The use of online

platforms enables marketing and related business operations to have higher visibility and boosted potential sales, and government and institutional assistance and support in things like reduced booth participation costs, capacity building for participants, and network access is very helpful to make an overall positive impact on exhibitions with regard to MSME growth and advancement. It is also likely that the integration gap in marketing events, online marketing, and green marketing could impact MSME approach and efforts to enhance customer satisfaction and meet changing market demands (Setyawan & Saputra, 2024, citing Baumüller *et al.*, 2023).

In the context of business exhibitions, MSME sustainability is closely related to the ability of producers to understand consumer needs and preferences through effective marketing strategies. Digital marketing makes it possible for MSMEs to move towards a horizontal, inclusive and social framework direction from a business point of view. With a more inclusive market, digital marketing will help to solve problems in geographic and demographic access, when everyone is connected and the reality is that customers are finally becoming more social, communicating and innovating and collaborating than ever, and customers will give more importance to their social circle while making decisions. Customers are trying to find advice as well as testimonials both online and offline (Sari *et al.*, 2022).

Business expo can be viewed as an events-based project that demands proper planning, organization, and control in order to meet the desired ends. The event organizers (EOs) in most cases work in collaboration with other external stakeholders such as vendors, sponsors, and other services in order to support the process of the events. The impact of managing such in the most appropriate manner cannot be overlooked in an event (Muarif *et al.*, 2024).

A Liaison Officer (LO) is commonly used by an organization as an intermediary to facilitate communication and coordination between institutions in the implementation of an activity. The role of the LO is intended to ensure effective interaction and direct engagement between related parties involved in an event (Purba & Arifin, citing Wikipedia., 2017). In event implementation, the Liaison

Officer serves as a communication bridge that supports coordination between the organizing committee and external stakeholders.

Furthermore, Purba and Arifin explain that the Liaison Officer is part of the command structure and is responsible for managing the flow of information between the organizing body and other agencies or stakeholder groups. The LO is appointed by the event leadership and reports directly to the command authority to ensure coordination runs effectively (Purba & Arifin, citing USCG, 2000). Regarding the business exposition event, the Liaison Officer's role entails facilitating communication between the event organizer and the MSMEs participating in the event, helping to ensure that participants understand event procedures, timelines, and technical needs, as well as communicating needs of the participants to the event organizing committee. Based on his/her roles, the Liaison Officer helps ensure that all organizational objectives of the event succeed.

Moreover, the need to comprehend the needs and preferences of consumers also plays an important role in the survival of MSMEs, as their continuity can be assured through the implementation of efficient marketing programs. The effectiveness of the programs can be measured with the help of customer loyalty, which is measured in terms of the regularity shown by consumers in selecting the goods marketed by the company. Customer loyalty is a key factor in ensuring the continuity of business performance, failure in which affects the survival of the organization (Intan *et al.*, 2023).

2.2 Special Theory of the Project

2.2.1 Marketing Management

In this rapidly developing digital era, people have the ability to do various activities from their homes or workplaces. In the era of advanced digitalization, this is no longer a problem. Advances in digital technology and easy internet access allow people to do various activities, such as interacting socially with friends far away, reading books, accessing the information they need, and even shopping online. Technological developments have changed the way interactions in marketing communications occur, both directly and through screens. This

phenomenon has led to an increase in internet and social media users in Indonesia, which has an impact on increasing interest in shopping online. (Hidaya, in Farah *et al.*, 2024)

Digital marketing strategy refers to the approach that one can use to promote a product or service using digital channels, such as social media, websites, and search engines. The approach includes understanding the target audience with the help of data, creating relevant and engaging content, and implementing paid advertising to reach a wider audience. The main components of digital marketing include search engine optimization or SEO, and social media marketing. This will allow companies to reach a wider market better and track their results in real time.

2.2.1.2 Marketing Mix

In this study, to test the marketing mix theory related to My Bingsoo and Jellycious, the four Ps will be used: Product, Price, Place, and Promotion. This concept will further highlight that a marketer must add value to their offering to attract the target market. While My Bingsoo focuses on freshness with various toppings, Jellycious is known for its unique taste and color. These distinctive product features match the exact qualities of creative and aesthetic food that today's consumers are looking for.

Recent research expands the integration of digital strategies into the marketing mix, especially in the promotional component. Social media such as Instagram and TikTok are excellent opportunities for visual-based marketing, allowing businesses to engage audiences through creative content. (Az-Zahra & Sukmalengkawati., 2022) said that the use of digital marketing that is carried out correctly, consistently and with interest and satisfaction when making a purchase can avoid the perception of the costs required to obtain the goods needed, thereby creating interest in buying in consumers. (Saragih and Ramdhany, 2012:110). Shopping with digital marketing on social media and e-commerce, then convenience, shows that the adoption of digital marketing increases brand awareness and purchase intentions, especially in younger demographics. The inclusion of services for online ordering or delivery

adds to the "Place" strategy and satisfies today's consumers with a demand for convenience.

4P (product, price, place, and promotion) is one of the most important concepts in modern marketing strategy introduced by McCarthy in 1960. These elements are guidelines that help companies market their products or services. In relation to the Jellycious and My Bingsoo businesses, the four elements mentioned above are very important in adding value and attracting consumer attention.

1. Product

Product is the heart of any marketing strategy. When it comes to Jellycious and My Bingsoo, quality, unique taste and aesthetics should be the focus. Innovative and quality products can create a memorable customer experience and show that product innovation is essential to gaining a competitive edge in the food sector.

2. Price

Pricing should consider the perceived value to the consumer. A premium price can be given because the product is unique, but it must still be competitive with other similar products. Dynamic pricing strategies, such as discounts for bundled purchases, can also be applied to encourage purchase interest. The importance of pricing strategy in increasing consumer appeal.

3. Place

Place or distribution is a physical and digital place. Products can also be sold through booths at exhibitions, restaurants, or through physical and online places with the support of food delivery applications. With all this integration of physical and online places, its reach to consumers will also be wider, as modern marketing is moving towards reaching everyone digitally, digitally enhanced platforms have provided opportunities for better access to products.

4. Promotion

The marketing mix strategy for promotion should involve creating awareness of one's brand, building consumer relationships, and increasing sales. In the past three years, research shows that promotional marketing using digital media has grown along with the increasing use of social media. To attract consumer attention, social media (such as Instagram, TikTok, and Facebook) are powerful

media. Visual content—on short videos and aesthetic images—will allow products to stand out in a competitive market and attract the attention of potential buyers, such as those selling Jellycious and My Bingsoo. Collaboration strategies with influencers have also been shown to build consumer trust in brands and influence their purchase intentions.

It can be said that with the strategic use of the 4P concept, one can ensure that the company builds a sharp competitive advantage by ensuring high sales in the short term and maintaining strong and lasting relationships with consumers. This, in turn, will enable the business company to understand the market needs, have products tailored to customer preferences, and create value that supports business growth when competition becomes fiercer. In addition, it contributes a lot to strengthening the brand's position in the market, customer loyalty, and building a solid foundation for further business development.

2.2.1.2 Promotion Mix

Promotion is one of the strategies used by companies to increase sales and attract consumer interest. One of the most widely used approaches in modern marketing is promotion through social media which can reach a wider audience. According to research, social media, especially platforms like TikTok, have a major influence on purchasing decisions by utilizing trends and influencers. In addition, promotions can also be done through methods such as discounts, coupons, or purchase bonuses which have proven effective in increasing consumer purchasing interest.

According to Kotler and Armstrong (2012:75), Marketing mix, also known as marketing mix, is an approach used by companies or producers continuously to achieve their mission in the target market. Marketing mix is a concept created so that it can be used to develop a marketing strategy in a company to achieve its target market to get satisfaction from the results (Farah *et al.*, 2024). Social media marketing with relevant content and special offers is a powerful tool in driving purchases, expanding engagement, and building customer loyalty. With the increasing number of digital and social platforms, businesses can certainly leverage

social media-based promotions to build closer relationships with consumers. The results of such business sustainability and growth will be very beneficial, especially in highly competitive industries related to food and beverages, such as Jellycious and My Bingsoo.

2.2.2 Profile Expo

Quoted from (Rizaoğlu *et al.*,2022) in their journal entitled Analysis of the Effect and Relationship of Expo Organizations on the City: Expo 1998 Lisbon Case. Expo is an event that contributes universally to socio-cultural development by presenting ideas and projects about the future, sharing culture and academic knowledge with participants and visitors. Not a few Expos are also filled with various events and exhibitions, and do not forget the MSMEs that also enliven the expo.

The purpose of the Polbeng Expo II is to provide a forum for micro, small and medium enterprises to showcase their products to a wider audience, from local communities, students to visitors from various levels. Events like this are here to support the local economy by increasing the visibility and market reach of MSME products. This expo is also a place for creative products to be introduced, such as Jellycious and My Bingsoo, as well as expanding business networks that can increase opportunities for MSME collaboration with various related parties.

Polbeng Bisnis Expo Chapter II, which will be held around the Bengkalis State Polytechnic building, is an important event that aims to promote products and services from various Micro, Small, and Medium Enterprises (MSMEs) and provide practical experience for students. This event is scheduled to take place in the 9th week of learning in semester 6, which is strategically positioned to integrate theory learned so far with field practice. In this regard, the organization of the expo is anticipated to provide insights for the students in deeper business and marketing dynamics and improve organizational and managerial skills.

The committee which took part in the event amounted to about 80 persons, including students majoring in Commercial Administration of the International Business Administration Study Program. Division of tasks in committees is done

by some divisions, such as events, sponsorships, and documentation divisions, all of which play an important role in smooth and successful conduct of this activity. This division shall then facilitate coordination and provide opportunities for students to develop particular skills in line with their interests and talent. With practical experience in the management of events, students are able to put into practice what they learn within the four walls of the classroom, which is invaluable for their future career development.

Besides, the Polbeng Business Expo Chapter II will also be expected to provide an opportunity for MSMEs to introduce their products to the wider community, as well as network with potential customers and business associates. It does not only bring benefits to students and committees but also contributes to the community by raising awareness of the importance of using local products. Thus, this expo can create a synergy between education and business practices and stimulate economic growth in the surroundings of Bengkalis State Polytechnic.

2.2.3 Profile Tenants

A business profile, also referred to as a company profile, is a kind of outline that presents the overall view of an organization. It serves as a blueprint describing the core elements of the business. The profile presents the products or services of the company. Through this presentation, it enhances the customers' brand awareness. A good business profile may also attract prospective investors' attention (Aulia in Muslikhah., 2023).

Jellycious is a refreshing beverage that offers a unique and delightful combination with two flagship menu options: Sunset and Jellycious. The Sunset menu combines soft jelly with creamy milk to create a refreshing as well as sweet-savory sensation that delights the palate, while the Jellycious menu combines sprite and syrup to create a sweet and fresh flavor and an appealing appearance reminiscent of the colors of a sunset, ideal for a refreshing instant sip. With a price tag of only Rp5,000 to Rp7,000, Jellycious is a trendy beverage that can be enjoyed by all. It can be used to quench daily thirst or to go with leisure activities.

On the other hand, Bingsoo is a very popular dessert made simply of shaved ice in Korea. This food is usually served with various toppings such as red bean paste, fresh fruit pieces, syrup, condensed milk, or even ice cream. With the globalization trend of Korean culture through K-pop and K-drama, bingsoo has become one of the culinary icons that is in demand abroad. Its fresh concept and wide variety of flavors make bingsoo suitable for all situations, especially in countries with tropical climates.

Various mixers of the two products open up attractive business opportunities because both products represent trends in modern food desired by urban consumers. Jellycious and My Bingsoo will be the main attraction for business events, such as business exhibitions or food expos, where people attend for new culinary experiences. Additionally, these can be promoted through digital marketing emphasizing visuals and flavors, per consumer preference.

2.2.4 Tenants product promotional video

Many companies are currently promoting through video marketing which is promoted through electronic media or social media such as the internet, websites and those related to digital technology or the internet to make it easier to be known because nowadays many people use the internet and have social media because of the increasingly strong competition in this era, companies are competing to show their advantages and differences with other companies (Dewi *et al.*, 2022)

Jellycious and My Bingsoo Video Promotion before the Expo. A promotional video made a month before the expo to introduce and attract potential visitors and tenants The video can use the contents as a representation of the light, fruity flavor of Jellycious, a cool beverage made from blends of jelly and syrup, and the cold sweetness of My Bingsoo with its delicious ice cream toppings.

The video can include close-up images of the freshness and distinctive flavors of these products, along with mouth-watering scenes of the preparations, to be inserted. To make more individuals show up, this promotional video ought to be distributed on social media platforms like Facebook, Instagram, and TikTok

alongside details of the event-exposition, date, and location, and the advantages that attendees and tenants will acquire.

2.2.5 Digital Activities with Paid Content

Development of social media has transformed how we communicate, search for information, shop, and work. Technological advances result in from developing social media sites This may also include the development of mobile apps, video sharing, and virtual reality technology. The Emergence of New social media through the internet has made it easy for people to go online, engage in online activities, build social relationships, be able to keep up with get the latest developments, and take part in global discussion even to promote the product (Situmeang., 2021)

Targeting of advertising campaigns is also very important in a promotional strategy. Through Instagram, TikTok, Youtube and Facebook you can reach audiences with the help of demographics, interests, and behaviors for a more effective and efficient promotional campaign. For example, ads can target those who are interested in desserts or those who follow culinary trends to convey the right message to the target audience who are most likely to be interested in the product. Therefore, using these tools can help a promotional strategy stand out and reach a wider audience, more specifically, and with great conversions.

Lastly, it is important to increase visibility and create a highly engaged customer community by utilizing trending hashtags and creating a digital community for the product. Creative hashtags such as #Jellyciousbks or #MyBingsoo can be used in creating brand awareness as well as inviting customers to share their experiences. This also means that both Jellycious and My Bingsoo can use social media as a very effective tool in building relationships with their audience, increasing market share and ultimately driving sales.

2.2.6 Product Catalog Flyer

According to Jamila Lestyowati (2021) in Subarkah & Dayari (2023) in their journal, flyers are part of infographics, which are visualizations of data, ideas,

information, or knowledge through graphics, charts, schedules, and others so that the data, ideas, information, or knowledge can be displayed in more than just text and have a strong visual effect that is more interesting for exploring and understanding a central phenomenon.

The creation of a catalog of Jellycious and My Bingsoo MSMEs is very important as a step to introduce products to customers at the expo event. The list should include high-quality product photos, featuring various variants of Jellycious with a variety of refreshing flavors, as well as sweet and cold variations of My Bingsoo with a variety of unique toppings. Then, the highlight of the typical product is making photos of products that look refreshing like Jellycious and the freshness of My Bingsoo shaved ice can provide an attractive visual appeal for potential buyers. The catalog should also be accompanied by contact information and social media that can make it easier for users to place orders or ask further questions.

2.2.7 QRIS Payment Instrument

Quoted from Susanti & Reza (2022) in their journal entitled Added Value and Ease of Using Quick Responses Qris Indonesian Standard (QRIS) said that Consumers who originally used cash or used ATM cards will switch to using cellular in their transactions. Bank Indonesia (BI) has issued a payment system policy using a code, Quick Response (QR) Code can be used through server-based electronic money applications, electronic wallets, or mobile banking Quick Responses Indonesian Standard (QRIS), Indonesian consumers have switched to using QR make a payment. The emergence of QRIS will make it easier for various parties, namely digital financial and banking service providers, merchants, consumers, even local governments. The presence of QRIS is considered to be more efficient, because consumers and merchants don't have to have many patches QR Code on the cashier's desk.

The creation of QRIS (Quick Response Code Indonesian Standard) for Jellycious and My Bingsoo MSMEs aims to facilitate digital transactions and increase customer convenience during the expo. QRIS is a payment solution that allows customers to make payments directly using digital wallet applications such

as OVO, GoPay, DANA, and others. The QRIS application is done through a banking application or a QRIS provider institution cooperating with Bank Indonesia. Every SME would get a unique QR code, which they can mount at their shops or even on the seller's desk during the exhibition. This gives an easy access for customers to pay through rapid and secure modes.

2.2.8 Financial Report

Financial statements are the final product of a series of processes for recording and summarizing business transaction data (Sari, 2023). Making financial reports for Jellycious and My Bingsoo MSMEs is very important to make the business more transparent and sustainable. The most important components in financial reports consist of profit and loss statements, balance sheets, and cash flow statements. Profit and loss is a report that describes the amount of income earned in a period of time, such as product sales, minus operational costs such as raw materials, labor, rent, and promotion. With this report, entrepreneurs can see whether the business is profitable or at a loss in a certain period.

2.2.9 Liaison Officer

A Liaison Officer (LO) is an individual responsible for assisting, coordinating, and ensuring smooth communication between event participants and organizers (Cahyaningsih, 2025). Liaison Officers are very important in the smooth operation of communications and coordination within various parties: committees, participants, sponsors, and visitors, in the event of the Polbeng Expo Chapter II. It is the liaison officer's task to connect the information to the organizing team and all parties so that each party obtains the right and updated information on every matter relating to the event. They also serve as the contact point for queries, emerging issues, and expectation management because it allows environment of cooperation and full participation.

The Liaison Officer at Polbeng Expo Chapter II also participates in the process of soliciting responses from participants and visitors after the event. By analyzing these inputs, they can give recommendations for future improvements,

both in organization and event content. This role not only helps in improving the quality of events in the following years but also strengthens the relationship between Polbeng and the community, sponsors, and related industries. In return, the liaison officers enhance the achievements and make additions to the Polbeng Expo Chapter II, establishing themselves as effective partners in the chain of innovation.

2.2.10 Business Consultant

Business consultants play a crucial role in helping MSMEs formulate business strategies, improve operational efficiency, and implement appropriate technological solutions. They serve as advisors who provide insights, knowledge, and experience that SMEs do not have. (Ridlolloh., 2025). The consulting business in the expo acts as strategic support for helping participants, mainly tenants and visitors, to achieve their goals during the event. Consultants can help tenants develop maximum product presentation, effective marketing strategy development, and provide tips on attracting the attention of visitors. Besides, they can also help visitors who are looking for a business partner, a specific product, or specific information by providing relevant and targeted advice.

2.2.11 MSMEs

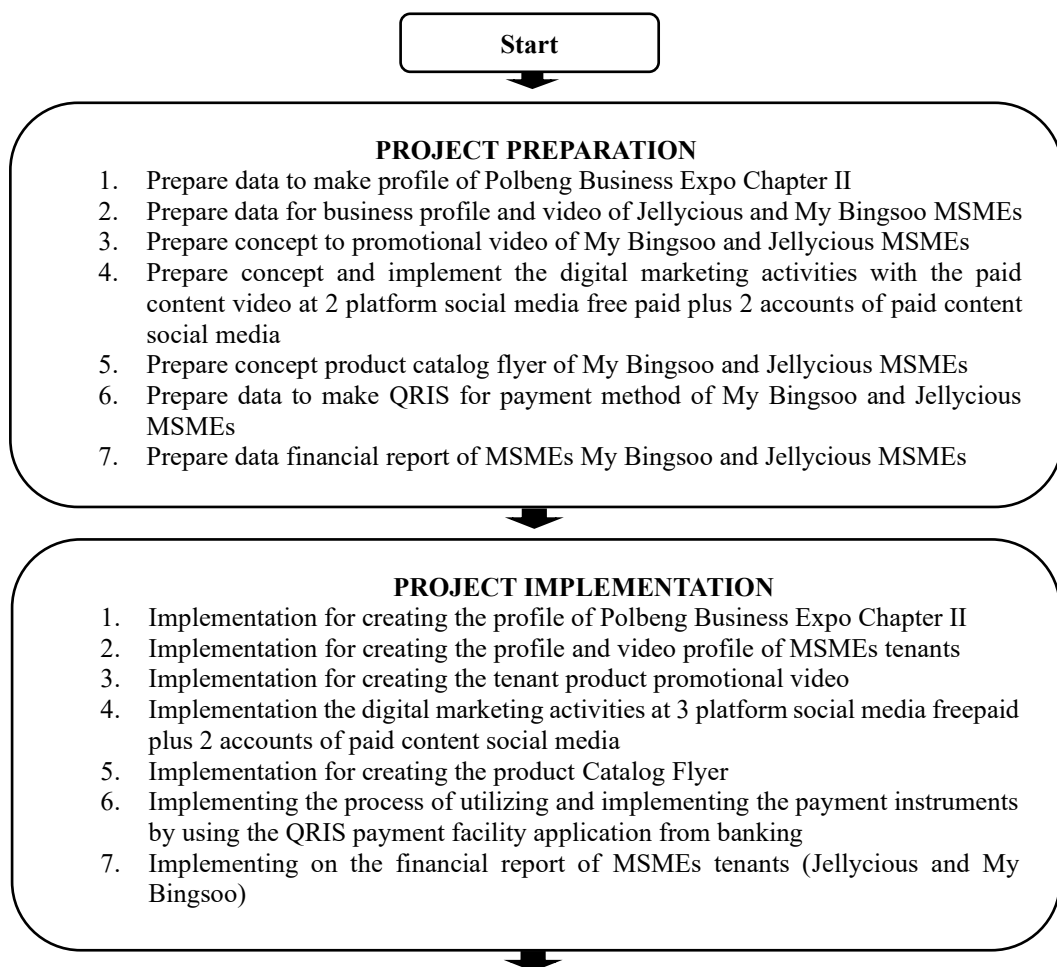
According to (Lailla & Sriminarti., 2022) MSMEs are small-scale community economic activities carried out by individuals or individual business entities that meet the criteria for Micro, Small and Medium Enterprises. In Indonesia, the role of MSMEs is a business sector that has long been recognized as a business sector that has a real role in helping the economy in Indonesia. In the Law of the Republic of Indonesia no. 20 of 2008, article 3 states that Micro, Small and Medium Enterprises aim to grow and develop their businesses in order to build a national economy based on a just economic democracy.

Most MSMEs benefit greatly from their participation in organized campus expos. Typically, campus expos are student events, campus organizations, or educational institutions that accommodate the promotion of various products, services, and innovations and provide students with first-hand experience in the

world of entrepreneurship. With the participation of MSMEs in campus expos, the opportunity to introduce their products to the young market segment with a dynamic lifestyle and potential purchasing power is open.

2.3 Framework of the Project

The Flow chart for the planning of framework of the Polbeng Business Expo Chapter II activity project can be seen on the figure 2.1 as follows:



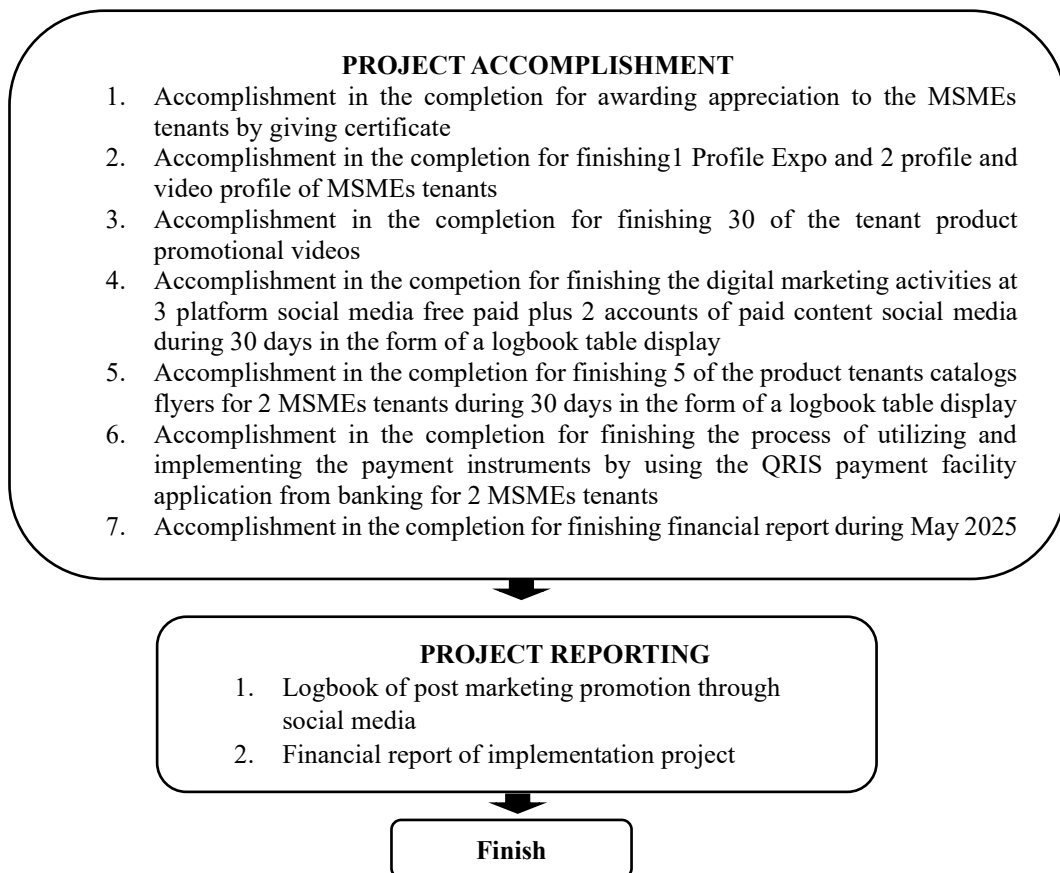


Figure 2. 1 Framework of the Project
Source: Processed Data, 2025

CHAPTER III

METHOD AND ACCOMPLISHMENT PROCESS

Planning and Implementation of the method and process of completing the Polbeng II Business Expo project includes several stages, namely project preparation plan, project implementation plan, project accomplishment plan, report plan and project schedule and budget.

3.1 Project Preparation

The thing that must be prepared before starting this project is to prepare a plan of what is the initial stage that must be done. The preparation that is carried out includes several stages, namely:

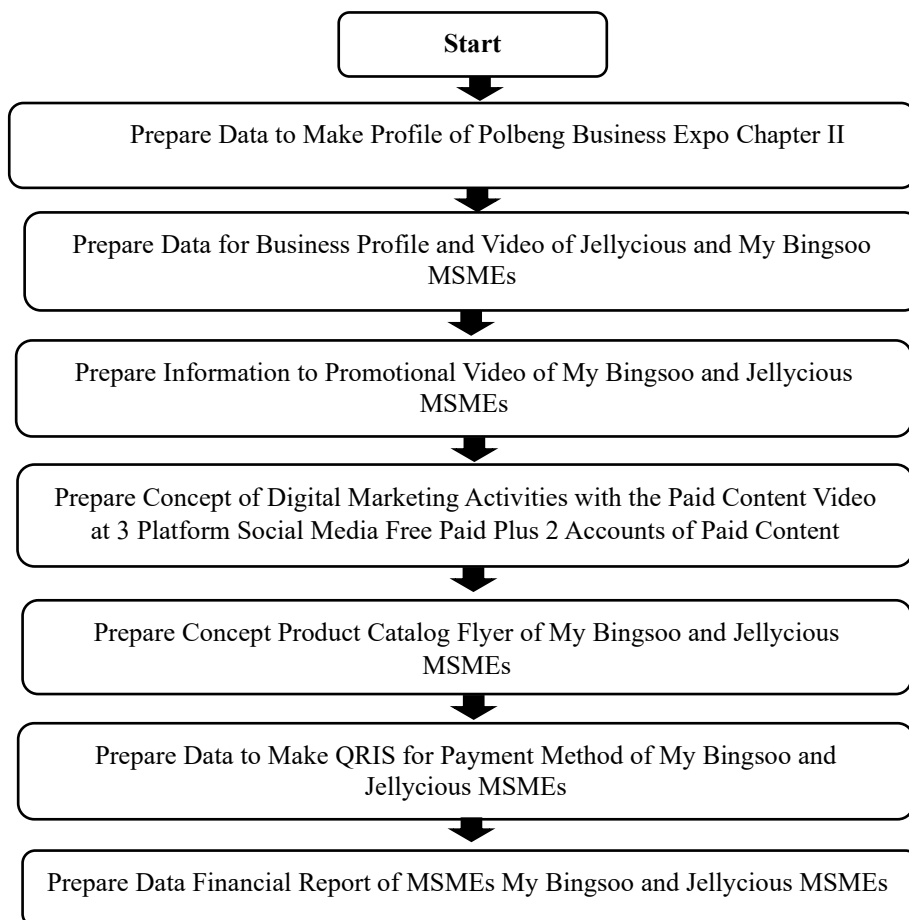


Figure 3. 1 Flowchart of Project Preparation
Source: Processed Data, 2025

The flowchart above depicts the major stages involved in project preparation for the MSMEs expo. Each step outlined on the flowchart is discussed in detail within the next sections:

3.1.1 Preparing Data to make the profile of Polbeng Business Expo Chapter II

This stage provides relevant information prepared to compile information into a profile regarding the purpose of Polbeng Business Expo Chapter II, including the main theme, names of tenants who joined, categories of goods or services available, and including details of when and where events are held. Attached is also supplementary information: the benefit of the expo, the target group, and what the participant and visitor will gain. This profile is an important guide in the process of introducing and promoting Polbeng Business Expo effectively, since all the information is given completely and structurally.

3.1.2 Prepare Data for Business Profile and Video of Jellycious and My Bingsoo

The idea is to design a concept of the profil and video profile for tenant products in Polbeng Business Expo Chapter II. The concept should be focused on the superior product, including features, benefits, added value given to the customers while promoting such a product. The video should make sure to capture the audience's attention with strong visual elements such as detailed shots of the product, how the product is applied in real life, or live demonstrations in a video.

Moreover, the video narrative should convey a lear and convincing message with respect to what differentiates the product from the competition. Creative approaches can be storytelling, animation, or state-of-the-art visual effects that enhance the attractiveness of the video. This promotional video, through a well-planned concept, will increase tenant brand awareness, drive more visitors, and attract sales potential in the expo.

3.1.3 Prepare information to promotional video of Jellycious and My Bingsoo MSMEs

This stage is expected to prepare information materials that support the creation of product promotion videos for MSMEs producing Jellycious and My Bingsoo. Information material prepared contains a detailed description of each product, including quality ingredients, methods of making, unique tastes, added values that are considered distinguishing features from competitors. In addition to that, in the visual part to be reflected on the video, shot taking of appetite should be done, for example: from the process of making a Jellycious and Bingsoo, information on flavor choices and advantage of products should be described, like using natural ingredients or traditional recipe. These promotional videos can tell about the quality and uniqueness of the product, help to catch the audience's attention, and increase the appeal by providing full and structured information to the potential customer.

3.1.4 Prepare Concept of Digital Marketing Activities with Paid Content Video at 3 Platform Social Media Free Paid Plus 2 Account of Paid Content Social Media

This stage concerns the development of an effective digital marketing strategy for Polbeng Business Expo Chapter II, using three free social media platforms and two paid content accounts. The concept entails the creation of relevant and engaging content, including tenant promotions and event highlights, that can be shared via Instagram, Facebook, and Tik-tok. Additionally, paid marketing through two paid content accounts will be used to further extend reach, such as paid advertisements and sponsored posts for attracting an audience. This strategy should combine free and paid techniques with the goal of increasing brand awareness, attracting visitors, and strengthening audience engagement during the Expo.

3.1.5 Prepare Concept Product Catalog Flyer of My Bingsoo and Jellycious MSMEs

The following design concept proposal will create a stunning and informing product catalog flyer of the concept design for the Polbeng Business Expo Chapter

It with a catchy catch phrase or visual catchment; categorization of the products, or some would say "the theme of interest" about the products within this event, was to be systematic. Each product represented should have a short explanation, including the price, among other very important information such as how to buy or make further inquiries. These flyers need to be easy to read; attractive colors and clear typography should be used to entice the audience and allow them to access the information with ease. The idea here is clear and well-structured; hence, this catalogue flyer will serve as an effective promotional tool to support the introduction of products to visitors for better facilitation of their purchase decision.

3.1.6 Prepare data to make QRIS for payment method of My Bingsoo and Jellycious MSMEs

In this stage, it will allow the preparation to be able to implement the QRIS in making digital payment at Polbeng Business Expo Chapter II. It will involve liaison with banks or payment service providers to assure that all tenants can receive payments easily through QRIS. Preparations involve including the QRIS system in the applications used for payments by tenants and that each tenant should have an appropriate QR code to allow such a transaction to take place. Besides, brief training is required for tenants on how to use QRIS, manage transactions, and overcome technical problems.

3.1.7 Prepare Data Financial Report of MSMEs Jellycious and My Bingsoo

In finding the achievement of financial statements of tenant MSMEs such as Jellycious and My Bingsoo, it is important to see how far they are capable of preparing financial statements that meet the standards. Many MSMEs have some problems, such as a lack of knowledge in accounting, limitation of human resources, and simplicity of financial records so that financial statements are often not presenting the actual business condition. In fact, good financial reports are so important in building up business credibility, enabling strategic decision-making, and supporting regulatory compliance. Enhanced understanding and practice of

financial reporting will surely enable MSMEs to open up greater opportunities for access to finance, markets, and sustainable business growth.

3.2 Project Implementation Plan

The plan for “Polbeng Business Expo Chapter II (Case Study of MSME Jellycious and My Bingsoo)” is an activity carried out during the event. The details of the activity will be described as follows:

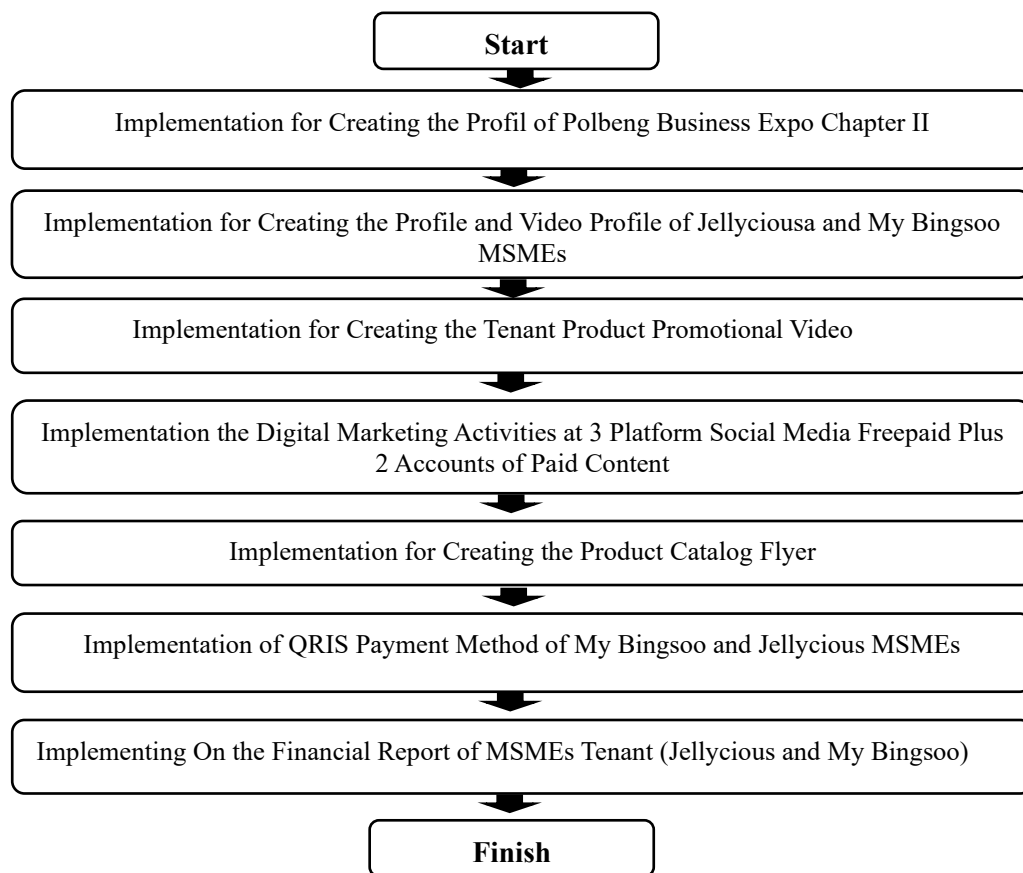


Figure 3.2 Flowchart of Implementation according to plan

Source: Processed Data, 2025

The flowchart above depicts the major stages involved in project implementation for the MSMEs expo. Each step outlined on the flowchart is discussed in detail within the next sections.

3.2.1 Implementation for Creating the Profile of Polbeng Business Expo Chapter II

Complete data profiles in Polbeng Business Expo Chapter II itself refers to creating such a profile through the process of data collection regarding the enterprise name, product or service type of the enterprises, its vision and mission, and including the advantages the offered products or services possess. Each tenant will be asked to provide product photos, logos, and other relevant information, such as customer achievements or testimonials. This profile will also include contact information and social media to make it easier for visitors or potential business partners to contact them.

3.2.2 Implementation for Creating the Profile and Video Profile of Jellycious and My Bingsoo MSMEs

In creating the Profile and Video Profile, the necessary information regarding the particular tenant shall be provided: name of the business, product, or services and uniqueness. The production team shall then prepare a design of the flow in the video, and all the visuals it will require-product shooting, manufacturing processes, activities showing what makes this product or service unique for this particular tenant. It will also be made personal with a short interview with the owner or representative of the tenant, in order to make it look even more engaging. After filming, the video shall be edited into interesting and informative content that could be used later on for promotional means on all different digital platforms for attracting visitor attention and exposing tenants to wider audiences.

3.2.3 Implementation for Creating the Tenants Product Promotional Video

To create a tenant promotion video, think about the whole idea behind it-what is needed, and develop the purpose of the video. Highlight product advantages and tenant testimonies. Immediately after conceptualizing, write a script that is engaging and clear; add a storyboard to set up the visual flow. Filming can include interviews with satisfied tenants and the taking of pictures of relevant properties and amenities to provide a comprehensive picture. After you shoot, make edits to ensure the video is of high quality, adding graphics or narration that supports the

message you want to get across. Finally, the video will be distributed via social media platforms and other marketing channels to reach the target audience effectively.

3.2.4 Implementation the Digital Marketing Activities at 3 Platform Social Media Freepaid Plus 2 Accounts of Paid Content

The activities in digital marketing should be conducted on four free social media platforms and two paid content accounts, which demand a strategic approach to planning. Choose the ones that best suit your target audience: Facebook, Instagram, TikTok, for original content. Expand your reach by tapping into paid advertising on these platforms. Produce interactive and relevant content that might spur user interaction: videos, infographics. With consistency in content management and responsiveness to audience feedback, these digital marketing activities will effectively increase brand visibility and customer engagement.

3.2.5 Implementation for Creating the Product Catalog Flyer

Following are the steps for creating an effective product catalog flyer. First, plan clear and concise content, including necessary information such as product descriptions, prices, and how to order. Make it easier for the readers by presenting information using bulleted format. Choose high-resolution, catchy images that best demonstrate the product from different views; images should be related and attention-seeking. Then, create an interesting headline to make readers interested in reading more. Once the design is complete, ensure that the flyer is ready to print in high resolution, while paying attention to the cut area. Finally, choose a trusted print service provider to get a high-quality finish and check before printing.

3.2.6 Implementing the to Create QRIS Payment Method of Jellycious and My Bingsoo

In preparation for the Polbeng Business Expo Chapter II project, the author also made a payment method through Qris for this Jellycious business, in order to facilitate purchase transactions at the exhibition or on weekdays. Because currently

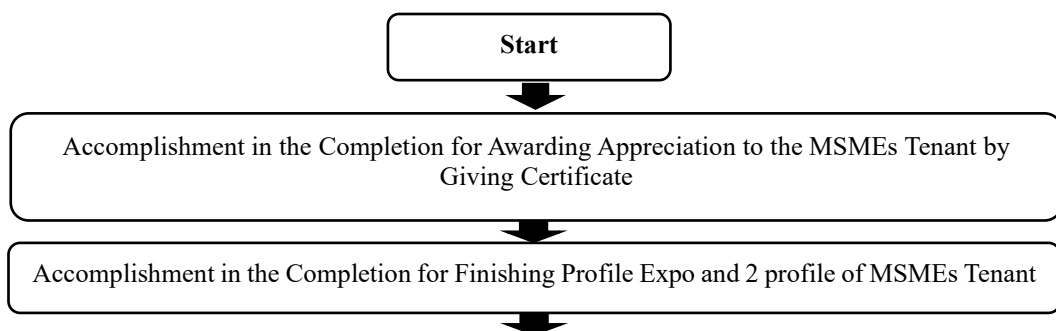
many people are using non-cash payments but it is constrained for MSMEs My Bingsoo because it is constrained by gopay merchant. The following is the proof of chat for Gopay Merchant for Jellycious MSMEs that has previously been made by the author and owner of Jellycious and My Bingsoo MSMEs in the place where the MSME is located.

3.2.9 Implementing on the Financial Report of MSMEs Tenant (Jellycious and My Bingsoo)

The application for the preparation of the financial statements of MSMEs, for example, Jellycious and My Bingsoo, can be described in the use of the logbook. The contents recorded in the logbook include the date and time for which the accounting records were made, the type of accounting transaction recorded, and the steps in preparing the financial statement, which involve gathering information, journalizing, posting to the ledger, preparation of adjusting entries, and finally the preparation of financial reports, which include the statement of income, balance sheet, and statement of cash flow. The logbook will further record the financial statement prepared, which includes the revenues, expenses, net income, and the increase or decrease in the assets, liabilities, and stockholders' equity.

3.3 Project Accomplishment Plan

Project completion planning can be seen in the diagram below:



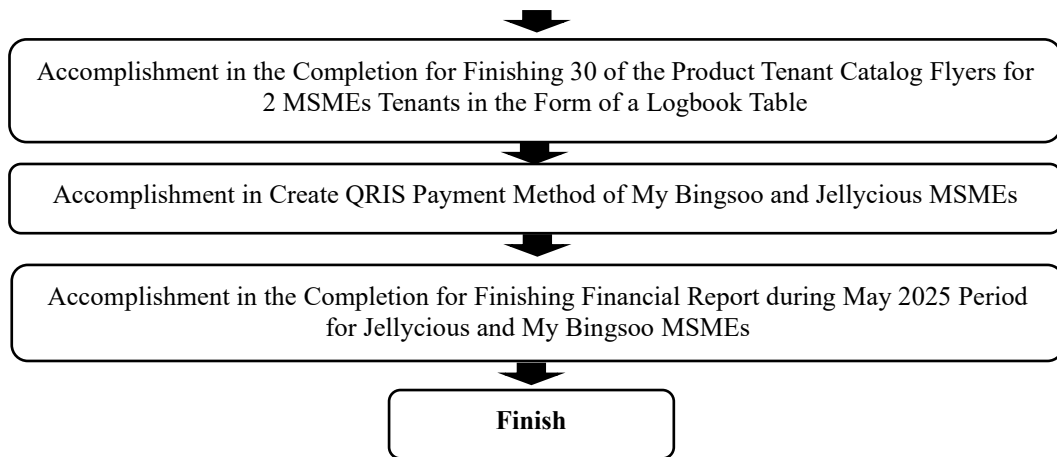


Figure 3. 3 Flowchart of project Accomplishment plan

Source: Processed Data, 2025

The flowchart above depicts the major stages involved in project accomplishment for the MSMEs expo. Each step outlined on the flowchart is discussed in detail within the next sections.

3.3.1 Accomplishment in the Completion for Awarding Appreciation to the MSMEs Tenant by Giving Certificate

In fact, it focuses on considerable achievements in the field of appreciating MSME tenants by the distribution of certificates as a token of recognition for their contributions and achievements. It not only recognizes the hard work and dedication of such micro, small, and medium-sized enterprises but also empowers them with different schemes meant to drive growth. The certificate is a symbol of commitment to local economic development, increased market visibility for these enterprises, and an impetus for innovating in society. Stakeholders seek a resilient economic environment in which entrepreneurship is fostered and MSMEs contribute to sustainable development by making it easier to achieve.

3.3.2 Accomplishment in the Completion for Finishing 2 Profile Videos of MSMEs Tenant

This narrates that one profile video and two profile videos featuring MSME tenants have been successfully created and are showcasing their stories, products,

and contribution to the local economy. Such videos are an important tool in giving visibility to enterprises for a wider reach to attract customers and investors alike. These profile videos celebrate the 'each' of business and, therefore, the entrepreneurial spirit, furthering valuable insights into the challenges and successes of MSMEs in the community. This achievement underlines the commitment toward helping the local businesses and enhancing their presentation in the marketplace toward an overall vibrant economic outcome.

3.3.3 Accomplishment in the Completion for Finishing 30 of the Tenant Product Promotional Videos

Outlines the completion of 30 promotional videos for MSME tenants that will successfully showcase their products and improve their market presence. The videos serve as a strategic marketing tool whereby, visually, the unique features and benefits that set the tenants apart from the competition will be clearly conveyed. These promotional videos engage potential customers in an interesting way through their audio-visual content to help create brand awareness and loyalty among consumers. This feat is indicative of a commitment toward the empowerment of local businesses via modern marketing techniques, which leads to increased sales and visibility within the competitive marketplace.

3.3.4 Accomplishment in the Competition for Finishing the Digital Marketing Activities at 3 Platform Social Media Free Paid Plus 2 Accounts of Paid Content Social Media in the Form of a Logbook Table Display

It describes the completion of digital marketing activities across four free social media platforms and two paid content accounts over a 30-day period, documented in a logbook table display. This initiative involved strategic planning and execution to enhance the visibility and engagement of MSME tenants. It was to be done for maximum outreach and engagement: organic outreach on platforms like Facebook, Instagram, and Tiktok, while targeted ads ran across its paid accounts. The logbook recorded daily activities and performance metrics of the complete log, as well as insights about different content strategies implemented

during the campaign. This achievement demonstrates the commitment to harnessing digital marketing as one of the essential tools in the promotion of local businesses and building community involvement within a competitive marketplace.

3.3.5 Accomplishment in the Completion for Finishing 30 of the Product Tenants Catalog Flyer for 2 MSMEs Tenants During 30 Days in the Form of a Logbook Table Display

A total catalog and the creation of 30 product catalogs, with flyers for two MSME tenants, can be shown from the succeeding table logbook display: Design an appealing and informative catalog which highlights what products each unique tenant offers as they may help increase customer engagements in its marketing. The logbook documents the entire process, right from timelines and design elements to feedback received. This ensures a structured approach in handling the project. With these catalogs provided, MSME tenants stand to gain some promotional materials which they could well use in various marketing channels to support their growth and visibility in the marketplace.

3.3.6 Accomplishment for Finishing the Process QRIS Payment Method of My Bingsoo and Jellycious MSMEs

QRIS, implemented in operation, provides fast and safe transaction convenience to customers in doing their shopping. Moreover, QRIS also helps MSME tenants to record their transactions automatically, which further helps in better financial management. "From this achievement, it is expected that the income of tenants would go up, and so does their competitiveness in an increasingly digital market".

3.3.7 Accomplishment in the Completion for Finishing Promotional for Finishing Promotional Video in the Form of Logbook ctivities of Jellycious and My Bingsoo MSMEs

Activities related to completing the promotional video creations for the two MSME tenants, Jellycious and My Bingsoo, are well documented in the Activity

Logbook. The process involved a pre-production stage where a concept and script of the video have been identified to be informative of the message needed for the product. Shooting is done, focusing on the attractive visual elements, and editing to ensure that the video quality is the best possible. When the video is done, an evaluation has to be done to measure the effectiveness in the attraction of the consumers and increasing sales. With good documentation, this logbook will not only reflect the creative process but will also provide ample scope for valuable insights for future improvements in MSME marketing strategies.

3.3.8 Accomplishment in the Completion for Finishing Financial Report During May 2025 Period for Jellycious and My Bingsoo MSMEs

It contains a detailed analysis of each business's revenues, expenses, and profitability, clearly stating their respective financial performances for the period. By compiling comprehensive financial reports, both tenants are able to evaluate their financial position and plan a better business strategy going forward. This achievement also reflects a commitment to increasing transparency and accountability in the financial management of micro, small, and medium enterprises.

3.4 Schedule and Budget of the Project

Project schedule and budget required to prepare and implement tenant participation at Polbeng Business Expo Chapter II. A structured schedule and budget plan is provided to ensure that activities flow well to achieve this task before going to implementation frame work.

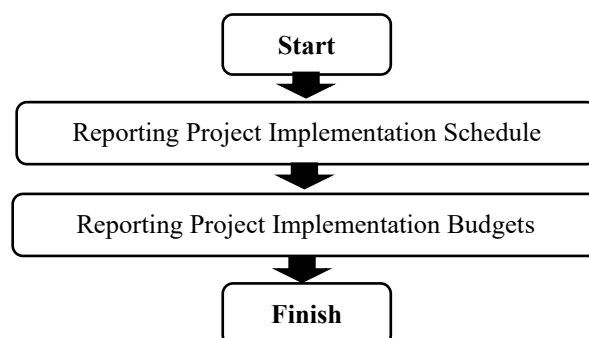


Figure 3. 4 Schedule and Budget of the Project

Source: Processed Data, 2025

3.4.1 Reporting Project Implementation Schedule

The Polbeng Business Expo Chapter II project schedule is detailed in a table that outlines each stage, from planning to implementation and final revision. This schedule reflects the sequence of activities carried out by the organizer, from the preparation stage to the completion of the project, as described in the following table:

Tabel 3. 1 Reporting Project Implementation Schedule

No	Activities	Activity Month					
		Des	Jan	Feb	Mar	Apr	May
	PROJECT PREPARATION						
1.	Prepare data to make profile of Polbeng Business Expo Chapter II						
2.	Prepare data for business profile of My Bingsoo and Jellycious MSMEs						
3.	Prepare concept to promotional video of My Bingsoo and Jellycious MSMEs						
4.	Prepare concept and implement the digital marketing activities with the paid content video at 3 platform social media free paid plus 2 accounts of paid content social media						
5.	Prepare concept product catalog flyer of My Bingsoo and Jellycious MSMEs						
6.	Prepare data to make QRIS for payment method of My Bingsoo and Jellycious MSMEs						
7.	Prepare data financial report of MSMEs My Bingsoo and Jellycious MSMEs						
	PROJECT IMPLEMENTATION						
1.	Implementation for creating the profile of Polbeng Business Expo Chapter II						
2.	Implementation for creating the profile of MSMEs tenants						
3.	Implementation for creating the tenant product promotional video						
4.	Implementation the digital marketing activities at 3 platform social media freepaid plus 2 accounts of paid content social media						
5.	Implementation for creating the product Catalog Flyer						

6.	Implementing the process of utilizing and implementing the payment instruments by using the QRIS payment facility application from banking						
7.	Implementing on the financial report of MSMEs tenants (Jellycious and My Bingsoo)						
	PROJECT ACCOMPLISHMENT						
1.	Accomplishment in the completion for awarding appreciation to the MSMEs tenants by giving certificate						
2.	Accomplishment in the completion for finishing 1 Profile Expo and 2 profile of MSMEs tenants						
3.	Accomplishment in the completion for finishing 30 of the tenant product promotional videos						
4.	Accomplishment in the competition for finishing the digital marketing activities at 3 platform social media free paid plus 2 accounts of paid content social media during 30 days in the form of a logbook table display						
5.	Accomplishment in the completion for finishing 5 of the product tenants catalog flyers for 2 MSMEs tenants during 30 days in the form of a logbook table display						
6.	Accomplishment in the completion for finishing the process of utilizing and implementing the payment instruments by using the QRIS payment facility application from banking						
7.	Accomplishment in the completion for finishing financial report during May 2025						
	SCHEDULE AND BUDGET OF THE PROJECT						
1	Reporting Project Implementation Schedule						
2.	Reporting Project Implementation Budget						
TOTAL							
TOTAL ALL COSTS							

Source: Processed Data, 2025

3.4.2 Reporting Project Implementation Budget

The Project Budget has details of the estimated costs needed in the implementation of each of these planned activities as scheduled. The budget takes into consideration the writer's requirements in preparing the tenants to engage in expo activities, installing paid social media ads, and other operational requirements. The use of an organized schedule that takes into consideration budget allocation ensures that not only is the project implemented in time, but also within the ability of its resources. The budget that this project utilizes appears in this table below:

Tabel 3. 2 Reporting Project Implementation Budget

No	Item	Price
1.	Promotion with Paid content	IDR. 32.000
2.	Acrylic Board QRIS	IDR. 14.000
3.	Print	IDR. 10.000
4.	Rent Chair	IDR. 12.000

Source: Processed Data, 2025

3.2.1.2 Reporting Budget for the Research Project

This project budget report will be detailed in a table that covers each stage from planning to implementation. This table will explain all the funds needed to implement the Polbeng Business Expo Chapter II project. This budget describes the costs incurred by the implementer, from the preparation stage to the completion of the project, as explained in the following table:

Tabel 3. 3 Details of Project Implementation

No	Item	Amount/ Volume	Unit	Unit Price	Total
A. MARKET AND PROMOTION					
1	Banner 90 x 120 cm	15	Pieces	IDR 100,000	IDR 1,500,000
2	Banner 200 x 100 cm	5	Pieces	IDR 200,000	IDR 1,000,000
3	Flyer	800	Pieces	IDR 1,500	IDR 1,200,000
4	Social media and online advertising			IDR 1,000,000	IDR 1,000,000
TOTAL					IDR 4,700,000
B. EQUIPMENT					
1	Tent Rental	60	Pieces/ 3 days	IDR 1,500,000	IDR 90,000,000

2	Table Rental	50	Units/ 3 days	IDR 18,000	IDR 900,000
3	Chair Rental	120	Units/ 3 days	IDR 12,000	IDR 1,440,000
4	Generator Rental	6	Pieces	IDR 250,000	IDR 1,500,000
5	Equipment shipping costs				IDR 1,000,000
TOTAL					IDR 94,840,000
C. SUPPLIES					
1	Small 6mm Mine Rope	17	Roll	IDR 23,000	IDR 391,000
2	5 meters of wood	20	Pieces	IDR 97,000	IDR 1,940,000
3	Double-Sided Tape	15	Roll	IDR 13,000	IDR 195,000
4	Plastic Trash 100 x 120 cm	150	pcs	IDR 9,000	IDR 1,350,000
5	Name Tag	90	Person	IDR 15,000	IDR 1,350,000
6	Nightingale	30	Pieces	IDR 7,500	IDR 225,000
7	Diesel Oil	100	Liters/ 3 days	IDR 10,000	IDR 1,000,000
TOTAL					IDR 6,451,000
D. OTHER FEES					
1	Photo Booth Rental	1	Person/ 3 days	IDR 1,200,000	IDR 1,200,000
2	Photographer Rental	1	Person/ 3 days	IDR 800,000	IDR 800,000
3	Electricity cost		3 days	IDR 4,000,000	IDR 4,000,000
4	Wipes	15	Pack	IDR 15,000	IDR 225,000
5	Proposal Making	50	Pieces	IDR 10,000	IDR 500,000
6	Letter	5	Sheet	IDR 250	IDR 1,250
7	Certificate	118	Sheet	IDR 5,000	IDR 590,000
8	Unexpected Budget			IDR 2,000,000	IDR 2,000,000
TOTAL					IDR 9,316,250
TOTAL ALL COSTS					IDR 115,307,250

Source: Processed Data, 2025

CHAPTER IV

RESULT AND DISCUSSION

4.1 Creating Business Profile of Polbeng Business Expo and MSMEs

Business Profile

4.1.1 Polbeng Business Expo Profile

The Polbeng Business Expo is an event organized by the International Business Administration students of the 22nd batch, where these students are in their 6th semester in the trade administration major. This activity is conducted as the focus of their final study, with two focuses: focusing on MSMEs and focusing on events such as fashion shows, singing, coloring, rankings, and spelling bees. The Expo also presented 118 tenants brought by students and 15 tenants from outside the community. This event is held over 3 days, from May 20 to 21, 2025. Participation in this event includes the Bengkalis community as well as outside communities, even from other countries like Malaysia.



Figure 4.1 Polbeng Business Expo Profile

Source: Processed Data, 2025

In carrying out this project, the author, as a student of ABI class of 2022, formed a committee structure to facilitate the implementation of this activity. This organizational structure was established to facilitate coordination of activities between the Liaison Officer and the person responsible as the tenant. Then, the tenant's owner can confirm their tenant and there are those who handle the layout and the sustainability of the expo activities.

In the committee, the author is part of one of the divisions that play an important role in managing this event. The structure of the Polbeng Business Expo committee can be seen in Figure 4.2.

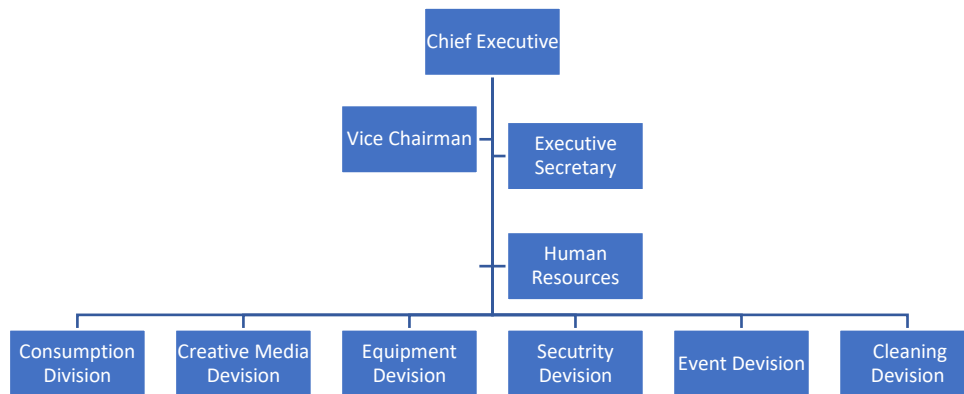


Figure 4.2 Committee Structure Polbeng Business Expo Chapter II

Source: Processed Data, 2025

From the committee arrangement above, the author received the role of treasurer in the consumption division. The consumption treasurer is responsible for recording expenses and income during the expo. The author also played a role in ordering cakes for the participants and food for the committee, from the day before the expo and during the expo itself. The author also contributed to writing down the expenses and income in the consumption division.

4.1.2 Jellycious MSME Business Profile

The MSME Jellycious was established in 2024 and is named Jellycious because the real name is a pun from delicious. Based on an in-person interview with the owner of the MSME on Monday, May 19, 2025. Previously, this small business sold on Jl. Gatot Subroto, in front of Saudara pharmacy, Bengkalis District. Now this small business is selling at the monument field nearby the intersection, Bengkalis.

Business Name: Jellycious

Telephone: +62 822 8591 4181

Address: Monument field nearby the intersection, Bengkalis.

Owner: Edi Sopian



Figure 4.3 Jellycious Products

Source: Documentation, 2025

4.1.3 My Bingsoo MSME Business Profile

The MSME My Bingsoo was established in 2024 and is named My Bingsoo. Based on an in-person interview with the owner of the MSME on Monday, May 19, 2025. Previously, this small business sold on Jl. Gatot Subroto, in front of Saudara pharmacy, Bengkalis District. Now this small business is selling at the monument field nearby the intersection, Bengkalis.

Business Name: My Bingsoo

Telephone: +62 813 3625 2384

Address: Jl. Tandun (next to Pelangi store) Bengkalis,

Owner: Darwanto & Kiven



Figure 4.4 My Bingsoo Products

Source: Documentation, 2025

4.2 Project Preparation

Project preparations that will be carried out in running the Polbeng Business Expo Chapter II as a Liaison Officer and Business Consultant for Jellycious MSME & My Bingsoo MSME.

4.2.1 Prepare Material to Create Business Profile of Polbeng Expo and Profile Video of Jellycious MSME and My Bingsoo MSME

The preparation process in creating Business Profile of Polbeng Expo, Jellycious and My Bingsoo MSMEs business profiles and Profile Video involves collecting and preparing the materials needed to compile the business profiles of Polbeng, Expo, Jellycious and My Bingsoo as one of the MSMEs that attended the Polbeng Business Expo Chapter II. The material prepared includes information, business products and places to sell before the expo. In addition, visual data such as photos and product logos are also collected to strengthen the appeal of the business profile.

4.2.2 Prepare Concept for Promotional Video of Jellycious MSME and My Bingsoo MSME

In preparing a creative concept for a promotional video that focuses on the Jellycious & My Bingsoo MSME promotional video. Video concepts include determining goals such as attracting new customers, with trending audio and video content and also listing locations and adding information in captions.

4.2.3 Prepare Paid Content of Jellycious and My Bingsoo 2 Social Media

In preparing creative concepts for paid promotional content, it focuses on promoting Jellycious & My Bingsoo MSME products. By using Instagram Bengkalisku account to promote Jellycious & My Bingsoo MSME products. The campaign includes paid Instagram Stories designed to highlight the uniqueness of the products through engaging visuals. It also collaborates with the TikTok Anak Pulau account to produce creative short videos that reach a broader audience. By

combining Instagram and TikTok promotion, the promotion aims to increase brand and strengthen public awareness of these local MSMEs.

4.2.4 Prepare Concept for Product Catalog of Jellycious and My Bingsoo MSMEs

This step aims to develop the creative concept of Jellycious and My Bingsoo product catalog and also My Bingsoo which functions as a promotional and information tool. This concept includes layout design, color selection that reflects brand identity, and eye-catching visual formats. The contents of the Catalog include product descriptions, price lists, product variants, contact information.

4.2.5 Prepare Strategy to Post Marketing Promotion Through Social Media

To optimize Jellycious and My Bingsoo social media marketing, start by identifying the demographics and interests of the target audience. Choose a platform like Instagram and TikTok for creative promotion. Focus on quality content, such as Product photos and videos. This promotion is expected to increase public awareness of Jellycious and My Bingsoo products and Polbeng Business Expo Chapter II activities.

4.2.6 Prepare Creating Qris Payment Method of Jellycious and My Bingsoo MSMEs

Following are the steps to implement and use payment instruments using QRIS facility from the banking application:

1. Preparation of Documents and Bank Accounts
2. Make sure that you have a business bank account active and supporting documents such as an ID card, NPWP, Company Deed in case of business entities, and Micro Business License or NIB - Business Identification Number if necessary.
3. Selection of a QRIS Service Provider
Determine the QRIS service provider, in the form of a bank: BCA, BRI, Mandiri. Fintech: OVO, GoPay, DANA, which have been registered to Bank Indonesia.

4. Register Business Account

Register via a mobile banking application or from the QRIS service provider website. Fill in personal and business data based on the stated requirements.

5. Generate QRIS Code

After registration and data validation are completely done, create the QRIS code using the application given by the service provider. These codes may be either a Static or Dynamic QR, depending on whether repeated use of one single code or changing codes per each transaction is allowed.

6. Implementation at Business Locations

Printing of QRIS code for strategic placement in spots like check-out desk at a physical store or within the digital invoices of the online business

7. Test Transaction

Third-party providers test the system with small transactions to see if everything is working correctly, including money directly channeled to your business account.

8. Monitor and manage all Transactions

Using the feature of a transaction report in-app will monitor the fund flow and further update business information, if necessary.

4.2.7 Prepare Creating Financial Report of Jellyphious and My Bingsoo MSME

To create financial statements for Jellyphious and My Bingsoo MSMEs, start from managing all financial data, including sales revenue, expenses, and operational costs. Classify data into categories such as revenue, cost of goods sold (COGS), operating expenses, and other financial transactions. Ensure accurate daily transaction logging to maintain appropriate data. Make use of financial software or spreadsheets for easier calculations and reduced errors. Finally, review and analyze reports to assess profitability and support decision-making for better future business strategies.

4.3 Project Implementation

4.3.1 Implementation of Business Profil for Polbeng Expo, Jellycious and My Bingsoo MSME

The implementation of Polbeng Expo, Jellycious and My Bingsoo MSME business profile involves presenting a comprehensive business picture for stakeholders, including customers, partners, and potential investors. This includes Share important details such as products, prices, and variants. Business profiles are shared through various social media platforms, such as TikTok, Facebook, and Instagram. With the presence of a business profile, Jellycious and My Bingsoo can introduce its products widely in the community, foster trust with the audience, and attract new opportunities for greater growth and collaboration afterwards.

4.3.1.1 Implementation of Profile Video of Jellycious and My Bingsoo MSME

The application of the Jellycious MSME profile video aims at offering brand and product information in a creative and educative manner. The video will be aimed at capturing the taste, place, and price value of the product to create an impact on their audience.



Figure 4. 5 Video Profile of Jellycious Edit Process

Source: Documentation, 2025

To achieve this, production involves capturing high-quality visual elements that display product processing, topping, and selling of products of Jellycious and My Bingsoo Products. Once this is accomplished, editing of the visual content is achieved to ensure an attractive visual display that aims at educating people on the value of products from Jellycious and My Bingsoo Products. Once accomplished, the profile video is shared via the social media platform, Youtube.



Figure 4. 6 Video Profile of My Bingsoo Edit Process
Source: Documentation, 2025

4.3.1.2 Implementation of Promotional Video for Jellycious and My Bingsoo MSME

The implementation of the Jellycious MSME promotion video involves Create and post visually appealing and informative videos to highlight brand, product uniqueness, price and contact info. The process begins with recording High-quality footage that shows the production process, toppings and where the MSMEs sell. Videos edited to include interesting visuals, background music, and clear calls to action to encourage the audience interested in Jellycious products. Once completed, the video was shared across social media such as Facebook, Instagram and also TikTok and during the expo event.

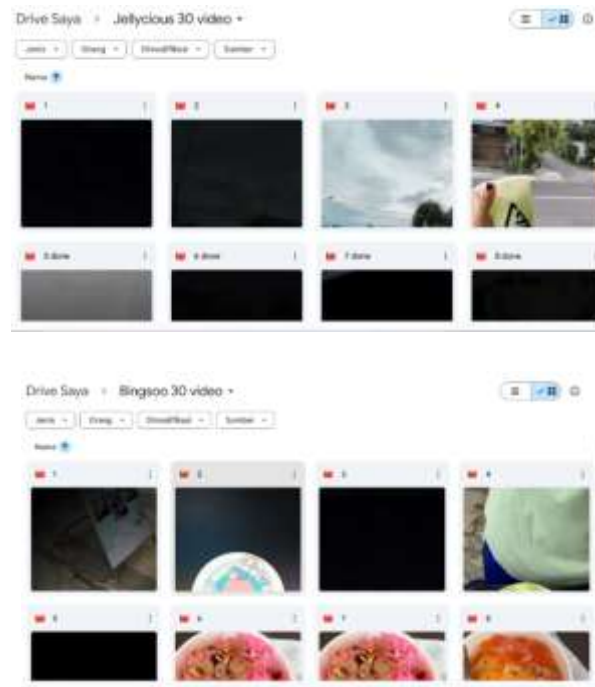


Figure 4. 7 Video Promotion MSME
Source: Processed Data, 2025

4.3.3 Implementation of Paid Content on social media for Jellycious and My Bingsoo

Development of paid content and logbook for Jellycious and My Bingsoo MSMEs involves creating visually engaging promotional posts and captions using design software such as Canva and video editing apps. It starts with the selection of high-quality product videos and images, combined with engaging text that highlights product uniqueness, price, and seasonal promotions.

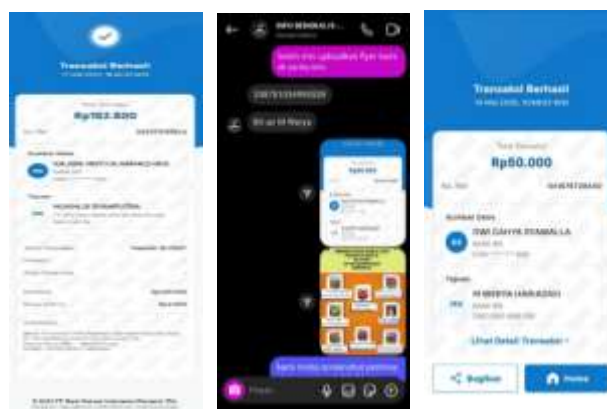


Figure 4.8 Promotion Paid Content on TikTok & IG
Source: Processed Data, 2025

4.3.4 Implementation of Product Catalog for Logbook to Jellycious and My Bingsoo MSME

The application of the product catalog for Jellycious and My Bingsoo MSMEs involves design a visually appealing catalogue and writers using the Canva app. The process starts with collecting high-quality product images, complete with product name, price, and contact details. Using Canva, the catalog is customized with Jellycious and My Bingsoo branding, such as logos, colors, and fonts, to maintain consistency with brand identity. The catalog is made as attractive as possible to make people curious about the taste through the visual of the catalog and to be able to contact the available contacts.

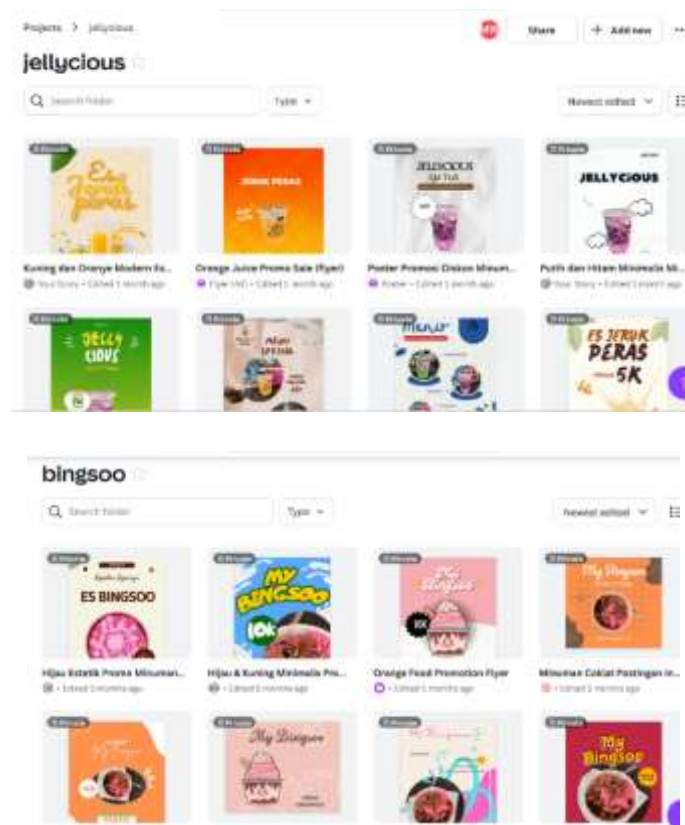


Figure 4.9 Catalog Process
Source: Processed Data, 2025

4.3.5 Implementation of Post Marketing Promotion Through Social Media

Its implementation involves the beginning of the process of creating and sharing interesting content on several social media platforms such as Facebook,

Instagram and also TikTok to promote Jellycious and My Bingsoo products. Among them are promoting product photos, promotional videos, where MSMEs sell and contact information.

1. Facebook

Jellycious and My Bingsoo promotions through Facebook can be customized by utilizing the app through reels post and stories. The following is an image of the app through Reels posts and stories the following is an image of the implementation of product promotion on Facebook.

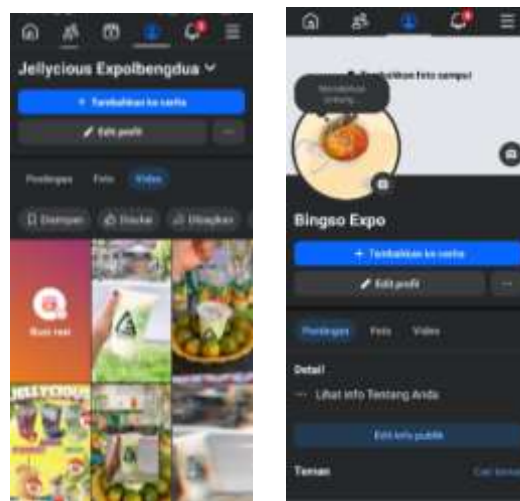


Figure 4.10 Promotion Jellycious and My Bingsoo on Facebook

Source: Processed Data, 2025

2. Instagram

Jellycious and My Bingsoo promotions via Instagram Reels Videos and catalogs on Instagram stories are expected to reach a wider audience. Reels display promotional video content from the two MSMEs. Meanwhile, the catalog in the Feed story provides information about the product, price and place where the MSMEs usually sell.

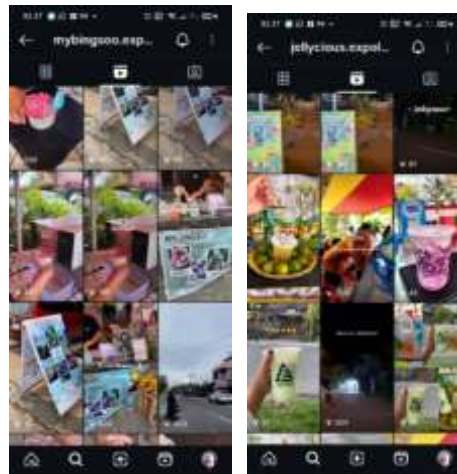


Figure 4.11 Promotion Jellycious and My Bingsoo on Instagram
Source: Processed Data, 2025

3. Tiktok

Implementation of Jellycious and My Bingsoo promotion through the social media platform TikTok It is considered effective in introducing products because it can reach a wider community. TikTok videos can display interesting content such as product videos, product displays, calls to buy and places where the product can be obtained.



Figure 4.12 Promotion Jellycious and My Bingsoo on Instagram
Source: Processed Data, 2025

4.3.6 Implementation of Qris Payment Method of Jellycious and My Bingsoo MSMEs

Jellycious and My Bingsoo MSMEs have successfully utilized the QRIS payment system effectively to support cashless transactions during the Polbeng Business Expo Chapter II. The use of QRIS is very easy, i.e. customers can simply

scan the QR code at the Jellycious and My Bingsoo stand to complete the payment instantly



Figure 4. 13 Qris Payment Method
Source: Processed Data, 2025

4.3.7 Implementation of Financial Report of Jellycious and My Bingsoo MSMEs

Jellycious and My Bingsoo experienced a significant increase in profits during the Polbeng Business Expo Chapter II took place, compared to the usual day sales. This financial achievement is the success of the expo in improving MSME Performance. Details of Jellycious and My Bingsoo financial performance including revenue, expenses, and profit analysis during the 3-day exhibition, thoroughly documented in the financial statements section of the project report.

Tabel 4. 1 Jellycious Sales Recapitulation on Expo (20-22 May 2022)

No.	Product	Amount	Price	Total
May 20, 2025	Jeruk Peras	26	IDR. 5.000	IDR. 130.000
May 20, 2025	Sprite Sunset	37	IDR. 6.000	IDR. 222.000
May 20,2025	Jellycious	24	IDR. 7.000	IDR. 168.000
May 21, 2025	Jeruk Peras	20	IDR. 5.000	IDR. 100.000
May 21, 2025	Sprite Sunset	33	IDR. 6.000	IDR. 198.000
May 21,2025	Jellycious	16	IDR. 7.000	IDR. 112.000
May 22, 2025	Jeruk Peras	31	IDR. 5.000	IDR. 155.000
May 22, 2025	Sprite Sunset	42	IDR. 6.000	IDR. 252.000
May 22,2025	Jellycious	19	IDR. 7.000	IDR. 133.000
Total		289		IDR. 1.470.000

Source: Processed Data, 2025

The table below depicts My Bingsoo's sales performance over the period of the expo, where the business made a total of IDR 2,030,000 in revenue within the three-day period. During the entire period of the expo, My Bingsoo's daily revenue was seen to have significantly increased in comparison to its normal daily income, which is usually within the range of IDR 200,000 to IDR 300,000. This, therefore, suggests that the business's participation in the expo had a positive impact on its sales performance, leading to more exposure in the market as well as making the business's products more attractive to customers at the expo.

Tabel 4. 2 My Bingsoo Sales Recapitulation on Expo (20-22 May 2022)

No.	Product	Amount	Price	Total
May 20, 2025	Bingsoo	54	IDR. 5.000	IDR.580.000
May 21, 2025	Bingsoo	58	IDR. 6.000	IDR.650.000
May 22,2025	Bingsoo	63	IDR. 7.000	IDR.800.000
Total		175		IDR.2.030.000

Source: Processed Data, 2025

4.4 Project Accomplishment

4.4.1 Accomplishment of Project Activities

In this section, the achievements of the project implementation phase that have been carried out have been explained, related to the activities conducted by the Polbeng Business Expo Chapter II. Each of the activities carried out is supported by documentation as evidence related to accountability for the activities that have been conducted.

4.4.1.1 Accomplishment of Profile Business and Giving Appreciation to MSMEs through Certificate

After the successful exhibition, the next step is to give appreciation certificates to the MSMEs that actively participated in enlivening the expo event. The provision of this certificate is a high sign of appreciation to the owners of MSMEs Jellycious and also My Bingso for their participation in the Polbeng Business Expo Chapter II.



Figure 4.14 Handover of Certificate to Jellycious
Source: Documentation, 2025

This appreciation does not only serve as a way of acknowledging their active involvement but also as an encouragement for MSMEs in the continuous enhancement of their businesses, particularly with regard to product quality and MSME brand identity within the market scene.



Figure 4.15 Handover of Certificate to My Bingsoo
Source: Documentation, 2025

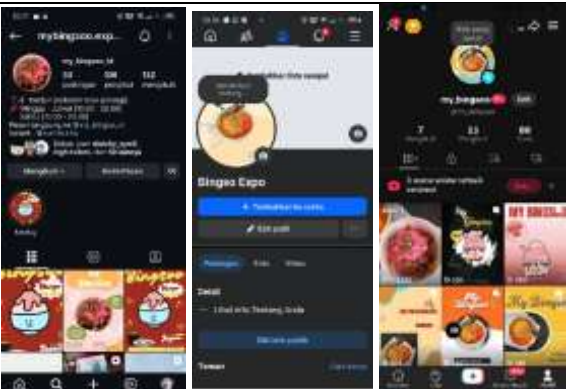
4.4.1.2 Accomplishing Profile of Expo Polbeng and Jellycious and My Bingsoo MSMEs

Achievement of the video profile for the Polbeng Business Expo, Jellycious MSME and My Bingsoo showcases the effectiveness of a successful distribution of a promotional media tool in representing an event such as an expo, as well as MSMEs taking part in such an event. The accomplished video covers the identity of the event, setting of the exhibition, and all aspects of brand identity, such as product uniqueness and pricing associated with Jellycious and My Bingsoo. The

high-quality visual demonstration of production, products, customer activities at the exhibition booth, and customer engagement captures the critical aspect of attracting audience interest in the profile video. The end product is shared on social platforms such as Facebook, Instagram, TikTok, in addition to being shown at the event of the Polbeng Business Expo.

Moreover, this type of recognition will enhance the relation between Polbeng and the local MSMEs, emphasizing the importance of academic institutions that contribute to the growth of MSMEs, especially in community-based economic development. Consequently, this partnership will result in bigger exposure and competency for the MSMEs, while Polbeng remains committed to its facilitation objective towards the development of a healthy partnership in the upcoming business expos and developmental programs.

Tabel 4.3 Profile of Expo Polbeng and Jellycious & My Bingsoo MSMEs

Link	Screenshot Profile
Link Profile Instagram Jellycious : https://www.instagram.com/jellycious.expobeng_chapter2?igsh=MzR2Y3RvajVqMjZm Link Profile Facebook Jellycious : https://www.facebook.com/share/1DG1ePKTCu/ Link Profile Tiktok Jellycious : https://www.tiktok.com/@jellycious.expobeng2?_r=1&_t=ZS-93G8fDe7xoa	
Link Profile Instagram My Bingsoo : https://www.instagram.com/mybingsoo.o.expobeng2?igsh=M3Azc3p6cHB3NTk3 Link Profile Facebook My Bingsoo: https://www.facebook.com/My.bingsoo.o.expo?mibextid=ZbWKwL Link Profile Tiktok My Bingsoo : https://www.tiktok.com/@my_bingsoo.o?_r=1&_t=ZS-93G9BSmRdhe	

Source : Processed Data, 2025

4.4.1.3 Accomplishment of Video Profile for Jellycious and My Bingsoo

The making of the profile video is a promotional media showcasing both the identity and activities of the Polbeng Business Expo and the MSMEs Jellycious and My Bingsoo. The finished video showcases the atmosphere of the expo itself, the branding of the MSMEs, the uniqueness of the products, price, and contact for business. It shows good visual documentation of how the production was done, interaction at booths, and customer engagements during the expo. The profile video, through proper editing of the video, background music, and a structured visual narration, is able to deliver its information in an attractive yet informative manner.

Tabel 4. 4 Profile Video

No.	Description	Link	Screenshoot
1.	Video Profile of Jellycious	https://youtube.com/shorts/FU_Uz6RmWoS0?si=9yiX7-YMfYpTiwix	
2.	Video Profile of My Bingsoo	https://drive.google.com/drive/folders/12KxfBpUxeLB_s-4Iq2US627b2YJcCQon	

Source: Processed Data, 2025

4.4.1.4 Accomplishment of Promotional Video for Jellycious and My Bingsoo MSMEs

The marketing video successfully highlighted the product-manufacturing process and selling features of Jellycious and My Bingsoo as new, presentable, and user-friendly to capture the audience's attention. The video was then utilized across

multiple social media platforms, and this helped increase digital exposure, raise brand awareness, and supplement marketing campaigns.

Tabel 4. 5 Promotional Video

No.	Description	Link	Screenshoot
1.	Promotional Video of Jellycious	https://drive.google.com/drive/folders/12icH3TPQirPCoTg3RCwkguMH6KSlusSn	
2.	Promotion Video of My Bingsoo	https://drive.google.com/drive/folders/12KxfBpUxeLB_s-4Iq2US627b2YJcCQon	

Source: Processed Data, 2025

4.4.1.5 Accomplishment of Paid Content on social media for Jellycious and My Bingsoo

Social media marketing promotion has been accomplished with success by posting interesting content that consistently and enticingly highlights Jellycious and My Bingsoo products. Increased audience interaction, improved customer engagement, and increased market visibility for both MSMEs have all resulted from this activity.

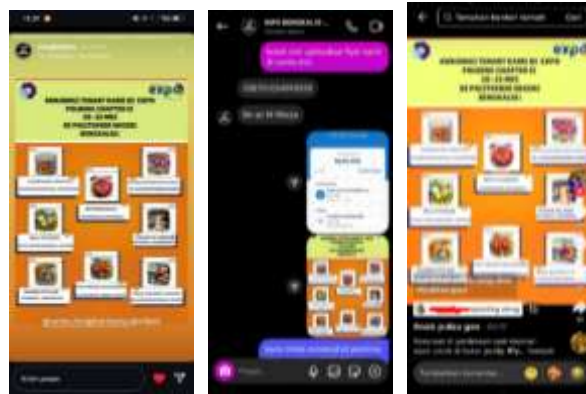
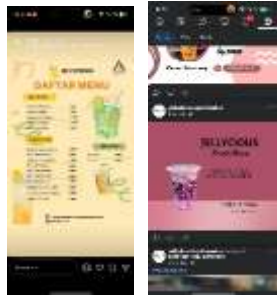


Figure 4. 16 Promotion Paid Content on TikTok & IG
Source: Processed Data, 2025

4.4.1.6 Accomplishment of Product Catalog for Jellycious and My Bingsoo in

The Product Catalog for Jellycious and My Bingsoo was successfully created and completed by collating high-quality product images, product names, prices, and contact information into a visually appealing format. The catalog was customized with branding elements of both MSMEs, such as logos, colors, and fonts, to match their brand identity.

Tabel 4. 6 Logbook Catalog Flyer of Jellycious

No	Day/Date	Activities	Documentation
1.	May 14, 2025	Post Promotion video on Instagram Facebook and Tiktok Link Instagram : https://www.instagram.com/jellycious.expolbeng_chapter2?igsh=MWdwcHhnMG16MXV2ZQ== Link Facebook : https://www.facebook.com/share/1AXgBDzQBE/	
2.	May 14, 2025	Link Instagram : https://www.instagram.com/jellycious.expolbeng_chapter2?igsh=MWdwcHhnMG16MXV2ZQ== Link Facebook : https://www.facebook.com/share/p/1F6wLCvtDF/	

No.	Day/Date	Activities	Documentation
3.	May 16, 2025	Promoted paid content in account stories; @bengkalisku With 9,860 viewers with 1512 views Link Instagram : @bengkalisku : https://www.instagram.com/bengkalisku?igsh=OXhuZGh0anp0bmts	 
4.	May 17, 2025	Promoted paid content in account Tiktok; @anakpulauges : https://www.tiktok.com/@anakpulauges/video/7505402789732928773?_r=1&t=ZS-93FM848xiY1 Link Facebook : https://www.facebook.com/share/p/1DaGaHeLP7/	 
5.	May 23, 2025	Link Instagram : https://www.instagram.com/jellycious.expolbeng_chapter2?igsh=MWdwcHhnMG16MXV2ZQ== Link Facebook : https://www.facebook.com/share/p/189y9G8FnT/	 
6.	May 23, 2025	Link Instagram : https://www.instagram.com/jellycious.expolbeng_chapter2?igsh=MWdwcHhnMG16MXV2ZQ== Link Facebook : https://www.facebook.com/share/p/1AJ6x2DAgy/	 

No.	Day/Date	Activities	Documentation
7.	May 24, 2025	Link Instagram : https://www.instagram.com/jellycious.expolbeng_chapter2?igsh=MWdwcHhnMG16MXV2ZQ== Link Facebook : https://www.facebook.com/share/p/14S1TXBXodP/	 
8.	May 24, 2025	Link Instagram : https://www.instagram.com/jellycious.expolbeng_chapter2?igsh=MWdwcHhnMG16MXV2ZQ== Link Facebook : https://www.facebook.com/share/p/1HSSuyKkkP/	 
9.	May 24, 2025	Link Instagram : https://www.instagram.com/jellycious.expolbeng_chapter2?igsh=MWdwcHhnMG16MXV2ZQ== Link Facebook : https://www.facebook.com/share/p/1AJ6x2DAgy/	 
10.	May 24, 2025	Link Instagram : https://www.instagram.com/jellycious.expolbeng_chapter2?igsh=MWdwcHhnMG16MXV2ZQ== Link Facebook : https://www.facebook.com/share/p/189y9G8FnT/	 

No.	Day/Date	Activities	Documentation
11.	May 24, 2025	Link Instagram : https://www.instagram.com/jellycious.expolbeng_chapter2?igsh=MWdwcHhnMG16MXV2ZQ== Link Facebook : https://www.facebook.com/share/p/14TQ148VZak/	 
12.	May 24, 2025	Link Instagram : https://www.instagram.com/jellycious.expolbeng_chapter2?igsh=MWdwcHhnMG16MXV2ZQ== Link Facebook : https://www.facebook.com/share/p/1Bg5y7Zmu7/	 
13.	May 24, 2025	Link Instagram : https://www.instagram.com/jellycious.expolbeng_chapter2?igsh=MWdwcHhnMG16MXV2ZQ== Link Facebook : https://www.facebook.com/share/p/1DaGaHeLP7/	 
14.	May 24, 2025	Link Instagram : https://www.instagram.com/jellycious.expolbeng_chapter2?igsh=MWdwcHhnMG16MXV2ZQ== Link Facebook : https://www.facebook.com/share/p/1GjaJukaak/	 
15.	May 24, 2025	Link Instagram : https://www.instagram.com/jellycious.expolbeng_chapter2?igsh=MWdwcHhnMG16MXV2ZQ== Link Facebook : https://www.facebook.com/share/p/14TQ148VZak/	 

No.	Day/Date	Activities	Documentation
16.	May 25, 2025	Link Instagram : https://www.instagram.com/jellycious.expolbeng_chapter2?igsh=MWdwcHhnMG16MXV2ZQ== Link Facebook : https://www.facebook.com/share/p/1DdkGYV48N/	 
17.	May 25, 2025	Link Instagram : https://www.instagram.com/jellycious.expolbeng_chapter2?igsh=MWdwcHhnMG16MXV2ZQ== Link Facebook : https://www.facebook.com/share/p/1AkFgexeX1/	 
18.	May 25, 2025	Link Instagram : https://www.instagram.com/jellycious.expolbeng_chapter2?igsh=MWdwcHhnMG16MXV2ZQ== Link Facebook : https://www.facebook.com/share/p/17PtotGEZQ/	 
19.	May 25, 2025	Link Instagram : https://www.instagram.com/jellycious.expolbeng_chapter2?igsh=MWdwcHhnMG16MXV2ZQ== Link Facebook : https://www.facebook.com/share/p/1B4q7jEUDn/	 
20.	May 25, 2025	Link Instagram : https://www.instagram.com/jellycious.expolbeng_chapter2?igsh=MWdwcHhnMG16MXV2ZQ== Link Facebook : https://www.facebook.com/share/p/17eRuh8DAQ/	 

No.	Day/Date	Activities	Documentation
21.	May 25, 2025	Link Instagram : https://www.instagram.com/jellycious.expolbeng_chapter2?igsh=MWdwcHhnMG16MXV2ZQ== Link Facebook : https://www.facebook.com/share/p/1AqVujQrdt/	 
22.	May 25, 2025	Link Instagram : https://www.instagram.com/jellycious.expolbeng_chapter2?igsh=MWdwcHhnMG16MXV2ZQ== Link Facebook : https://www.facebook.com/share/p/14VHPPLGWW/	 
23.	May 25, 2025	Link Instagram : https://www.instagram.com/jellycious.expolbeng_chapter2?igsh=MWdwcHhnMG16MXV2ZQ== Link Facebook : https://www.facebook.com/share/p/17J5xh5c2L/	 
24.	May 25, 2025	Link Instagram : https://www.instagram.com/jellycious.expolbeng_chapter2?igsh=MWdwcHhnMG16MXV2ZQ== Link Facebook : https://www.facebook.com/share/p/1Bg5y7Zmu7/	 
25.	May 25, 2025	Link Instagram : https://www.instagram.com/jellycious.expolbeng_chapter2?igsh=MWdwcHhnMG16MXV2ZQ== Link Facebook : https://www.facebook.com/share/p/1DaGaHeLP7/	 

No.	Day/Date	Activities	Documentation
26.	May 25, 2025	Link Instagram : https://www.instagram.com/jellycious.expolbeng_chapter2?igsh=MWdwcHhnMG16MXV2ZQ== Link Facebook : https://www.facebook.com/share/p/1GjaJukaak/	 
27.	May 25, 2025	Link Instagram : https://www.instagram.com/jellycious.expolbeng_chapter2?igsh=MWdwcHhnMG16MXV2ZQ== Link Facebook : https://www.facebook.com/share/p/14TQ148VZak/	 

Source : Processed Data, 2025

Designed to provide information and transparency about products and prices, as well as brand identity, the catalog flyer is intended to function as a marketing tool, generate interest, and aid in the sales process, ultimately enhancing brand awareness for My Bingsoo's products during promotional and exhibition activities. Table showing the logbook of My Bingsoo's catalog flyer activities:

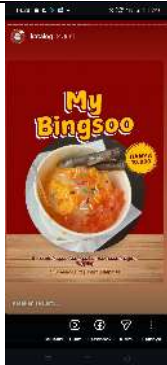
Tabel 4.7 Logbook Catalog Flyer of My Bingsoo

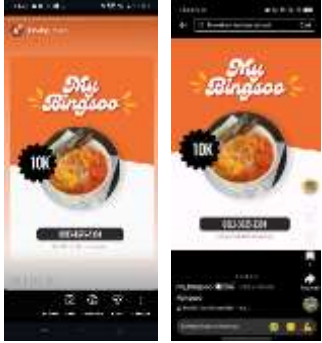
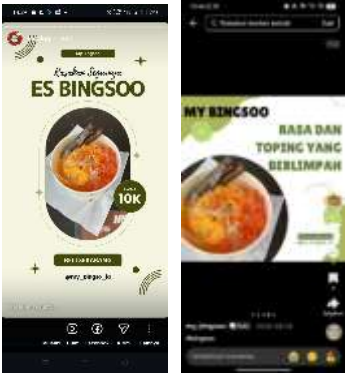
No	Day/Date	Activities	Documentation
1.	April 20, 2025	Link Instagram : https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDM1Njk1OTM0NjQ1MDI0?story_media_id=363898482235152218973960087746&igsh=MTdwN2wxbWYxd2M0Nw== Link Tiktok : https://vt.tiktok.com/ZSajaVBW3/	 

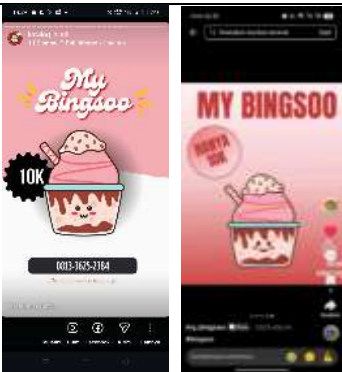
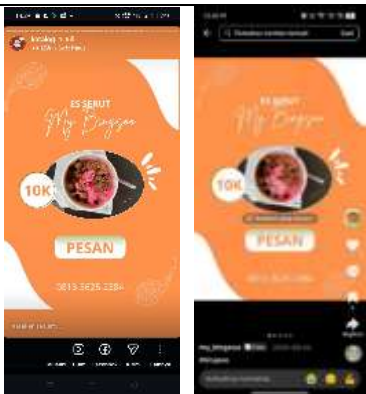
No.	Day/Date	Activities	Documentation
3.	April 22, 2025	Link Instagram : https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDM1Njk1OTM0NjQ1MDI0?story_media_id=3638984822351522189_73960087746&igsh=MTdwN2wxbWYxd2M0Nw== Link Tiktok : https://vt.tiktok.com/ZSajaVBW3/	
4.	April 23, 2025	Link Instagram : https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDM1Njk1OTM0NjQ1MDI0?story_media_id=3638984822351522189_73960087746&igsh=MTdwN2wxbWYxd2M0Nw== Link Tiktok : https://vt.tiktok.com/ZSajaVBW3/	
5.	April 24, 2025	Link Instagram : https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDM1Njk1OTM0NjQ1MDI0?story_media_id=3638984822351522189_73960087746&igsh=MTdwN2wxbWYxd2M0Nw== Link Tiktok : https://vt.tiktok.com/ZSajaVBW3/	
6.	April 25, 2025	Link Instagram : https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDM1Njk1OTM0NjQ1MDI0?story_media_id=3638984822351522189_73960087746&igsh=MTdwN2wxbWYxd2M0Nw== Link Tiktok : https://vt.tiktok.com/ZSajmj9DN/	

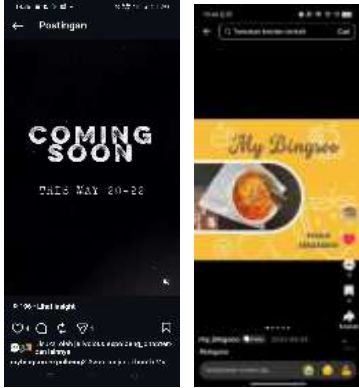
No.	Day/Date	Activities	Documentation
7.	April 26, 2025	Link Instagram : https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDM1Njk1OTM0NjQ1MDI0?story_media_id=3638984822351522189_73960087746&igsh=MTdwN2wxbWYxd2M0Nw== Link Tiktok : https://vt.tiktok.com/ZSajmj9DN/	
8.	April 27, 2025	Link Instagram : https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDM1Njk1OTM0NjQ1MDI0?story_media_id=3638984822351522189_73960087746&igsh=MTdwN2wxbWYxd2M0Nw== Link Tiktok : https://vt.tiktok.com/ZSajmj9DN/	
9.	April 28, 2025	Link Instagram : https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDM1Njk1OTM0NjQ1MDI0?story_media_id=3638984822351522189_73960087746&igsh=MTdwN2wxbWYxd2M0Nw== Link Tiktok : https://vt.tiktok.com/ZSajmj9DN/	
10.	April 29, 2025	Link Instagram : https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDM1Njk1OTM0NjQ1MDI0?story_media_id=3638984822351522189_73960087746&igsh=MTdwN2wxbWYxd2M0Nw== Link Tiktok : https://vt.tiktok.com/ZSajmj9DN/	

No.	Day/Date	Activities	Documentation
11.	April 30, 2025	Link Instagram : https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDM1Njk1OTM0NjQ1MDI0?story_media_id=3638984822351522189_73960087746&igsh=MTdwN2wxbWYxd2M0Nw== Link Tiktok : https://vt.tiktok.com/ZSajmK8HX/	 
12.	May 1, 2025	Link Instagram : https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDM1Njk1OTM0NjQ1MDI0?story_media_id=3638984822351522189_73960087746&igsh=MTdwN2wxbWYxd2M0Nw== Link Tiktok : https://vt.tiktok.com/ZSajmK8HX/	 
13.	May 5, 2025	Link Instagram : https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDM1Njk1OTM0NjQ1MDI0?story_media_id=3638984822351522189_73960087746&igsh=MTdwN2wxbWYxd2M0Nw== Link Tiktok : https://vt.tiktok.com/ZSajmK8HX/	 
14.	May 5, 2025	Link Instagram : https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDM1Njk1OTM0NjQ1MDI0?story_media_id=3638984822351522189_73960087746&igsh=MTdwN2wxbWYxd2M0Nw== Link Tiktok : https://vt.tiktok.com/ZSajmK8HX/	 

No	Day/Date	Activities	Documentation
15.	May 16, 2025	Promoted paid content in account stories; @bengkalisku With 9,860 viewers with 1512 views : https://www.instagram.com/bengkalisku?igsh=OXhuZGh0anp0bmts	 
16.	May 17, 2025	Video Promosi di Instagram dan juga Tiktok serta Paid Content di Tiktok dengan akun Tiktok : @anakpulauges (https://vt.tiktok.com/ZSa8fRdA8/)	 
17.	May 18, 2025	Link Instagram : https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDM1Njk1OTM0NjQ1MDI0?story_media_id=3638984822351522189_73960087746&igsh=MTdwN2wxbWYxd2M0Nw== Link Tiktok : https://vt.tiktok.com/ZSaju2GnU/	 
18.	May 18, 2025	Link Instagram : https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDM1Njk1OTM0NjQ1MDI0?story_media_id=3638984822351522189_73960087746&igsh=MTdwN2wxbWYxd2M0Nw== Link Tiktok : https://vt.tiktok.com/ZSaju2GnU/	 

No	Day/Date	Activities	Documentation
19.	May 20, 2025	Link Instagram : https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDM1Njk1OTM0NjQ1MDI0?story_media_id=3638984822351522189_73960087746&igsh=MTdwN2wxbWYxd2M0Nw== Link Tiktok : https://vt.tiktok.com/ZSaju2GnU/	
20.	May 20, 2025	Link Instagram : https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDM1Njk1OTM0NjQ1MDI0?story_media_id=3638984822351522189_73960087746&igsh=MTdwN2wxbWYxd2M0Nw== Link Tiktok : https://vt.tiktok.com/ZSaju2GnU/	
21.	May 22, 2025	Link Instagram : https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDM1Njk1OTM0NjQ1MDI0?story_media_id=3638984822351522189_73960087746&igsh=MTdwN2wxbWYxd2M0Nw== Link Tiktok : https://vt.tiktok.com/ZSajudwSE/	
22.	May 22, 2025	Link Instagram : https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDM1Njk1OTM0NjQ1MDI0?story_media_id=3638984822351522189_73960087746&igsh=MTdwN2wxbWYxd2M0Nw== Link Tiktok : https://vt.tiktok.com/ZSajudwSE/	

No	Day/Date	Activities	Documentation
24.	May 25, 2025	Link Instagram : https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDM1Njk1OTM0NjQ1MDI0?story_media_id=3638984822351522189_73960087746&igsh=MTdwN2wxbWYxd2M0Nw== Link Tiktok : https://vt.tiktok.com/ZSajudwSE/	
25.	May 28, 2025	Link Instagram : https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDM1Njk1OTM0NjQ1MDI0?story_media_id=3638984822351522189_73960087746&igsh=MTdwN2wxbWYxd2M0Nw== Link Tiktok : https://vt.tiktok.com/ZSajudwSE/	
26.	May 28, 2025	Link Instagram : https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDM1Njk1OTM0NjQ1MDI0?story_media_id=3638984822351522189_73960087746&igsh=MTdwN2wxbWYxd2M0Nw== Link Tiktok : https://vt.tiktok.com/ZSajubus9/	
27.	May 28, 2025	Link Instagram : https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDM1Njk1OTM0NjQ1MDI0?story_media_id=3638984822351522189_73960087746&igsh=MTdwN2wxbWYxd2M0Nw== Link Tiktok : https://vt.tiktok.com/ZSajubus9/	

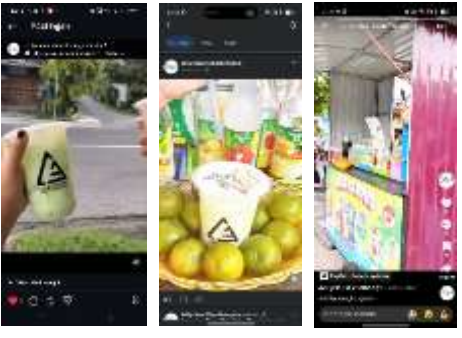
No	Day/Date	Activities	Documentation
28.	May 28, 2025	Link Instagram : https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDM1Njk1OTM0NjQ1MDI0?story_media_id=3638984822351522189_73960087746&igsh=MTdwN2wxbWYxd2M0Nw== Link Tiktok : https://vt.tiktok.com/ZSajubus9/	
29.	May 28, 2025	Link Instagram : https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDM1Njk1OTM0NjQ1MDI0?story_media_id=3638984822351522189_73960087746&igsh=MTdwN2wxbWYxd2M0Nw== Link Tiktok : https://vt.tiktok.com/ZSajubus9/	
30.	May 28, 2025	Link Instagram : https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDM1Njk1OTM0NjQ1MDI0?story_media_id=3638984822351522189_73960087746&igsh=MTdwN2wxbWYxd2M0Nw== Link Tiktok : https://vt.tiktok.com/ZSajubus9/	

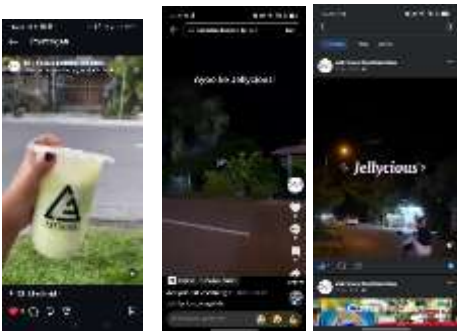
Source: Processed Data, 2025

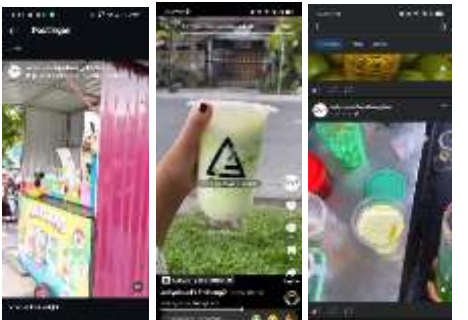
4.4.1.7 Logbook of Post Marketing Promotion Through Social Media

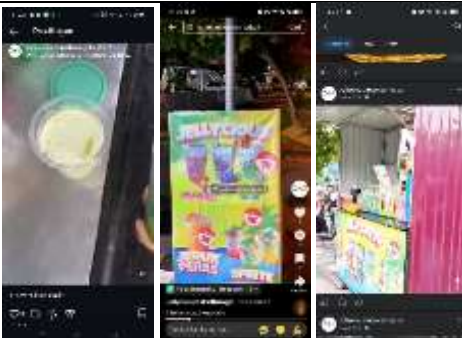
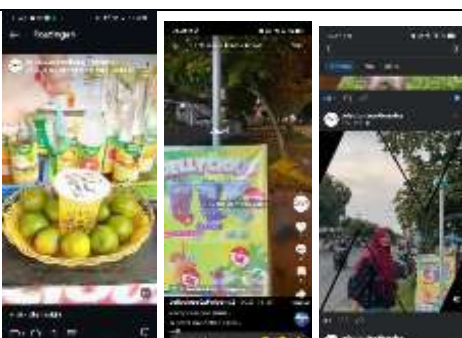
Promoting Jellycious and My Bingsoo in Polbeng Business Expo business activities for a month before the activities start. Aims to introduce products as well as attract the attention of consumers to come to the Polbeng Business Expo Chapter II even.

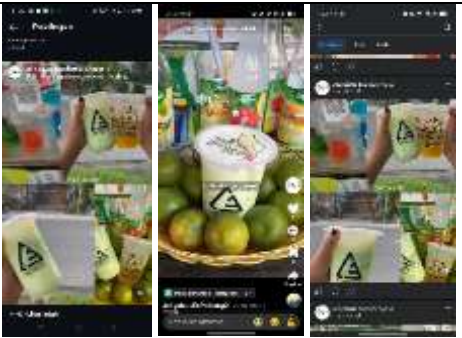
Tabel 4. 8 Logbook Video Promotion of Jellycious

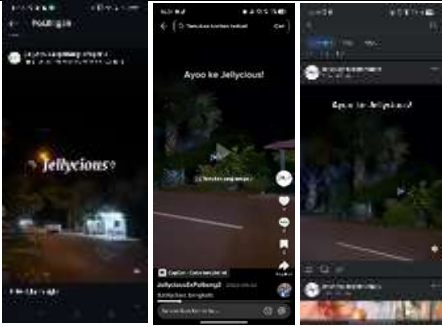
No	Day/Date	Activities	Documentation
1.	April 20, 2025	Post Promotion video on Instagram Facebook and Tiktok Link Instagram : https://www.instagram.com/jellycious.expolbeng_chapter2?igsh=MWdwcHhnMG16MXV2ZQ== Link Tiktok : https://www.tiktok.com/@jellycious.expolbeng2?_r=1&t=ZS-93BkdmyJNjt Link Facebook : https://www.facebook.com/share/1AXgBDzQBE/	
2.	April 21, 2025	Link Instagram : https://www.instagram.com/p/DItwhQhBrWe/?igsh=NWJ3MzI2bWc5MjE4 Link Facebook : https://www.facebook.com/share/v/1Fnopf5zjq/ Link Tiktok : https://vt.tiktok.com/ZSajHebNc/	
3.	April 29, 2025	Link Instagram : https://www.instagram.com/p/DItwhQhBrWe/?igsh=NWJ3MzI2bWc5MjE4 Link Facebook : https://www.facebook.com/share/v/17LzSo4cgvy/ Link Tiktok : https://vt.tiktok.com/ZSajHFse2/	
4.	April 30, 2025	Link Instagram : https://www.instagram.com/reel/DIwHzTbBvdD/?igsh=MTU2OHo5NnRza25tcg== Link Facebook : https://www.facebook.com/share/v/1Butu8A8As/ Link Tiktok : https://vt.tiktok.com/ZSajHh5rh/	

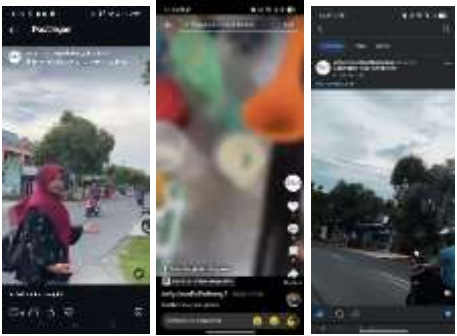
No	Day/Date	Activities	Documentation
6.	May 14, 2025	Link Instagram : https://www.instagram.com/reel/DJEwaw_hXwb/?igsh=MTlydXgyYnlyYzN4YQ== Link Facebook : https://www.facebook.com/s hare/r/1CU9g8JvGj/ Link Tiktok : https://vt.tiktok.com/ZSajH73Eb/	
7.	May 14, 2025	Link Instagram : https://www.instagram.com/reel/DJHWZyOBC4S/?igsh=MXkxc3o3ZXozem5paw== Link Facebook : https://www.facebook.com/s hare/r/17juDiCZYY/ Link Tiktok : https://vt.tiktok.com/ZSaj9eBuk/	
8.	May 16, 2025	Promoted paid content in account stories; @bengkalisku With 9,860 viewers with 1512 views	
9.	May 17, 2025	Video Promosi di Instagram dan juga Tiktok serta Paid Content di Tiktok dengan akun Tiktok : @anakpulauges (https://vt.tiktok.com/ZSa8fRdA8/)	

No	Day/Date	Activities	Documentation
11.	May 21, 2025	Link Instagram : https://www.instagram.com/reel/DJoMuC1BNhf/?igsh=MXZkNDBqaTg1OGV1aw== Link Facebook : https://www.facebook.com/share/r/1BwEuiUNoq/ Link Tiktok : https://vt.tiktok.com/ZSajHcTyy/	
12.	May 21, 2025	Link Instagram : https://www.instagram.com/reel/DJuQ_45hxqA/?igsh=MXNucXhsbG5sbXhkeQ== Link Facebook : https://www.facebook.com/share/r/1Jos2MNbig/ Link Tiktok : https://vt.tiktok.com/ZSaj98788/	
13.	May 21, 2025	Link Instagram : https://www.instagram.com/reel/DJwn5mOB1E/?igsh=MTdzc2k5Y3VpbXRyZA== Link Facebook : https://www.facebook.com/share/r/1Fs1KF9V9k/ Link Tiktok : https://vt.tiktok.com/ZSaj91AFs/	
14.	May 21, 2025	Link Instagram : https://www.instagram.com/reel/DJ5VUlhLk5/?igsh=MWs2N3VtMXVwMHNsNg== Link Facebook : https://www.facebook.com/share/r/1G7H3i49wq/ Link Tiktok : https://vt.tiktok.com/ZSajH3jde/	

No	Day/Date	Activities	Documentation
16.	May 22, 2025	Link Instagram : https://www.instagram.com/reel/DJ5Vo5ZB9rU/?igsh=eWIyMWN3bWhrNHJh Link Facebook : https://www.facebook.com/share/r/15YXSsD2oGw/ Link Tiktok : https://vt.tiktok.com/ZSaj9L6Xb/	
17.	May 22, 2025	Link Instagram : https://www.instagram.com/reel/DJ5WCL2BMwQ/?igsh=c2dleDBxYjlzb2l1 Link Facebook : https://www.facebook.com/share/r/17skwcEFFq/ Link Tiktok : https://vt.tiktok.com/ZSaj9y7G3/	
18.	May 22, 2025	Link Instagram : https://www.instagram.com/reel/DJ5WYBEh4zc/?igsh=MTYydDN5ZDBpbTl1eg== Link Facebook : https://www.facebook.com/share/v/1AjULDCbHw/ Link Tiktok : https://vt.tiktok.com/ZSaj9m1sY/	
19.	May 22, 2025	Link Instagram : https://www.instagram.com/reel/DJ_LF0rhdcP/?igsh=emdNDF4eWpiazN6 Link Facebook : https://www.facebook.com/share/r/14Rkn5y7dKQ/ Link Tiktok : https://vt.tiktok.com/ZSaj9h1KV/	

No	Day/Date	Activities	Documentation
21.	May 22, 2025	Link Instagram : https://www.instagram.com/reel/DJ_LXqgh75X/?igsh=ZWZxdGRvbXl6ZjJ5 Link Facebook : https://www.facebook.com/share/r/18H8zrrV7E/ Link Tiktok : https://vt.tiktok.com/ZSaj9mdhN/	
22.	May 22, 2025	Link Instagram : https://www.instagram.com/reel/DJ_LnhahjC2/?igsh=bXI0ZWEzM2N3b2hv Link Facebook : https://www.facebook.com/share/r/1CDpp1Ry4J/ Link Tiktok : https://vt.tiktok.com/ZSaj9HPYn/	
23.	May 23, 2025	Link Instagram : https://www.instagram.com/reel/DJ_2S8bBQE2/?igsh=MXdjbW9mbnVknHQ5NQ Link Facebook : https://www.facebook.com/share/r/17xnYUu5uV/ Link Tiktok : https://vt.tiktok.com/ZSaj9fCYJ/	
24.	May 23, 2025	Link Instagram : https://www.instagram.com/reel/DJ_24jhBW85/?igsh=Zm5meDV4ZmdseXo= Link Facebook : https://www.facebook.com/share/r/1CGQfeW1e1/ Link Tiktok : https://vt.tiktok.com/ZSajxYYj3/	

No	Day/Date	Activities	Documentation
26.	May 23, 2025	Link Instagram : https://www.instagram.com/reel/DJ_3ym1B-cQ/?igsh=bzgweDJwcnh0ejM= Link Facebook : https://www.facebook.com/s hare/v/1CV9WnWTNK/ Link Tiktok : https://vt.tiktok.com/ZSaj9t7bD/	
27.	May 24, 2025	Link Instagram : https://www.instagram.com/reel/DJ_4f1RhFCK/?igsh=MXB4cm1nOGpybGs5NQ== Link Facebook : https://www.facebook.com/s hare/r/18GmAMBPRi/ Link Tiktok : https://vt.tiktok.com/ZSaj9wEsd/	
28.	May 24, 2025	Link Instagram : https://www.instagram.com/reel/DJ_4lelBF8e/?igsh=Y201bzVsajlidTlx Link Facebook : https://www.facebook.com/s hare/r/1HW3dKzCxU/ Link Tiktok : https://vt.tiktok.com/ZSajx8cPV/	
29.	May 24, 2025	Link Instagram : https://www.instagram.com/reel/DJ_24jhBW85/?igsh=Zm5meDV4ZmdseXo= Link Facebook : https://www.facebook.com/s hare/r/14MBsYxLQSG/ Link Tiktok : https://vt.tiktok.com/ZSaj9pv5Q/	

No	Day/Date	Activities	Documentation
30.	May 25, 2025	Link Instagram : https://www.instagram.com/reel/DJ_2S8bBQE2/?igsh=MXdjbW9mbnVkNHQ5NQ== Link Facebook : https://www.facebook.com/share/r/1DvismB7UB/ Link Tiktok : https://vt.tiktok.com/ZSaj9wwe6/	

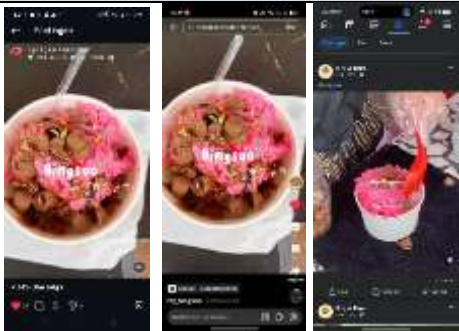
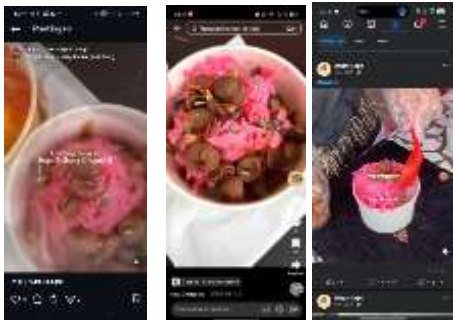
Source: Processed Data, 2025

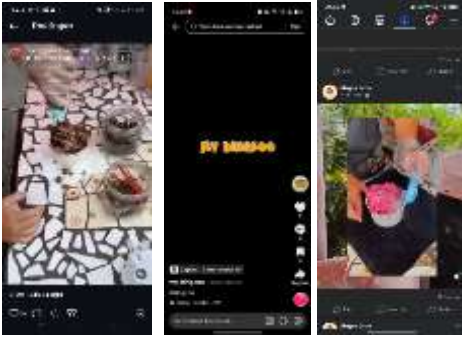
The table below shows the logbook of the promotional video activities of My Bingsoo, which records the production and use of video content as a marketing tool in the process of developing the business. The promotional video was used to increase the visibility of the brand, capture the attention of customers, and aid My Bingsoo in its marketing activities.

Tabel 4.9 Logbook Video Promotion My Bingsoo

No	Day/Date	Activities	Documentation
1.	April 20, 2025	Post Promotion video on Instagram and Tiktok Link Instagram : https://www.instagram.com/reel/DlrJfb3Tgig/?igsh=ZXB2NTM1MTFncDU5 Link Tiktok : https://www.tiktok.com/@my_bingsoo?r=1&t=ZS-93C2MOTq4Ht Link Facebook : https://www.facebook.com/share/1A5g7jPjgd/	

No	Day/Date	Activities	Documentation
2.	April 21, 2025	Link Instagram : https://www.instagram.com/p/DItjfKSz139/?igsh=MXIwNjlsOG9ldTN0aw== Link Tiktok : https://vt.tiktok.com/ZSa6Dkcu/ Link Facebook : https://www.facebook.com/share/r/18B5t17TVB/	
3.	April 30 2025	Link Instagram : https://www.instagram.com/reel/DJEvi8WT8cF/?igsh=NzRmbmNwemdsMnFo Link Tiktok : https://vt.tiktok.com/ZSa6DB1e/ Link Facebook : https://www.facebook.com/share/r/1DoHTMNtxn/	
4.	May 1, 2025	Link Instagram : https://www.instagram.com/reel/DJHWv8hzbwx/?igsh=NW95b29xb3NxZHZ3 Link Tiktok : https://vt.tiktok.com/ZSa6DH4KW/ Link Facebook : https://www.facebook.com/share/r/1CodH9fRB6/	
5.	May 6, 2025	Link Instagram : https://www.instagram.com/reel/DJUDUMSTIKe/?igsh=MTBobXJ2Mjc5YXExNA== Link Tiktok : https://vt.tiktok.com/ZSa6Da731/ Link Facebook : https://www.facebook.com/share/r/1FWMrVPgCT/	

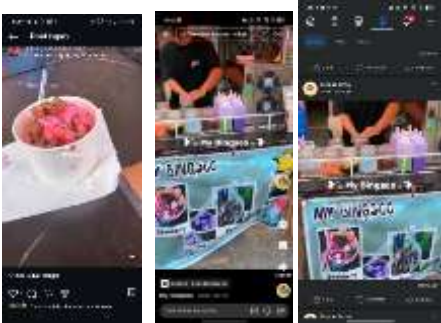
No	Day/Date	Activities	Documentation
6.	May 6, 2025	Link Instagram : https://www.instagram.com/reel/DJUJPD0Tb6W/?igsh=dm13bmdlaHQyZ3Nz Link Tiktok : https://vt.tiktok.com/ZSa6DjhBb/ Link Facebook : https://www.facebook.com/share/r/1C9mcuGmGL/	
7.	May 6, 2025	Link Instagram : https://www.instagram.com/reel/DJUTiatT0O9/?igsh=OWJyd2p1OHhpMXAz Link Tiktok : https://vt.tiktok.com/ZSa6D2Ev3/ Link Facebook : https://www.facebook.com/share/v/1DYsoMxfL7/	
8.	May 8, 2025	Link Instagram : https://www.instagram.com/reel/DJY-AQyzb_o/?igsh=OG5uMWpyNzh4NnZi Link Tiktok : https://vt.tiktok.com/ZSa6DbhVY/ Link Facebook : https://www.facebook.com/share/r/1DWKcEJwkj/	
9.	May 8, 2025	Link Instagram : https://www.instagram.com/reel/DJY-Y-Dz4P2/?igsh=dG55bG42NTkyZ2kx Link Tiktok : https://vt.tiktok.com/ZSa6DbhVY/ Link Facebook : https://www.facebook.com/share/r/1awvXP1Fpt/	

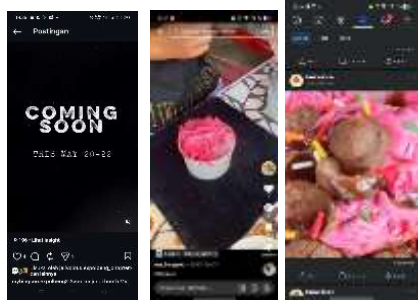
No	Day/Date	Activities	Documentation
10.	May 11, 2025	Link Instagram : https://www.instagram.com/reel/DJg6BsDT-h9/?igsh=bzE2M3MwYXlwZXE0 Link Tiktok : https://vt.tiktok.com/ZSa6DEHbb/ Link Facebook : https://www.facebook.com/share/r/1ACEoBzCv7/	
11.	May 11, 2025	Link Instagram : https://www.instagram.com/reel/DJg6Lx-TIE0/?igsh=OWM2Z205MWJpeWZw Link Tiktok : https://vt.tiktok.com/ZSa6DswvY/ Link Facebook : https://www.facebook.com/share/v/18Jw1pRYFp/	
12.	May 11, 2025	Link Instagram : https://www.instagram.com/reel/DJg6TF8zUfz/?igsh=cmlvMHZtNmh2a2R2 Link Tiktok : https://vt.tiktok.com/ZSa6DEmPs/ Link Facebook : https://www.facebook.com/share/r/14TkDxDGKHA/	
13.	May 11, 2025	Link Instagram : https://www.instagram.com/reel/DJg6ieWThDd/?igsh=eDlyZjNnanIleXE3 Link Tiktok : https://vt.tiktok.com/ZSa6Dq5Fx/ Link Facebook : https://www.facebook.com/share/r/17n3SAsZkp/	

No	Day/Date	Activities	Documentation
14.	May 13, 2025	Link Instagram : https://www.instagram.com/reel/DJmIZ9gz5rv/?igsh=dGpkMHFxazNmNTNy Link Tiktok : https://vt.tiktok.com/ZSa6UJN71/ Link Facebook : https://www.facebook.com/share/r/1ASovmKQL7/	
15.	May 14, 2025	Link Instagram : https://www.instagram.com/reel/DJoLUT7TWXa/?igsh=eXNhN3I5Y3hvc2s0 Link Tiktok : https://vt.tiktok.com/ZSa6DTfFn/ Link Facebook : https://www.facebook.com/share/r/17aWiTMkyh/	
16.	May 14, 2025	Link Instagram : https://www.instagram.com/reel/DJoLeA9zqsZ/?igsh=MxNndzc5emZhcTh4NQ== Link Tiktok : https://vt.tiktok.com/ZSa6UdJky/ Link Facebook : https://www.facebook.com/share/r/1Adh8SiPyy/	
17.	May 14, 2025	Link Instagram : https://www.instagram.com/reel/DJoLok_zZf3/?igsh=NzGJ4cXB1d3N0bDcw Link Tiktok : https://vt.tiktok.com/ZSa6U8bqB/ Link Facebook : https://www.facebook.com/share/r/1DwUfB42Ge/	

No.	Day/Date	Activities	Documentation
18.	May 14, 2025	Link Instagram : https://www.instagram.com/reel/DJoLwPPze_T/?igsh=MW42MXgxOW1mM28xbg== Link Tiktok : https://vt.tiktok.com/ZSa6UPd7R/ Link Facebook : https://www.facebook.com/share/r/1D2z416ix2/	
19.	May 16, 2025	Promoted paid content in account stories; @bengkalisku With 9,860 viewers with 1512 views	
20.	May 17, 2025	Video Promosi di Instagram dan juga Tiktok serta Paid Content di Tiktok dengan akun Tiktok : @anakpulauges (https://vt.tiktok.com/ZSa8fRdA8/) Link Instagram : https://www.instagram.com/reel/DJuF1ibT4wr/?igsh=eDgzcnl0NGkzZ3Jh Link Tiktok : https://vt.tiktok.com/ZSa6UM3DN/ Link Facebook : https://www.facebook.com/share/r/1C6BU8U3Rf/	

No	Day/Date	Activities	Documentation
21.	May 17, 2025	Link Instagram : https://www.instagram.com/reel/DJuGGSOT0eC/?igsh=MTBrMjdtbW8ybHNhaw== Link Tiktok : https://vt.tiktok.com/ZSa6U28kP/ Link Facebook : https://www.facebook.com/share/r/17aN1jZRk2/	
22.	May 17, 2025	Link Instagram : https://www.instagram.com/reel/DJwnURszqd1/?igsh=MXB2aTB2eGQwbDU0bQ== Link Tiktok : https://vt.tiktok.com/ZSa6UH6v7/ Link Facebook : https://www.facebook.com/share/r/17aN1jZRk2/	
23.	May 18, 2025	Link Instagram : https://www.instagram.com/reel/DJw2TykzB4E/?igsh=MTJ1NmtrdzQzeTJxOA== Link Tiktok : https://vt.tiktok.com/ZSa6U96Ws/ Link Facebook : https://www.facebook.com/share/r/1G6yi4XpME/	
24.	May 18, 2025	Link Instagram : https://www.instagram.com/reel/DJw2aEwTA2R/?igsh=bmJkNXhtemlqNmlr Link Tiktok : https://vt.tiktok.com/ZSa6U9fsS/ Link Facebook : https://www.facebook.com/share/r/18LR3c1iXo/	

No	Day/Date	Activities	Documentation
25.	May 18, 2025	Link Instagram : https://www.instagram.com/reel/DJw2iZLzMfV/?igsh=N2pzc2JsZXZybHhy Link Tiktok : https://vt.tiktok.com/ZSa6Uu6B3/ Link Facebook : https://www.facebook.com/share/r/16u9igN7dJ/	
26.	May 18, 2025	Link Instagram : https://www.instagram.com/reel/DJy7yEYzNRW/?igsh=MWFhajNoeDV5Zm8zcw== Link Tiktok : https://vt.tiktok.com/ZSa6Uj45M/ Link Facebook : https://www.facebook.com/share/r/17QSGe24gU/	
27.	May 18, 2025	Link Instagram : https://www.instagram.com/reel/DJy-ZoXz8f-/?igsh=aGgyejNvc3BhZG1u Link Tiktok : https://vt.tiktok.com/ZSa6UWfnf/ Link Facebook : https://www.facebook.com/share/r/1BxYbQE13E/	
28.	May 18, 2025	Link Instagram : https://www.instagram.com/reel/DJzAKxaTRz_/?igsh=MXdnY3Jwc2oxZW9pdQ== Link Tiktok : https://vt.tiktok.com/ZSa6UWfnf/ Link Facebook : https://www.facebook.com/share/r/1GC5EMwpGv/	

No	Day/Date	Activities	Documentation
29.	May 20, 2025	Link Instagram : https://www.instagram.com/reel/DJ0FKIkzrDi/?igsh=NXd5cDQ3cG96OWhv Link Tiktok : https://vt.tiktok.com/ZSa6UKu8r/ Link Facebook : https://www.facebook.com/share/r/18D2YAMxj9/	
30.	May 20, 2025	Link Instagram : https://www.instagram.com/reel/DJ0FKIkzrDi/?igsh=NXd5cDQ3cG96OWhv Link Tiktok : https://vt.tiktok.com/ZSa6UbAAq/ Link Facebook : https://www.facebook.com/share/r/1TJQQoPuiH/	
31.	May 25, 2025	Link Instagram : https://www.instagram.com/reel/DJ0FgEFT_ut/?igsh=MxJ3OTBleHl1Z2ppdw== Link Tiktok : https://vt.tiktok.com/ZSa6UXGJg/ Link Facebook : https://www.facebook.com/share/r/16yXPZhs6Y/	

Source: Processed Data, 2025

4.4.1.8 Accomplishment of QRIS Payment Method of Jellycious and My Bingsoo MSMEs

The accomplishment of the QRIS payment method implementation showed different results for the two MSMEs. For Jellycious and My Bingsoo, the process was successfully completed, and the tenant is now able to accept cashless transactions through QRIS, improving efficiency and offering convenience for customers.

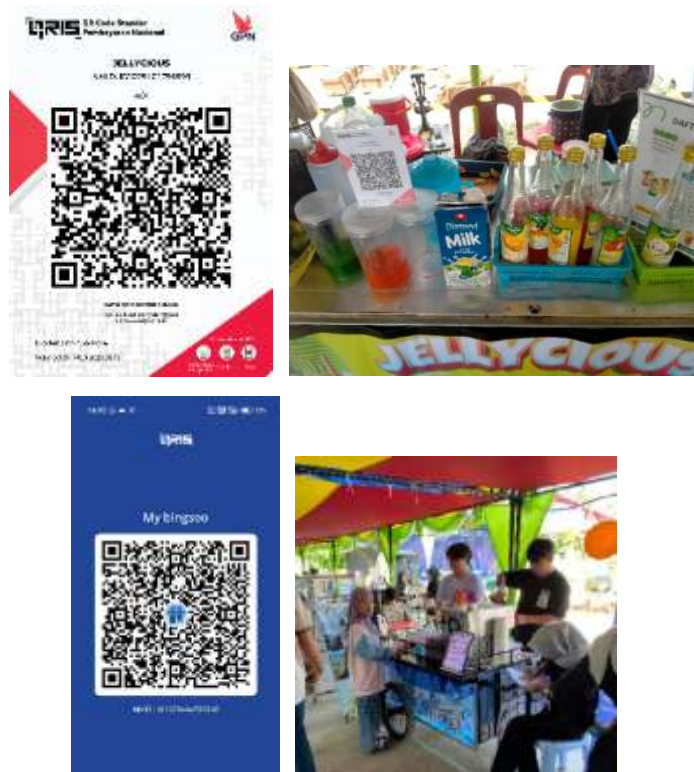


Figure 4. 17 Qris Payment Method
Source: Documentation, 2025

4.4.2 Accomplishment Financial Report of Jellycious and My Bingsoo MSMEs

Through the methodical recording and arrangement of revenue, expenses, and overall financial activities, the financial report preparation for Jellycious and My Bingsoo MSMEs was accomplished. In order to improve financial management and decision-making, both MSMEs received guidance on how to create transparent and organized financial statements that accurately depict business performance. This achievement enhances the companies' sustainability, accountability, and transparency while bolstering their ability to take advantage of future funding opportunities and larger market opportunities.

4.4.2.1 Financial Report of Jellycious MSME

Financial statements are a component for MSME Jellycious, manage and manage business finances. Financial statements are also a tool that can attract

investors to supporting the development of MSMEs. Below will be displayed the financial statements Jellycious MSME for the May 2025 period.

1. Income Statement

Jellycious profit and loss statement is a financial document that reflect he profit and loss statement of Jellycious. This document presents detailed information regarding revenues, operating expenses, and the resulting net profit or loss, thereby providing an essential basis for assessing financial stability and evaluating managerial effectiveness within the enterprise. The Income Statement of Jellycious MSME can be seen in figure 4.18 below:

Income Statement Jellycious MSME May 2025		
Income		
Sale	IDR 6,966,000	
Net Income		IDR 6,966,000
Cost of Goods Solds(COGS)		
Initial Inventory of Good	IDR 160,000	
Purchase	<u>IDR 4,734,000</u>	
Total Production Cost	IDR 4,894,000	
Ending Inventory of Raw Materials	IDR 235,000	
Total of COGS		<u>IDR 5,129,000</u>
Gross Profit		IDR 1,837,000
Operational Cost		
Electrical Cost	IDR 560,000	
Equipment Depreciation Cost	IDR 128,000	
Total of Operational Cost		IDR 688,000
Net Profit		IDR 1,149,000

Figure 4.18 Report of Income Statement of Jellycious
Source: Processed Data, 2025

Based on the Jellycious MSME income statement above, it can be observed that the business generated total sales of IDR 6,966,000 during the period. The cost of goods sold (COGS), which consists of beginning inventory, purchases, and

adjustments for ending inventory, amounted to IDR 5,129,000, resulting in a gross profit of IDR 1,837,000. Furthermore, the business incurred operational costs including electricity expenses of (IDR 560,000) and equipment depreciation costs of (IDR 128,000), with total operational expenses is IDR 688,000. After deducting these operational costs from the gross profit, Jellycious achieved a net profit of IDR 1,149,000, indicating a positive and sustainable financial performance for the business.

The increase in revenue earned by Jellycious during the exhibition is an indication of the positive effect of MSME participation in the exhibition. Compared to the lowest normal revenue, the average daily revenue earned by Jellycious during the exhibition increased by 226.67%. When compared to the highest normal revenue, the increase in revenue earned by Jellycious during the exhibition is 133.33%. On average, the revenue earned by Jellycious during the exhibition increased by about 172.22% compared to its daily revenue outside the exhibition.

2. Report of Change in Equity

The statement of changes in equity of Jellycious MSME provides an overview of the dynamics of changes in the owner's capital over a given period. It includes elements such as net income and additional investments. The report on changes in equity of Jellycious MSME for the period May 2025 can be seen in table 4.19 below:

Report of Change Equity Jellycious MSME May 2025		
Capital		
Initial Capital	IDR 8,198,000	
Capital Total		IDR 8,198,000
Profit		
Net Profit	IDR 1,149,000	
Profit Total		IDR 1,149,000
Final Capital	IDR 9,347,000	IDR 9,347,000

Figure 4.19 Report of Change Equity of Jellycious

Source: Processed Data, 2025

Based on the above statement of changes in equity from Jellycious MSME, this means that the business started with an initial capital of IDR 8,198,000. After generating a net profit of IDR 1,149,000 during the reporting period, the final capital increased to IDR 9,347,000. This reflects the positive financial performance and growth of the business.

3. Report of Balance Sheet

Report of Balance Sheet Jellycious May 2025		
Assets		
Current Assets		
Cash	IDR 4,997,000	
Raw Material Inventory	IDR 235,000	
Total of Current Assets	IDR 5,232,000	
Fixed Assets		
Equipment	IDR 2,243,000	
Production Equipment	IDR 2,000,000	
Accumulated Depreciation of Production Equipment	IDR 128,000	
Total of Fixed Assets	IDR 4,115,000	
Total Assets		IDR 9,347,000
Liabilities and Equity		
Equity		
Initial Capital	IDR 8,198,000	
Retained earnings May 2025	IDR 1,149,000	
Total of Equity		
Total of Liabilities and Equity	IDR 9,347,000	

Figure 4.20 Report of Balance Sheet of Jellycious

Source: Processed Data, 2025

With this report, hopefully to be transparent and give accurate data on the current assets, fixed assets, liabilities, and operating capital that have been managed

during the period. Committed to maintaining financial stability in order to support the growth and sustainability of Jellycious MSME Business.

4.4.2.2 Financial Report of My Bingsoo MSME

Financial statements are a component for MSME My Bingsoo manage an manage business finances. Financial statements are also a tool that can attract investors to supporting the development of MSMEs.

1. Income Statement

My Bingsoo profit and loss statement is a financial document that reflect the profit and loss statement of My Bingsoo. This document presents detailed information regarding revenues, operating expenses, and the resulting net profit or loss, thereby providing an essential basis for assessing financial stability and evaluating managerial effectiveness within the enterprise.

Income Statement My Bingsoo MSME May 2025

Income		
Sale	IDR 8,600,000	
Net Income		IDR 8,600,000
Cost of Goods Solds(COGS)		
Initial Inventory of Good	IDR 282,000	
Purchase	IDR 2,387,000	
Direct Labor Cost	<u>IDR 300,000</u>	
Total Production Cost	IDR 2,969,000	
Ending Inventory of Raw Materials	IDR 215,000	
Total of COGS		IDR 2,754,000
Gross Profit		IDR 5,846,000
Operational Cost		
Electrical Cost	IDR 50,000	
Equipment Depreciation Cost	IDR 500,000	
Total of Operational Cost	IDR 550,000	
Net Profit		IDR 5,296,000

Figure 4. 21 Report of Income Statement of My Bingsoo

Source: Processed Data, 2025

Based on the My Bingsoo MSME income statement above, it can be observed that the business generated total sales of IDR 8,600,000 during the period. The cost of goods sold (COGS), which consists of beginning inventory, purchases, and adjustments for ending inventory, amounted to IDR 2,754,000, resulting in a gross profit of IDR 5,846,000. Furthermore, the business incurred operational costs including electricity expenses of (IDR 50,000) and equipment depreciation costs of (IDR 500,000), with total operational expenses is IDR 550,000. After deducting these operational costs from the gross profit, My Bingsoo achieved a net profit of IDR 5,296,000, indicating a positive and sustainable financial performance for the business.

The increase in My Bingsoo's revenue during the expo also proves the positive impact of the business's participation in the exhibition event. From the lowest normal revenue amounting to Rp200,000 per day, on average, My Bingsoo's revenue increased by 238.33%. From the highest normal income amounting to Rp300,000 per day, on average, My Bingsoo's revenue increased by 125.56%. On average, My Bingsoo's revenue increased by 169.44% compared to normal daily revenue outside the expo. This proves that My Bingsoo's participation in the expo had a positive impact on the business's income and market expansion for MSMEs.

2. Report of Change in Equity

The statement of changes in equity of My Bingsoo MSME provides an overview of the dynamics of changes in the owner's capital over a given period. It includes elements such as net income and additional investments. The report on changes in equity of My Bingsoo MSME for the period May 2025 can be seen in table 4.22 below:

**Report of Change Equity
My Bingsoo MSME
May 2025**

Capital		
Initial Capital	IDR 8,832,000	
Capital Total		IDR 8,832,000
Profit		
Net Profit	IDR 5,296,000	
Profit Total		IDR 5,296,000
Final Capital	IDR 14,128,000	IDR 14,128,000

Figure 4. 22 Report of Income Statement of My Bingsoo
Source: Processed Data, 2025

Based on the above statement of changes in equity from My Bingsoo MSME, this means that the business started with an initial capital of IDR 8,832,000. After generating a net profit of IDR 5,296,000 during the reporting period, the final capital increased to IDR 14,128,000. This reflects the positive financial performance and growth of the business.

3. Report of Balance Sheet

Balance sheet financial report is prepared to provide a comprehensive overview of the financial position of My Bingsoo MSME in May 2025. This balance sheet reflects the balance between assets, liabilities, and equity owned by the company, and is the basis for evaluating financial performance in running business operations. Below is the balance sheet report of My Bingsoo for 1 month period in May 2025.

**Report of Balance Sheet
My Bingsoo MSME
May 2025**

Assets		
Current Assets		
Cash	IDR 10,297,000	
Cash in Bank	IDR 228,000	
Raw Material Inventory	IDR 215,000	
Total of Current Assets	IDR 10,740,000	
Fixed Assets		
Equipment	IDR 1,388,000	
Production Equipment	IDR 2,500,000	
Accumulated Depreciation of Production Equipment	IDR 500,000	
Total of Fixed Assets	IDR 3,388,000	
Total Assets		IDR 14,128,000
Liabilities and Equity		
Equity		
Initial Capital	IDR 8,832,000	
Retained earnings May 2025	IDR 5,296,000	
Total of Equity		
Total of Liabilities and Equity	IDR 14,128,000	

Figure 4. 23 Report of Balance Sheet of My Bingsoo

Source: Processed Data, 2025

With this report, hopefully to be transparent and give accurate data on the current assets, fixed assets, liabilities, and operating capital that have been managed during the period. Committed to maintaining financial stability in order to support the growth and sustainability of My Bingsoo MSME Business.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

After some explanations in the previous chapters, in this chapter the author will provide conclusions and provide some suggestions that can provide benefits for Polbeng Business Expo chapter II and Jellycious & My Bingsoo MSMEs participated in this expo. The conclusion is as follows:

1. The Polbeng Business Expo Chapter II, which was organized by students of the International Business Administration study program batch 22, is part of their final study assignment which focuses on the development of Micro, Small, and Medium Enterprises (MSMEs). Held on May 20-22, 2025, this exhibition will feature various entertainment activities in the form of matches and invite participation from the people of Bengkalis and its surroundings. The process of creating the Polbeng Business Expo Chapter II profile was a success and contributed significantly to the effectiveness of the event. Through the role of the Liaison Officer, coordination of the event organizing committee, MSME tenants, and other stakeholders was conducted in a smooth manner. The expo profile ensured comprehensive and structured information regarding the event's concept, objectives, schedule, and participants, which contributed significantly to improved communication, event promotion, and public understanding of the expo activities.
2. The creation of business profiles for Jellycious and My Bingsoo MSMEs was achieved as part of the Business Consultant task. The business profiles assisted in enhancing the brand identity of the respective MSMEs by highlighting business attributes, product uniqueness, and value for money. Consequently, Jellycious and My Bingsoo MSMEs enhanced their credibility, brand recognition, and professionalism in showcasing their businesses to customers, visitors, and potential business partners during the expo.
3. The production of promotional videos for Jellycious and My Bingsoo was successfully carried out, which was an important aspect of digital marketing.

Through the guidance provided in the role of Business Consultant, the promotional videos were able to present the quality, uniqueness, and attractiveness of the products in a visual format. The promotional videos helped in the promotional activities before and during the expo, which increased the interest of the audience and the awareness of the MSMEs among the community.

4. The implementation of digital marketing activities using paid content on various social media platforms was successfully implemented, and the outcome was positive in terms of promotional reach. The implementation of the free and paid promotional strategy helped the MSMEs reach the target audience. The role of the Business Consultant was significant in the selection of the platforms, content, and promotional concepts, whereas the role of the Liaison Officer was significant in the coordination of the promotional activities. This strategy helped to promote the brand of Jellycious and My Bingsoo.
5. The production of product catalog flyers for Jellycious and My Bingsoo was successfully done and served as an effective promotional tool. The catalogs contained product information, prices, and displays in an attractive and clear manner. By means of business consultation, the catalogs were designed to meet the preferences of the target market, hence helping customers in making purchasing decisions and enhancing the overall promotional strategy of the MSMEs during the expo.
6. The implementation of the QRIS payment system for Jellycious and My Bingsoo was a success and improved the efficiency of the transactions. The availability of the QRIS payment system helped in cashless transactions and reduced transaction barriers. At the same time, the role of the Liaison Officer was important in facilitating communication between MSMEs and payment service providers, and the Business Consultant helped MSMEs in understanding the benefits of digital payment systems for business sustainability.
7. Based on the financial report presented, the MSME Jellycious reported a profit of IDR 1,470,000 over 3 days. Meanwhile, the MSME My Bingso reported a profit of IDR 2,030,000 which will be classified as retained earnings for the month of May. This profit reflects successful business performance during the

Polbeng Business Expo Chapter II and shows a positive trend in revenue. Based on the analysis of revenue generated during the expo, it has been concluded that the participation of MSMEs such as Jellycious and My Bingsoo has a positive impact on the growth of sales revenue. The average revenue growth of Jellycious is 133%–227%, while the average revenue growth of My Bingsoo is 125%–238% compared to normal revenue generated outside the expo. This growth in revenue indicates that exhibitions are an effective medium for promotional and marketing activities for MSMEs, especially in increasing the visibility of products and expanding the market base of MSMEs. Therefore, MSME participation in exhibitions can be used as a marketing strategy for the growth and development of MSMEs.

5.2 Suggestion

After carrying out the Polbeng Business Expo Chapter II project and helping Jellycious and My Bingsoo MSMEs in marketing products and the conclusions above, there are suggestions that can be conveyed, namely:

1. The Polbeng Business Expo Chapter II needs to be more organized, focusing on recruiting competent leaders and members through a structured selection process and assigning roles based on expertise. A clear organizational structure with well-defined roles and responsibilities must be supported by a detailed work schedule to ensure all tasks are completed on time. Training and capacity development activities, such as event management and sponsor negotiations, are crucial for enhancing the team's capabilities. In addition, evaluations from previous events should be the basis for developing improvement strategies, making the expo more effective in boosting campus branding and empowering MSMEs.
2. To ensure that the Polbeng Business Expo Chapter II becomes an annual tradition at the Politeknik Negeri Bengkalis, it is essential to target more MSMEs in the Bengkalis region. This will expand the reach and impact of the event. In addition, more effective marketing strategies are needed to promote MSME products to a wider audience beyond the local community. This includes

leveraging digital marketing, collaborating with influencers, and participating in regional or national platforms. These efforts aim to increase brand awareness and facilitate product distribution outside the Bengkalis region, contributing to the growth and sustainability of MSMEs.

3. Jellycious and My Bingsoo MSMEs can be invited to participate in the next chapter II of the Polbeng Business Expo due to their strong potential in attracting a large consumer base, driven by the increasing number of fans. This success can be attributed to the use of effective marketing techniques, which have helped build a loyal customer following. By showcasing Jellycious and My Bingsoo products, they can further enhance their visibility and expand their reach to new markets. Their participation will not only benefit their brand but also contribute to the diversity and appeal of the expo, attracting more visitors and potential customers.

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APPENDICES

Appendix 1. Polbeng Business Expo Chapter II, Jellycious and My Bingsoo Logo



Appendix 2. Jellycious and My Bingsoo Products

1. Jellycious Products



2. My Bingsoo Products



Appendix 3. Banner and Catalog of Jellycious and My Bingsoo Products

1. Banner and Catalogue of Jellycious Products

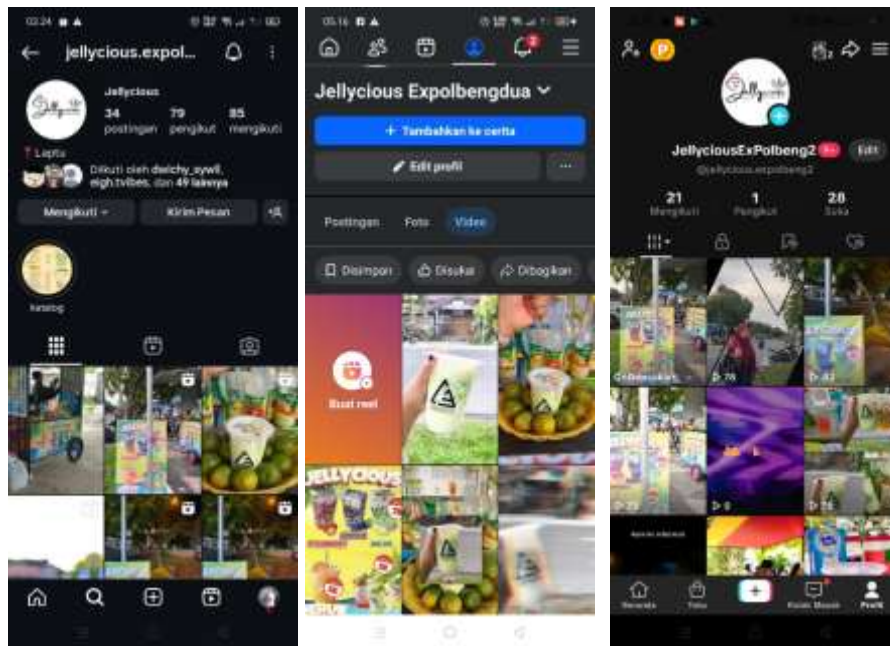


2. Banner and Catalogue of My Bingsoo Products

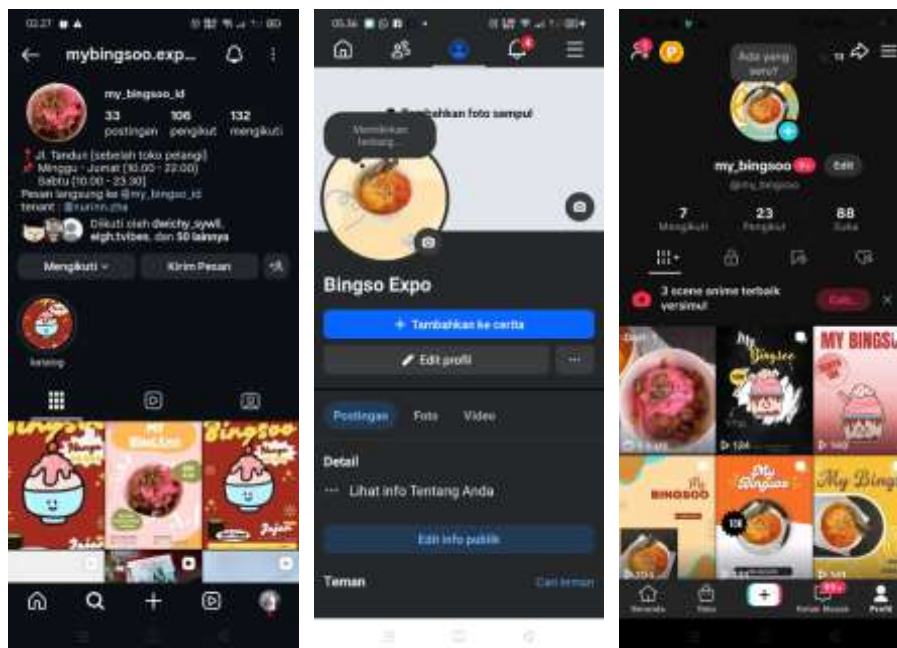


Appendix 4. Promotion Via Instagram, Facebook, Tiktok, Jellycious and My Bingsoo Products

1. Jellycious



2. My Bingsoo



Appendix 5. Documentation of Implementation of Polbeng Business Expo



Appendix 6. Sales Transaction of Jellycious and My Bingsoo in Expo Day

1. Jellycious

Day 1 (20 May 2025)

Day 1			
No	Date	Income	Varian
1	20 Mei 2025	IDR 5,000	Jeruk Peras
2	20 Mei 2025	IDR 6,000	Sprite Sunset
3	20 Mei 2025	IDR 7,000	Jellycious
4	20 Mei 2025	IDR 5,000	Jeruk Peras
5	20 Mei 2025	IDR 5,000	Jeruk Peras
6	20 Mei 2025	IDR 6,000	Sprite Sunset
7	20 Mei 2025	IDR 6,000	Sprite Sunset
8	20 Mei 2025	IDR 7,000	Jellycious
9	20 Mei 2025	IDR 7,000	Jellycious
10	20 Mei 2025	IDR 7,000	Jellycious
11	20 Mei 2025	IDR 5,000	Jeruk Peras
12	20 Mei 2025	IDR 5,000	Jeruk Peras
13	20 Mei 2025	IDR 7,000	Jellycious
14	20 Mei 2025	IDR 6,000	Sprite Sunset
15	20 Mei 2025	IDR 5,000	Jeruk Peras
16	20 Mei 2025	IDR 6,000	Sprite Sunset
17	20 Mei 2025	IDR 5,000	Jeruk Peras
18	20 Mei 2025	IDR 6,000	Sprite Sunset
19	20 Mei 2025	IDR 7,000	Jellycious
20	20 Mei 2025	IDR 7,000	Jellycious
21	20 Mei 2025	IDR 5,000	Jeruk Peras
22	20 Mei 2025	IDR 6,000	Sprite Sunset
23	20 Mei 2025	IDR 6,000	Sprite Sunset
24	20 Mei 2025	IDR 6,000	Sprite Sunset
25	20 Mei 2025	IDR 6,000	Sprite Sunset
26	20 Mei 2025	IDR 5,000	Jeruk Peras
27	20 Mei 2025	IDR 6,000	Sprite Sunset
28	20 Mei 2025	IDR 6,000	Sprite Sunset
29	20 Mei 2025	IDR 7,000	Jellycious
30	20 Mei 2025	IDR 5,000	Jeruk Peras
31	20 Mei 2025	IDR 7,000	Jellycious
32	20 Mei 2025	IDR 6,000	Sprite Sunset
33	20 Mei 2025	IDR 6,000	Sprite Sunset
34	20 Mei 2025	IDR 6,000	Sprite Sunset
35	20 Mei 2025	IDR 5,000	Jeruk Peras
36	20 Mei 2025	IDR 6,000	Sprite Sunset
37	20 Mei 2025	IDR 6,000	Sprite Sunset
38	21 Mei 2025	IDR 6,000	Sprite Sunset
39	20 Mei 2025	IDR 5,000	Jeruk Peras
40	20 Mei 2025	IDR 7,000	Jellycious
41	20 Mei 2025	IDR 6,000	Sprite Sunset
42	20 Mei 2025	IDR 5,000	Jeruk Peras
43	20 Mei 2025	IDR 5,000	Jeruk Peras
44	20 Mei 2025	IDR 6,000	Sprite Sunset
45	20 Mei 2025	IDR 5,000	Jeruk Peras
46	20 Mei 2025	IDR 5,000	Jeruk Peras
47	20 Mei 2025	IDR 5,000	Jeruk Peras
48	20 Mei 2025	IDR 5,000	Jeruk Peras
49	20 Mei 2025	IDR 6,000	Sprite Sunset
50	20 Mei 2025	IDR 5,000	Jeruk Peras
51	20 Mei 2025	IDR 5,000	Jeruk Peras
52	20 Mei 2025	IDR 5,000	Jeruk Peras
53	20 Mei 2025	IDR 7,000	Jellycious
54	20 Mei 2025	IDR 7,000	Jellycious
55	20 Mei 2025	IDR 7,000	Jellycious
56	20 Mei 2025	IDR 5,000	Jeruk Peras
57	20 Mei 2025	IDR 7,000	Jellycious
58	20 Mei 2025	IDR 5,000	Jeruk Peras
59	20 Mei 2025	IDR 5,000	Jeruk Peras
60	20 Mei 2025	IDR 6,000	Sprite Sunset
61	20 Mei 2025	IDR 5,000	Jeruk Peras
62	20 Mei 2025	IDR 7,000	Jellycious
63	20 Mei 2025	IDR 7,000	Jellycious
64	20 Mei 2025	IDR 6,000	Sprite Sunset
65	20 Mei 2025	IDR 7,000	Jellycious
66	20 Mei 2025	IDR 5,000	Jeruk Peras
67	20 Mei 2025	IDR 6,000	Sprite Sunset
68	20 Mei 2025	IDR 7,000	Jellycious
69	20 Mei 2025	IDR 5,000	Jeruk Peras
70	20 Mei 2025	IDR 7,000	Jellycious
71	20 Mei 2025	IDR 6,000	Sprite Sunset
72	20 Mei 2025	IDR 5,000	Jeruk Peras
73	20 Mei 2025	IDR 7,000	Jellycious
74	20 Mei 2025	IDR 5,000	Jeruk Peras
75	20 Mei 2025	IDR 5,000	Jeruk Peras
76	20 Mei 2025	IDR 5,000	Jeruk Peras
77	20 Mei 2025	IDR 6,000	Sprite Sunset
78	20 Mei 2025	IDR 5,000	Jeruk Peras
79	20 Mei 2025	IDR 6,000	Sprite Sunset
80	20 Mei 2025	IDR 7,000	Jellycious
81	20 Mei 2025	IDR 5,000	Jeruk Peras
82	20 Mei 2025	IDR 5,000	Jeruk Peras
83	20 Mei 2025	IDR 6,000	Sprite Sunset
84	20 Mei 2025	IDR 5,000	Jeruk Peras
85	20 Mei 2025	IDR 7,000	Jellycious
86	20 Mei 2025	IDR 7,000	Jellycious
87	20 Mei 2025	IDR 5,000	Jeruk Peras
88	20 Mei 2025	IDR 5,000	Jeruk Peras
89	20 Mei 2025	IDR 6,000	Sprite Sunset
Total		IDR 520,000	

Day 2 (21 May 2025)

Day 2			
No	Date	Income	Varian
1	21 Mei 2025	IDR 7,000	Jellycious
2	21 Mei 2025	IDR 5,000	Jeruk Peras
3	21 Mei 2025	IDR 5,000	Jeruk Peras
4	21 Mei 2025	IDR 7,000	Jellycious
5	21 Mei 2025	IDR 6,000	Sprite Sunset
6	21 Mei 2025	IDR 7,000	Jellycious
7	21 Mei 2025	IDR 6,000	Sprite Sunset
8	21 Mei 2025	IDR 6,000	Sprite Sunset
9	21 Mei 2025	IDR 7,000	Jellycious
10	21 Mei 2025	IDR 6,000	Sprite Sunset
11	21 Mei 2025	IDR 7,000	Jellycious
12	21 Mei 2025	IDR 5,000	Jeruk Peras
13	21 Mei 2025	IDR 7,000	Jellycious
14	21 Mei 2025	IDR 5,000	Jeruk Peras
15	21 Mei 2025	IDR 6,000	Sprite Sunset
16	21 Mei 2025	IDR 6,000	Sprite Sunset
17	21 Mei 2025	IDR 6,000	Sprite Sunset
18	21 Mei 2025	IDR 7,000	Jellycious
19	21 Mei 2025	IDR 7,000	Jellycious
20	21 Mei 2025	IDR 6,000	Sprite Sunset
21	21 Mei 2025	IDR 6,000	Sprite Sunset
22	21 Mei 2025	IDR 6,000	Sprite Sunset
23	21 Mei 2025	IDR 5,000	Jeruk Peras
24	21 Mei 2025	IDR 6,000	Sprite Sunset
25	21 Mei 2025	IDR 7,000	Jellycious
26	21 Mei 2025	IDR 7,000	Jellycious
27	21 Mei 2025	IDR 6,000	Sprite Sunset
28	21 Mei 2025	IDR 6,000	Sprite Sunset
29	21 Mei 2025	IDR 6,000	Sprite Sunset
30	21 Mei 2025	IDR 6,000	Sprite Sunset
31	21 Mei 2025	IDR 6,000	Sprite Sunset
32	21 Mei 2025	IDR 6,000	Sprite Sunset
33	21 Mei 2025	IDR 6,000	Sprite Sunset
34	21 Mei 2025	IDR 6,000	Sprite Sunset
35	21 Mei 2025	IDR 7,000	Jellycious

36	21 Mei 2025	IDR 6,000	Sprite Sunset
37	21 Mei 2025	IDR 7,000	Jellycious
38	21 Mei 2025	IDR 6,000	Sprite Sunset
39	21 Mei 2025	IDR 7,000	Jellycious
40	21 Mei 2025	IDR 5,000	Jeruk Peras
41	21 Mei 2025	IDR 5,000	Jeruk Peras
42	21 Mei 2025	IDR 5,000	Jeruk Peras
43	21 Mei 2025	IDR 7,000	Jellycious
44	21 Mei 2025	IDR 5,000	Jeruk Peras
45	21 Mei 2025	IDR 7,000	Jellycious
46	21 Mei 2025	IDR 5,000	Jeruk Peras
47	21 Mei 2025	IDR 7,000	Jellycious
48	21 Mei 2025	IDR 6,000	Sprite Sunset
49	21 Mei 2025	IDR 5,000	Jeruk Peras
50	21 Mei 2025	IDR 6,000	Sprite Sunset
51	21 Mei 2025	IDR 5,000	Jeruk Peras
52	21 Mei 2025	IDR 6,000	Sprite Sunset
53	21 Mei 2025	IDR 7,000	Jellycious
54	21 Mei 2025	IDR 5,000	Jeruk Peras
55	21 Mei 2025	IDR 5,000	Jeruk Peras
56	21 Mei 2025	IDR 7,000	Jellycious
57	21 Mei 2025	IDR 7,000	Jellycious
58	21 Mei 2025	IDR 6,000	Sprite Sunset
59	21 Mei 2025	IDR 6,000	Sprite Sunset
60	21 Mei 2025	IDR 5,000	Jeruk Peras
61	21 Mei 2025	IDR 5,000	Jeruk Peras
62	21 Mei 2025	IDR 7,000	Jellycious
63	21 Mei 2025	IDR 5,000	Jeruk Peras
64	21 Mei 2025	IDR 7,000	Jellycious
65	21 Mei 2025	IDR 5,000	Jeruk Peras
66	21 Mei 2025	IDR 6,000	Sprite Sunset
67	21 Mei 2025	IDR 5,000	Jeruk Peras
68	21 Mei 2025	IDR 6,000	Sprite Sunset
Total		IDR 410,000	

Day 3 (22 May 2025)

Day 3			
No	Date	Income	Varian
1	22 Mei 2025	IDR 6,000	Sprite Sunset
2	22 Mei 2025	IDR 5,000	Jeruk Peras
3	22 Mei 2025	IDR 5,000	Jeruk Peras
4	22 Mei 2025	IDR 6,000	Sprite Sunset
5	22 Mei 2025	IDR 5,000	Jeruk Peras
6	22 Mei 2025	IDR 5,000	Jeruk Peras
7	22 Mei 2025	IDR 5,000	Jeruk Peras
8	22 Mei 2025	IDR 6,000	Sprite Sunset
9	22 Mei 2025	IDR 7,000	Jellycious
10	22 Mei 2025	IDR 7,000	Jellycious
11	22 Mei 2025	IDR 6,000	Sprite Sunset
12	22 Mei 2025	IDR 6,000	Sprite Sunset
13	22 Mei 2025	IDR 6,000	Sprite Sunset
14	22 Mei 2025	IDR 5,000	Jeruk Peras
15	22 Mei 2025	IDR 5,000	Jeruk Peras
16	22 Mei 2025	IDR 5,000	Jeruk Peras
17	22 Mei 2025	IDR 7,000	Jellycious
18	22 Mei 2025	IDR 7,000	Jellycious
19	22 Mei 2025	IDR 7,000	Jellycious
20	22 Mei 2025	IDR 6,000	Sprite Sunset
21	22 Mei 2025	IDR 7,000	Jellycious
22	22 Mei 2025	IDR 6,000	Sprite Sunset
23	22 Mei 2025	IDR 7,000	Jellycious
24	22 Mei 2025	IDR 7,000	Jellycious
25	22 Mei 2025	IDR 6,000	Sprite Sunset
26	22 Mei 2025	IDR 7,000	Jellycious
27	22 Mei 2025	IDR 6,000	Sprite Sunset
28	22 Mei 2025	IDR 5,000	Jeruk Peras
29	22 Mei 2025	IDR 6,000	Sprite Sunset
30	22 Mei 2025	IDR 5,000	Jeruk Peras
31	22 Mei 2025	IDR 6,000	Sprite Sunset
32	22 Mei 2025	IDR 6,000	Sprite Sunset
33	22 Mei 2025	IDR 5,000	Jeruk Peras
34	22 Mei 2025	IDR 6,000	Sprite Sunset
35	22 Mei 2025	IDR 5,000	Jeruk Peras
36	22 Mei 2025	IDR 7,000	Jellycious
37	22 Mei 2025	IDR 5,000	Jeruk Peras
38	22 Mei 2025	IDR 7,000	Jellycious
39	22 Mei 2025	IDR 6,000	Sprite Sunset
40	22 Mei 2025	IDR 7,000	Jellycious
41	22 Mei 2025	IDR 6,000	Sprite Sunset
42	22 Mei 2025	IDR 5,000	Jeruk Peras
43	22 Mei 2025	IDR 5,000	Jeruk Peras
44	22 Mei 2025	IDR 7,000	Jellycious
45	22 Mei 2025	IDR 6,000	Sprite Sunset

46	22 Mei 2025	IDR 5,000	Jeruk Peras
47	22 Mei 2025	IDR 7,000	Jellycious
48	22 Mei 2025	IDR 6,000	Sprite Sunset
49	22 Mei 2025	IDR 7,000	Jellycious
50	22 Mei 2025	IDR 5,000	Jeruk Peras
51	22 Mei 2025	IDR 6,000	Sprite Sunset
52	22 Mei 2025	IDR 7,000	Jellycious
53	22 Mei 2025	IDR 5,000	Jeruk Peras
54	22 Mei 2025	IDR 5,000	Jeruk Peras
55	22 Mei 2025	IDR 5,000	Jeruk Peras
56	22 Mei 2025	IDR 6,000	Sprite Sunset
57	22 Mei 2025	IDR 6,000	Sprite Sunset
58	22 Mei 2025	IDR 6,000	Sprite Sunset
59	22 Mei 2025	IDR 5,000	Jeruk Peras
60	22 Mei 2025	IDR 7,000	Jellycious
61	22 Mei 2025	IDR 6,000	Sprite Sunset
62	22 Mei 2025	IDR 6,000	Sprite Sunset
63	22 Mei 2025	IDR 6,000	Sprite Sunset
64	22 Mei 2025	IDR 7,000	Jellycious
65	22 Mei 2025	IDR 6,000	Sprite Sunset
66	22 Mei 2025	IDR 5,000	Jeruk Peras
67	22 Mei 2025	IDR 5,000	Jeruk Peras
68	22 Mei 2025	IDR 5,000	Jeruk Peras
69	22 Mei 2025	IDR 5,000	Jeruk Peras
70	22 Mei 2025	IDR 7,000	Jellycious
71	22 Mei 2025	IDR 7,000	Jellycious
72	22 Mei 2025	IDR 6,000	Sprite Sunset
73	22 Mei 2025	IDR 5,000	Jeruk Peras
74	22 Mei 2025	IDR 6,000	Sprite Sunset
75	22 Mei 2025	IDR 5,000	Jeruk Peras
76	22 Mei 2025	IDR 6,000	Sprite Sunset
77	22 Mei 2025	IDR 5,000	Jeruk Peras
78	22 Mei 2025	IDR 7,000	Jellycious
79	22 Mei 2025	IDR 7,000	Jellycious
80	22 Mei 2025	IDR 6,000	Sprite Sunset
81	22 Mei 2025	IDR 6,000	Sprite Sunset
82	22 Mei 2025	IDR 7,000	Jellycious
83	22 Mei 2025	IDR 6,000	Sprite Sunset
84	22 Mei 2025	IDR 6,000	Sprite Sunset
85	22 Mei 2025	IDR 5,000	Jeruk Peras
86	22 Mei 2025	IDR 5,000	Jeruk Peras
87	22 Mei 2025	IDR 7,000	Jellycious
88	22 Mei 2025	IDR 7,000	Jellycious
89	22 Mei 2025	IDR 6,000	Sprite Sunset
90	22 Mei 2025	IDR 6,000	Sprite Sunset
91	22 Mei 2025	IDR 5,000	Jeruk Peras
Total		IDR 540,000	

2. My Bingsoo

Expo Day (20-22 may 2025)

My Bingsoo Penjualan 3 hari Expo periode 20-22 mei			
No	Date	Income	Varian
1	20 Mei 2025	IDR 10,000	Coklat
2	20 Mei 2025	IDR 10,000	Coklat
3	20 Mei 2025	IDR 10,000	Mangga
4	20 Mei 2025	IDR 10,000	Taro
5	20 Mei 2025	IDR 10,000	Mangga
6	20 Mei 2025	IDR 10,000	Taro
7	20 Mei 2025	IDR 10,000	Strawberry
8	20 Mei 2025	IDR 10,000	Coklat
9	20 Mei 2025	IDR 10,000	Greentea
10	20 Mei 2025	IDR 10,000	Greentea
11	20 Mei 2025	IDR 10,000	Vanila
12	20 Mei 2025	IDR 10,000	Mangga
13	20 Mei 2025	IDR 10,000	Mangga
14	20 Mei 2025	IDR 10,000	Vanila
15	20 Mei 2025	IDR 10,000	Vanila
16	20 Mei 2025	IDR 10,000	Greentea
17	20 Mei 2025	IDR 10,000	Strawberry
18	20 Mei 2025	IDR 10,000	Strawberry
19	20 Mei 2025	IDR 10,000	Vanila
20	20 Mei 2025	IDR 10,000	Coklat
21	20 Mei 2025	IDR 10,000	Mangga
22	20 Mei 2025	IDR 10,000	Taro
23	20 Mei 2025	IDR 10,000	Coklat
24	20 Mei 2025	IDR 10,000	Taro
25	20 Mei 2025	IDR 10,000	Coklat
26	20 Mei 2025	IDR 10,000	Coklat
27	20 Mei 2025	IDR 10,000	Greentea
28	20 Mei 2025	IDR 10,000	Greentea
29	20 Mei 2025	IDR 10,000	Greentea
30	20 Mei 2025	IDR 10,000	Taro
31	20 Mei 2025	IDR 10,000	Mangga
32	20 Mei 2025	IDR 10,000	Greentea
33	20 Mei 2025	IDR 10,000	Taro
34	20 Mei 2025	IDR 10,000	Strawberry
35	20 Mei 2025	IDR 10,000	Coklat
36	20 Mei 2025	IDR 10,000	Greentea
37	20 Mei 2025	IDR 10,000	Strawberry
38	20 Mei 2025	IDR 10,000	Taro
39	20 Mei 2025	IDR 10,000	Mangga
40	20 Mei 2025	IDR 10,000	Mangga
41	20 Mei 2025	IDR 10,000	Coklat
42	20 Mei 2025	IDR 10,000	Greentea
43	20 Mei 2025	IDR 10,000	Coklat
44	20 Mei 2025	IDR 10,000	Greentea
45	20 Mei 2025	IDR 10,000	Greentea
46	20 Mei 2025	IDR 10,000	Taro
47	20 Mei 2025	IDR 10,000	Mangga
48	20 Mei 2025	IDR 10,000	Coklat
49	20 Mei 2025	IDR 10,000	Mangga
50	20 Mei 2025	IDR 10,000	Strawberry
51	20 Mei 2025	IDR 10,000	Mangga
52	20 Mei 2025	IDR 10,000	Coklat
53	20 Mei 2025	IDR 10,000	Taro
54	20 Mei 2025	IDR 10,000	Taro
55	20 Mei 2025	IDR 10,000	Vanila
56	20 Mei 2025	IDR 10,000	Coklat
57	20 Mei 2025	IDR 10,000	Vanila
58	20 Mei 2025	IDR 10,000	Greentea
Total		IDR	580,000

No	Date	Income	Varian
1	21 Mei 2025	IDR 10,000	Vanila
2	21 Mei 2025	IDR 10,000	Vanila
3	21 Mei 2025	IDR 10,000	Coklat
4	21 Mei 2025	IDR 10,000	Mangga
5	21 Mei 2025	IDR 10,000	Strawberry
6	21 Mei 2025	IDR 10,000	Strawberry
7	21 Mei 2025	IDR 10,000	Vanila
8	21 Mei 2025	IDR 10,000	Vanila
9	21 Mei 2025	IDR 10,000	Taro
10	21 Mei 2025	IDR 10,000	Mangga
11	21 Mei 2025	IDR 10,000	Vanila
12	21 Mei 2025	IDR 10,000	Mangga
13	21 Mei 2025	IDR 10,000	Greentea
14	21 Mei 2025	IDR 10,000	Mangga
15	21 Mei 2025	IDR 10,000	Vanila
16	21 Mei 2025	IDR 10,000	Vanila
17	21 Mei 2025	IDR 10,000	Strawberry
18	21 Mei 2025	IDR 10,000	Coklat
19	21 Mei 2025	IDR 10,000	Vanila
20	21 Mei 2025	IDR 10,000	Strawberry
21	21 Mei 2025	IDR 10,000	Mangga
22	21 Mei 2025	IDR 10,000	Strawberry
23	21 Mei 2025	IDR 10,000	Vanila
24	21 Mei 2025	IDR 10,000	Mangga
25	21 Mei 2025	IDR 10,000	Coklat
26	21 Mei 2025	IDR 10,000	Mangga
27	21 Mei 2025	IDR 10,000	Strawberry
28	21 Mei 2025	IDR 10,000	Vanila
29	21 Mei 2025	IDR 10,000	Taro
30	21 Mei 2025	IDR 10,000	Vanila
31	21 Mei 2025	IDR 10,000	Taro
32	21 Mei 2025	IDR 10,000	Vanila
33	21 Mei 2025	IDR 10,000	Coklat
34	21 Mei 2025	IDR 10,000	Greentea
35	21 Mei 2025	IDR 10,000	Greentea
36	21 Mei 2025	IDR 10,000	Coklat
37	21 Mei 2025	IDR 10,000	Taro
38	21 Mei 2025	IDR 10,000	Taro
39	21 Mei 2025	IDR 10,000	Mangga
40	21 Mei 2025	IDR 10,000	Strawberry
41	21 Mei 2025	IDR 10,000	Greentea
42	21 Mei 2025	IDR 10,000	Greentea
43	21 Mei 2025	IDR 10,000	Coklat
44	21 Mei 2025	IDR 10,000	Vanila
45	21 Mei 2025	IDR 10,000	Greentea
46	21 Mei 2025	IDR 10,000	Strawberry
47	21 Mei 2025	IDR 10,000	Coklat
48	21 Mei 2025	IDR 10,000	Greentea
49	21 Mei 2025	IDR 10,000	Coklat
50	21 Mei 2025	IDR 10,000	Vanila
51	21 Mei 2025	IDR 10,000	Taro
52	21 Mei 2025	IDR 10,000	Strawberry
53	21 Mei 2025	IDR 10,000	Vanila
54	21 Mei 2025	IDR 10,000	Mangga
55	21 Mei 2025	IDR 10,000	Taro
56	21 Mei 2025	IDR 10,000	Coklat
57	21 Mei 2025	IDR 10,000	Mangga
58	21 Mei 2025	IDR 10,000	Taro
59	21 Mei 2025	IDR 10,000	Mangga
60	21 Mei 2025	IDR 10,000	Vanila
61	21 Mei 2025	IDR 10,000	Coklat
62	21 Mei 2025	IDR 10,000	Coklat
63	21 Mei 2025	IDR 10,000	Strawberry
64	21 Mei 2025	IDR 10,000	Taro
65	21 Mei 2025	IDR 10,000	Mangga
Total		IDR	650,000

No	Date	Income	Varian
1	22 Mei 2025	IDR 10,000	Greentea
2	22 Mei 2025	IDR 10,000	Mangga
3	22 Mei 2025	IDR 10,000	Strawberry
4	22 Mei 2025	IDR 10,000	Strawberry
5	22 Mei 2025	IDR 10,000	Greentea
6	22 Mei 2025	IDR 10,000	Vanila
7	22 Mei 2025	IDR 10,000	Greentea
8	22 Mei 2025	IDR 10,000	Greentea
9	22 Mei 2025	IDR 10,000	Vanila
10	22 Mei 2025	IDR 10,000	Mangga
11	22 Mei 2025	IDR 10,000	Mangga
12	22 Mei 2025	IDR 10,000	Taro
13	22 Mei 2025	IDR 10,000	Strawberry
14	22 Mei 2025	IDR 10,000	Coklat
15	22 Mei 2025	IDR 10,000	Coklat
16	22 Mei 2025	IDR 10,000	Taro
17	22 Mei 2025	IDR 10,000	Greentea
18	22 Mei 2025	IDR 10,000	Vanila
19	22 Mei 2025	IDR 10,000	Strawberry
20	22 Mei 2025	IDR 10,000	Taro
21	22 Mei 2025	IDR 10,000	Vanila
22	22 Mei 2025	IDR 10,000	Strawberry
23	22 Mei 2025	IDR 10,000	Taro
24	22 Mei 2025	IDR 10,000	Taro
25	22 Mei 2025	IDR 10,000	Greentea
26	22 Mei 2025	IDR 10,000	Taro
27	22 Mei 2025	IDR 10,000	Greentea
28	22 Mei 2025	IDR 10,000	Greentea
29	22 Mei 2025	IDR 10,000	Coklat
30	22 Mei 2025	IDR 10,000	Coklat
31	22 Mei 2025	IDR 10,000	Greentea
32	22 Mei 2025	IDR 10,000	Greentea
33	22 Mei 2025	IDR 10,000	Mangga
34	22 Mei 2025	IDR 10,000	Vanila
35	22 Mei 2025	IDR 10,000	Strawberry
36	22 Mei 2025	IDR 10,000	Vanila
37	22 Mei 2025	IDR 10,000	Mangga
38	22 Mei 2025	IDR 10,000	Strawberry
39	22 Mei 2025	IDR 10,000	Mangga
40	22 Mei 2025	IDR 10,000	Taro
41	22 Mei 2025	IDR 10,000	Vanila
42	22 Mei 2025	IDR 10,000	Coklat
43	22 Mei 2025	IDR 10,000	Coklat
44	22 Mei 2025	IDR 10,000	Vanila
45	22 Mei 2025	IDR 10,000	Coklat
46	22 Mei 2025	IDR 10,000	Vanila
47	22 Mei 2025	IDR 10,000	Mangga
48	22 Mei 2025	IDR 10,000	Taro
49	22 Mei 2025	IDR 10,000	Mangga
50	22 Mei 2025	IDR 10,000	Greentea
51	22 Mei 2025	IDR 10,000	Vanila
52	22 Mei 2025	IDR 10,000	Greentea
53	22 Mei 2025	IDR 10,000	Strawberry
54	22 Mei 2025	IDR 10,000	Mangga
55	22 Mei 2025	IDR 10,000	Vanila
56	22 Mei 2025	IDR 10,000	Vanila
57	22 Mei 2025	IDR 10,000	Greentea
58	22 Mei 2025	IDR 10,000	Greentea
59	22 Mei 2025	IDR 10,000	Strawberry
60	22 Mei 2025	IDR 10,000	Mangga
61	22 Mei 2025	IDR 10,000	Coklat
62	22 Mei 2025	IDR 10,000	Vanila
63	22 Mei 2025	IDR 10,000	Greentea
64	22 Mei 2025	IDR 10,000	Vanila
65	22 Mei 2025	IDR 10,000	Taro
66	22 Mei 2025	IDR 10,000	Greentea
67	22 Mei 2025	IDR 10,000	Greentea
68	22 Mei 2025	IDR 10,000	Mangga
69	22 Mei 2025	IDR 10,000	Taro
70	22 Mei 2025	IDR 10,000	Vanila
71	22 Mei 2025	IDR 10,000	Mangga
72	22 Mei 2025	IDR 10,000	Coklat
73	22 Mei 2025	IDR 10,000	Mangga
74	22 Mei 2025	IDR 10,000	Taro
75	22 Mei 2025	IDR 10,000	Mangga
76	22 Mei 2025	IDR 10,000	Strawberry
77	22 Mei 2025	IDR 10,000	Coklat
78	22 Mei 2025	IDR 10,000	Taro
79	22 Mei 2025	IDR 10,000	Coklat
80	22 Mei 2025	IDR 10,000	Greentea
Total		IDR	800,000

Appendix 7. Financial Balance Sheet Report Period May 2025 of Jellycious and My Bingsoo

1. Jellycious

Neraca Akhir UMKM Jellycious Periode April 2025			
Aktiva		Passiva	
Kas	IDR 4,500,000	Modal	IDR 8,198,000
Persediaan Bahan Baku	IDR 160,000		
Perlengkapan	IDR 1,200,000		
Peralatan Produksi	IDR 2,210,000		
Peny. Peralatan Produksi	IDR 128,000		
	IDR 8,198,000		

2. My Bingsoo

Neraca Akhir My Bingsoo Periode April 2025			
Aktiva		Passiva	
Kas	IDR 5,000,000	Modal	IDR 8,832,000
Persediaan Bahan Baku	IDR 282,000		
Perlengkapan	IDR 1,550,000		
Peralatan Produksi	IDR 2,000,000		
	IDR 8,832,000		

Appendix 8. Cashflow Period May 2025 of Jellycious and My Bingsoo

1. Jellycious

Cashflow UMKM Jellycious Periode Mei 2025									
No	Keterangan	Debit	Kredit	Saldo					
1/5/2025	Saldo Awal			IDR 4.500.000					
1/5/2025	Tunai Sealer	IDR 40.000	IDR 4.460.000						
1/5/2025	Sedotan Plastik@500	IDR 15.000	IDR 4.445.000						
1/5/2025	Pembelian cup 16 oz	IDR 495.000	IDR 3.950.000						
1/5/2025	Pembelian cup 14 oz	IDR 490.000	IDR 3.460.000						
1/5/2025	Plastik	IDR 30.000	IDR 3.430.000						
1/5/2025	Es Batu	IDR 10.000	IDR 3.420.000						
1/5/2025	Sirup Coco Pandan	IDR 15.000	IDR 3.405.000						
1/5/2025	Sirup Jeruk	IDR 15.000	IDR 3.390.000						
1/5/2025	Sirup Nenas	IDR 15.000	IDR 3.375.000						
1/5/2025	Sirup Strawberry	IDR 15.000	IDR 3.360.000						
1/5/2025	Sirup Melon	IDR 15.000	IDR 3.345.000						
1/5/2025	Sirup Mangga	IDR 15.000	IDR 3.330.000						
1/5/2025	Sirup Leci	IDR 15.000	IDR 3.315.000						
1/5/2025	Sirup Sirsak	IDR 15.000	IDR 3.300.000						
1/5/2025	Sirup Jambu Biji	IDR 15.000	IDR 3.285.000						
1/5/2025	Sprite 1,5lt x 3	IDR 75.000	IDR 3.210.000						
1/5/2025	Jeruk@2kg	IDR 30.000	IDR 3.180.000						
1/5/2025	Selai Rasa Mangga@250gr	IDR 8.000	IDR 3.172.000						
1/5/2025	Selai Rasa Strawberry@250gr	IDR 8.000	IDR 3.164.000						
1/5/2025	Selai Rasa Durian@250gr	IDR 8.000	IDR 3.156.000						
1/5/2025	Selai Rasa Anggur@250gr	IDR 8.000	IDR 3.148.000						
1/5/2025	Selai Rasa Melon@250gr	IDR 8.000	IDR 3.140.000						
1/5/2025	Gula@2kg	IDR 40.000	IDR 3.100.000						
1/5/2025	Susu Fullcream @6hr	IDR 150.000	IDR 2.950.000						
1/5/2025	Nutrijell Rasa Mangga	IDR 3.000	IDR 2.947.000						
1/5/2025	Nutrijell Rasa Strawberry	IDR 3.000	IDR 2.944.000						
1/5/2025	Nutrijell Rasa Anggur	IDR 3.000	IDR 2.941.000						
1/5/2025	Nutrijell Rasa Melon	IDR 3.000	IDR 2.938.000						
1/5/2025	Nutrijell Plain	IDR 3.000	IDR 2.935.000						
1/5/2025	Bubuk Minuman Rasa Mangga@25grx15	IDR 30.000	IDR 2.905.000						
1/5/2025	Bubuk Minuman Rasa Strawberry@25grx15	IDR 30.000	IDR 2.875.000						
1/5/2025	Bubuk Minuman Rasa Anggur@25grx15	IDR 30.000	IDR 2.845.000						
1/5/2025	Bubuk Minuman Rasa Melon@25grx15	IDR 30.000	IDR 2.815.000						
1/5/2025	Bubuk Minuman Rasa Durian@25grx15	IDR 30.000	IDR 2.785.000						
1/5/2025	Pendapatan Penjualan 1/5/2025	IDR 162.000	IDR 2.947.000						
1/5/2025	Listrik	IDR 20.000	IDR 2.927.000						
1/5/2025	Lemon	IDR 40.000	IDR 2.887.000						
1/5/2025	Selasih	IDR 5.000	IDR 2.882.000						
2/5/2025	Pendapatan Penjualan 02/05/2025	IDR 167.000	IDR 3.049.000						
2/5/2025	Es Batu	IDR 10.000	IDR 3.039.000						
2/5/2025	Jeruk@2kg	IDR 30.000	IDR 3.009.000						
2/5/2025	Listrik	IDR 20.000	IDR 2.989.000						
3/5/2025	Pendapatan Penjualan 03/05/2025	IDR 154.000	IDR 3.143.000						
3/5/2025	Es Batu	IDR 10.000	IDR 3.133.000						
3/5/2025	Jeruk@2kg	IDR 30.000	IDR 3.103.000						
3/6/2025	Listrik	IDR 20.000	IDR 3.083.000						
4/5/2025	Pendapatan Penjualan 04/05/2025	IDR 181.000	IDR 3.264.000						
4/5/2025	Es Batu	IDR 10.000	IDR 3.254.000						
4/5/2025	Jeruk@2kg	IDR 30.000	IDR 3.224.000						
4/5/2025	Listrik	IDR 20.000	IDR 3.204.000						
5/5/2025	Pendapatan Penjualan 05/05/2025	IDR 164.000	IDR 3.368.000						
5/5/2025	Es Batu	IDR 10.000	IDR 3.358.000						
5/5/2025	Jeruk@2kg	IDR 30.000	IDR 3.328.000						
5/5/2025	Listrik	IDR 20.000	IDR 3.308.000						
6/5/2025	Pendapatan Penjualan 06/05/2025	IDR 165.000	IDR 3.473.000						
6/5/2025	Es Batu	IDR 10.000	IDR 3.463.000						
6/5/2025	Jeruk@2kg	IDR 30.000	IDR 3.433.000						
6/5/2025	Listrik	IDR 20.000	IDR 3.413.000						
7/5/2025	Pendapatan Penjualan 07/05/2025	IDR 153.000	IDR 3.566.000						
7/5/2025	Es Batu	IDR 10.000	IDR 3.556.000						
7/5/2025	Jeruk@3kg	IDR 45.000	IDR 3.511.000						
7/5/2025	Listrik	IDR 20.000	IDR 3.491.000						
8/5/2025	Pendapatan Penjualan 08/05/2025	IDR 182.000	IDR 3.673.000						
8/5/2025	Es Batu	IDR 10.000	IDR 3.663.000						
8/5/2025	Jeruk@2kg	IDR 30.000	IDR 3.633.000						
8/5/2025	Listrik	IDR 20.000	IDR 3.613.000						
8/5/2025	Sprite 1,5lt x 15	IDR 375.000	IDR 3.238.000						
8/5/2025	Selai Rasa Anggur@250gr	IDR 8.000	IDR 3.230.000						
8/5/2025	Selai Rasa Melon@250gr	IDR 8.000	IDR 3.222.000						
8/5/2025	Gula@2kg	IDR 40.000	IDR 3.182.000						
8/5/2025	Air Galon	IDR 5.000	IDR 3.177.000						
8/5/2025	Susu Fullcream @6hr	IDR 150.000	IDR 3.027.000						
8/5/2025	Bubuk Minuman Rasa Mangga@25grx15	IDR 30.000	IDR 2.997.000						
8/5/2025	Bubuk Minuman Rasa Strawberry@25grx15	IDR 30.000	IDR 2.967.000						
8/5/2025	Bubuk Minuman Rasa Anggur@25grx15	IDR 30.000	IDR 2.937.000						
8/5/2025	Bubuk Minuman Rasa Melon@25grx15	IDR 30.000	IDR 2.907.000						
8/5/2025	Bubuk Minuman Rasa Durian@25grx15	IDR 30.000	IDR 2.877.000						
8/5/2025	Nutrijell Rasa Mangga	IDR 3.000	IDR 2.874.000						
8/5/2025	Nutrijell Rasa Strawberry	IDR 3.000	IDR 2.871.000						
8/5/2025	Nutrijell Rasa Anggur	IDR 3.000	IDR 2.868.000						
8/5/2025	Nutrijell Rasa Melon	IDR 3.000	IDR 2.865.000						
8/5/2025	Nutrijell Plain	IDR 3.000	IDR 2.862.000						
8/5/2025	Lemon	IDR 40.000	IDR 2.822.000						
9/5/2025	Pendapatan Penjualan 09/05/2025	IDR 164.000	IDR 2.986.000						
9/5/2025	Listrik	IDR 20.000	IDR 2.966.000						
9/5/2025	Es Batu	IDR 10.000	IDR 2.956.000						
9/5/2025	Jeruk@2kg	IDR 30.000	IDR 2.926.000						
10/5/2025	Pendapatan Penjualan 10/05/2025	IDR 171.000	IDR 3.097.000						
10/5/2025	Listrik	IDR 20.000	IDR 3.077.000						
10/5/2025	Es Batu	IDR 10.000	IDR 3.067.000						
10/5/2025	Jeruk@2kg	IDR 30.000	IDR 3.037.000						
11/5/2025	Pendapatan Penjualan 11/05/2025	IDR 181.000	IDR 3.218.000						
11/5/2025	Listrik	IDR 20.000	IDR 3.198.000						
11/5/2025	Es Batu	IDR 10.000	IDR 3.188.000						
11/5/2025	Jeruk@2kg	IDR 30.000	IDR 3.158.000						
12/5/2025	Pendapatan Penjualan 12/05/2025	IDR 154.000	IDR 3.312.000						
12/5/2025	Listrik	IDR 20.000	IDR 3.292.000						
12/5/2025	Es Batu	IDR 10.000	IDR 3.282.000						
12/5/2025	Jeruk@2kg	IDR 30.000	IDR 3.252.000						
13/5/2025	Pendapatan Penjualan 13/05/2025	IDR 164.000	IDR 3.416.000						
13/5/2025	Listrik	IDR 20.000	IDR 3.396.000						
13/5/2025	Es Batu	IDR 10.000	IDR 3.386.000						
13/5/2025	Jeruk@2kg	IDR 30.000	IDR 3.356.000						
14/5/2025	Pendapatan Penjualan 14/05/2025	IDR 178.000	IDR 3.534.000						
14/5/2025	Listrik	IDR 20.000	IDR 3.514.000						
14/5/2025	Es Batu		IDR 10.000	IDR 3.504.000					
14/5/2025	Jeruk@2kg		IDR 30.000	IDR 3.474.000					
15/5/2025	Pendapatan Penjualan 15/05/2025	IDR 184.000	IDR 3.658.000						
15/5/2025	Listrik		IDR 20.000	IDR 3.638.000					
15/5/2025	Es Batu		IDR 10.000	IDR 3.628.000					
15/5/2025	Jeruk@2kg		IDR 30.000	IDR 3.598.000					
16/5/2025	Pendapatan Penjualan 16/05/2025	IDR 163.000	IDR 3.761.000						
16/5/2025	Listrik	IDR 20.000	IDR 3.741.000						
16/5/2025	Es Batu		IDR 10.000	IDR 3.731.000					
16/5/2025	Jeruk@2kg		IDR 30.000	IDR 3.701.000					
16/5/2025	Gula@2kg		IDR 40.000	IDR 3.661.000					
16/5/2025	Air Galon		IDR 5.000	IDR 3.656.000					
16/5/2025	Bubuk Minuman Rasa Mangga@25grx20		IDR 40.000	IDR 3.616.000					
16/5/2025	Bubuk Minuman Rasa Strawberry@25grx20		IDR 40.000	IDR 3.576.000					
16/5/2025	Bubuk Minuman Rasa Anggur@25grx20		IDR 40.000	IDR 3.536.000					
16/5/2025	Bubuk Minuman Rasa Melon@25grx20		IDR 40.000	IDR 3.496.000					
16/5/2025	Bubuk Minuman Rasa Durian@25grx20		IDR 40.000	IDR 3.456.000					
16/5/2025	Susu Fullcream @6hr		IDR 150.000	IDR 3.306.000					
16/5/2025	Selai Rasa Mangga@250gr		IDR 8.000	IDR 3.298.000					
16/5/2025	Selai Rasa Strawberry@250gr		IDR 8.000	IDR 3.290.000					
16/5/2025	Selai Rasa Durian@250gr		IDR 8.000	IDR 3.282.000					
16/5/2025	Selai Rasa Anggur@250gr		IDR 8.000	IDR 3.274.000					
16/5/2025	Selai Rasa Melon@250gr		IDR 8.000	IDR 3.266.000					
16/5/2025	Selasih		IDR 5.000	IDR 3.261.000					
16/5/2025	Sprite 1,5lt x 20		IDR 500.000	IDR 2.761.000					
16/5/2025	Nutrijell Rasa Mangga		IDR 3.000	IDR 2.758.000					
16/5/2025	Nutrijell Rasa Strawberry		IDR 3.000	IDR 2.755.000					
16/5/2025	Nutrijell Rasa Anggur		IDR 3.000	IDR 2.752.000					
16/5/2025	Nutrijell Rasa Melon		IDR 3.000	IDR 2.749.000					
16/5/2025	Nutrijell Plain		IDR 3.000	IDR 2.746.000					
17/5/2025	Pendapatan Penjualan 17/05/2025	IDR 171.000	IDR 2.917.000						
17/5/2025	Listrik	IDR 20.000	IDR 2.897.000						
17/5/2025	Es Batu		IDR 10.000	IDR 2.887.000					
17/5/2025	Jeruk@2kg		IDR 30.000	IDR 2.857.000					
18/5/2025	Pendapatan Penjualan 18/05/2025	IDR 154.000	IDR 3.011.000						
18/5/2025	Listrik	IDR 20.000	IDR 2.991.000						
18/5/2025	Es Batu		IDR 10.000	IDR 2.981.000					
18/5/2025	Jeruk@2kg		IDR 30.000	IDR 2.951.000					
18/5/2025	Sirup Coco Pandan		IDR 15.000	IDR 2.936.000					
18/5/2025	Sirup Jeruk		IDR 15.000	IDR 2.921.000					

2. My Bingsoo

My Bingsoo Periode Mei 2025				
Tanggal	Keterangan	Debit	Kredit	Saldo
1/5/2025	Saldo Awal			IDR 5,000,000
1/5/2025	Listrik		IDR 50,000	IDR 4,950,000
1/5/2025	Pendapatan Penjualan Harian 01/05/2025	IDR 210,000		IDR 5,160,000
1/5/2025	Chocolate Flavor@65.000		IDR 65,000	IDR 5,095,000
1/5/2025	Vanilla Flavor@65.000		IDR 65,000	IDR 5,030,000
1/5/2025	Taro Flavor@65.000		IDR 65,000	IDR 4,965,000
1/5/2025	Strawberry Flavor@65.000		IDR 65,000	IDR 4,900,000
1/5/2025	Choco		IDR 25,000	IDR 4,875,000
1/5/2025	Choco Crunch		IDR 45,000	IDR 4,830,000
1/5/2025	Choco Chips		IDR 35,000	IDR 4,795,000
1/5/2025	Jelly Mangga		IDR 20,000	IDR 4,775,000
1/5/2025	Chocolatos		IDR 40,000	IDR 4,735,000
1/5/2025	Plastik		IDR 30,000	IDR 4,705,000
1/5/2025	Sendok Plastik@12.000x10		IDR 120,000	IDR 4,585,000
1/5/2025	Cup@25.000x10		IDR 250,000	IDR 4,335,000
1/5/2025	Tutup cup @5000x10		IDR 50,000	IDR 4,285,000
1/5/2025	Galon @5000		IDR 10,000	IDR 4,275,000
2/5/2025	Pendapatan Penjualan 02/05/2025	IDR 250,000		IDR 4,525,000
3/5/2025	Pendapatan Penjualan 03/05/2025	IDR 230,000		IDR 4,755,000
4/5/2025	Pendapatan Penjualan 04/05/2025	IDR 270,000		IDR 5,025,000
5/5/2025	Pendapatan Penjualan 05/05/2025	IDR 220,000		IDR 5,245,000
6/5/2025	Pendapatan Penjualan 06/05/2025	IDR 290,000		IDR 5,535,000
7/5/2025	Pendapatan Penjualan 07/05/2025	IDR 240,000		IDR 5,775,000
8/5/2025	Pendapatan Penjualan 08/05/2025	IDR 260,000		IDR 6,035,000
8/5/2025	Galon @5000		IDR 10,000	IDR 6,025,000
9/5/2025	Pendapatan Penjualan 09/05/2025	IDR 220,000		IDR 6,245,000
9/5/2025	Chocolate Flavor@65.000		IDR 65,000	IDR 6,180,000
9/5/2025	Strawberry Flavor@65.000		IDR 65,000	IDR 6,115,000
9/5/2025	Greentea Flavor@65.000		IDR 65,000	IDR 6,050,000
9/5/2025	Mangga Flavor@65.000		IDR 65,000	IDR 5,985,000
10/5/2025	Pendapatan Penjualan 10/05/2025	IDR 280,000		IDR 6,265,000
11/5/2025	Pendapatan Penjualan 11/05/2025	IDR 200,000		IDR 6,465,000
12/5/2025	Pendapatan Penjualan 12/05/2025	IDR 250,000		IDR 6,715,000
13/5/2025	Pendapatan Penjualan 13/05/2025	IDR 240,000		IDR 6,955,000
14/5/2025	Pendapatan Penjualan 14/05/2025	IDR 290,000		IDR 7,245,000
15/5/2025	Pendapatan Penjualan 15/05/2025	IDR 220,000		IDR 7,465,000
15/5/2025	Galon @5000		IDR 10,000	IDR 7,455,000
16/5/2025	Pendapatan Penjualan 16/05/2025	IDR 270,000		IDR 7,725,000
17/5/2025	Pendapatan Penjualan 17/05/2025	IDR 240,000		IDR 7,965,000
18/5/2025	Pendapatan Penjualan 18/05/2025	IDR 260,000		IDR 8,225,000
19/5/2025	Pendapatan Penjualan 19/05/2025	IDR 230,000		IDR 8,455,000
19/5/2025	Chocolate Flavor@65.000		IDR 130,000	IDR 8,325,000
19/5/2025	Taro Flavor@65.000		IDR 130,000	IDR 8,195,000
19/5/2025	Strawberry Flavor@65.000		IDR 130,000	IDR 8,065,000
19/5/2025	Greentea Flavor@65.000		IDR 130,000	IDR 7,935,000
19/5/2025	Mangga Flavor@65.000		IDR 130,000	IDR 7,805,000
19/5/2025	Cup@25.000x5		IDR 125,000	IDR 7,680,000
19/5/2025	Tutup cup @5000x5		IDR 25,000	IDR 7,655,000
19/5/2025	Sendok Plastik@12.000x5		IDR 60,000	IDR 7,595,000
19/5/2025	Plastik		IDR 15,000	IDR 7,580,000
19/5/2025	Galon @5000		IDR 10,000	IDR 7,570,000
19/5/2025	Sponge Strawberry		IDR 55,000	IDR 7,515,000
19/5/2025	Choco		IDR 25,000	IDR 7,490,000
19/5/2025	Choco Crunch		IDR 45,000	IDR 7,445,000
19/5/2025	Choco Chips		IDR 35,000	IDR 7,410,000
19/5/2025	Jelly Mangga		IDR 20,000	IDR 7,390,000
19/5/2025	Chocolatos		IDR 40,000	IDR 7,350,000
19/5/2025	Susu Kental Manis		IDR 25,000	IDR 7,325,000
20/5/2025	Pendapatan Penjualan (Expo day 1)	IDR 580,000		IDR 7,905,000
21/5/2025	Pendapatan Penjualan (Expo day 2)	IDR 650,000		IDR 8,555,000
22/5/2025	Pendapatan Penjualan (Expo day 3)	IDR 800,000		IDR 9,355,000
22/5/2025	Gaji Karyawan		IDR 300,000	IDR 9,055,000
23/5/2025	Pendapatan Penjualan 23/05/2025	IDR 230,000		IDR 9,285,000
23/5/2025	Chocolate Flavor@65.000		IDR 65,000	IDR 9,220,000
23/5/2025	Vanilla Flavor@65.000		IDR 65,000	IDR 9,155,000
23/5/2025	Taro Flavor@65.000		IDR 65,000	IDR 9,090,000
23/5/2025	Greentea Flavor@65.000		IDR 65,000	IDR 9,025,000
23/5/2025	Mangga Flavor@65.000		IDR 65,000	IDR 8,960,000
23/5/2025	Sponge Strawberry		IDR 55,000	IDR 8,905,000
23/5/2025	Choco		IDR 25,000	IDR 8,880,000
23/5/2025	Choco Chips		IDR 35,000	IDR 8,845,000
23/5/2025	Jelly Mangga		IDR 20,000	IDR 8,825,000
23/5/2025	Plastik		IDR 15,000	IDR 8,810,000
23/5/2025	Sendok Plastik@12.000x4		IDR 48,000	IDR 8,762,000
23/5/2025	Cup@25.000x5		IDR 75,000	IDR 8,687,000
23/5/2026	Tutup cup @5000x5		IDR 25,000	IDR 8,662,000
23/5/2025	Galon @5000		IDR 10,000	IDR 8,652,000
23/5/2025	Susu Kental Manis		IDR 25,000	IDR 8,627,000
24/5/2025	Pendapatan Penjualan 24/05/2025	IDR 260,000		IDR 8,887,000
25/5/2025	Pendapatan Penjualan 25/05/2025	IDR 250,000		IDR 9,137,000
26/5/2025	Pendapatan Penjualan 26/05/2025	IDR 220,000		IDR 9,357,000
27/5/2025	Pendapatan Penjualan 27/05/2025	IDR 290,000		IDR 9,647,000
28/5/2025	Pendapatan Penjualan 28/05/2025	IDR 240,000		IDR 9,887,000
29/5/2025	Pendapatan Penjualan 29/05/2025	IDR 270,000		IDR 10,157,000
30/5/2025	Pendapatan Penjualan 30/05/2025	IDR 260,000		IDR 10,417,000
31/5/2025	Pendapatan Penjualan 31/05/2025	IDR 230,000		IDR 10,647,000
31/5/2025	Biaya Peny. Peralatan	IDR 80,000		IDR 10,727,000
	Total			IDR 10,727,000

Appendix 9.General Journal Period May 2025

1. Jellycious

Jurnal Umum UMKM Jellycious Periode Mei 2025			
Tanggal	Uraian	Ref/Debit	Kredit
1/5/2025	Persediaan Perengkapan - Tutup Scaler	IDR 40,000	
	Kas		IDR 40,000
	(Pembelian Perengkapan - Tutup Scaler)		
1/5/2025	Persediaan Perengkapan - Sedotan Plastik @ 500	IDR 15,000	
	Kas		IDR 15,000
	(Pembelian Perengkapan - Sedotan Plastik @ 500)		
1/5/2025	Persediaan Bahan Baku - Cup 16 oz	IDR 495,000	
	Kas		IDR 495,000
	(Perengkapan - Cup 160z)		
1/5/2025	Persediaan Perengkapan - Cup 14 oz	IDR 490,000	
	Kas		IDR 490,000
	(Perengkapan - Cup 140z)		
	Persediaan Perengkapan - Plastik	IDR 30,000	
	Kas		IDR 30,000
	(Pembelian Perengkapan - Plastik)		
1/5/2025	Persediaan Bahan Baku - Es Batu	IDR 10,000	
	Kas		IDR 10,000
	(Pembelian BB Es Batu)		
1/5/2025	Persediaan Bahan Baku - Sirup Coco Pandan	IDR 15,000	
	Kas		IDR 15,000
	(Pembelian BB Sirup Coco Pandan)		
1/5/2025	Persediaan Bahan Baku - Sirup Jeruk	IDR 15,000	
	Kas		IDR 15,000
	(Pembelian BB Sirup Jeruk)		
1/5/2025	Persediaan Bahan Baku - Sirup Nenas	IDR 15,000	
	Kas		IDR 15,000
	(Pembelian BB Sirup Nenas)		
1/5/2025	Persediaan Bahan Baku - Sirup Strawberry	IDR 15,000	
	Kas		IDR 15,000
	(Pembelian BB Sirup Strawberry)		
1/5/2025	Persediaan Bahan Baku - Sirup Melon	IDR 15,000	
	Kas		IDR 15,000
	(Pembelian BB Sirup Melon)		
1/5/2025	Persediaan Bahan Baku - Sirup Mangga	IDR 15,000	
	Kas		IDR 15,000
	(Pembelian BB Sirup Mangga)		
1/5/2025	Persediaan Bahan Baku - Sirup Leci	IDR 15,000	
	Kas		IDR 15,000
	(Pembelian BB Sirup Leci)		
1/5/2025	Persediaan Bahan Baku - Sirup Sirsak	IDR 15,000	
	Kas		IDR 15,000
	(Pembelian BB Sirup Sirsak)		
1/5/2025	Persediaan Bahan Baku - Sirup Jambu Biji	IDR 15,000	
	Kas		IDR 15,000
	(Pembelian BB Sirup Jambu Biji)		
1/5/2025	Persediaan Bahan Baku - Sprite 1.5l	IDR 75,000	
	Kas		IDR 75,000
	(Pembelian BB Sprite 1.5l)		
1/5/2025	Persediaan Bahan Baku - Jeruk 2kg	IDR 30,000	
	Kas		IDR 30,000
	(Pembelian BB Sirup Jeruk 2kg)		
1/5/2025	Persediaan Bahan Baku - Seli Rasa Mangga	IDR 8,000	
	Kas		IDR 8,000
	(Pembelian BB Seli Rasa Mangga)		
1/5/2025	Persediaan Bahan Baku - Seli Rasa Strawberry	IDR 8,000	

	Kas		IDR 8,000
	(Pembelian BB Seli Rasa Strawberry)		
1/5/2025	Persediaan Bahan Baku - Seli Rasa Durian	IDR 8,000	
	Kas		IDR 8,000
	(Pembelian BB Seli Rasa Durian)		
1/5/2025	Persediaan Bahan Baku - Seli Rasa Anggur	IDR 8,000	
	Kas		IDR 8,000
	(Pembelian BB Seli Rasa Anggur)		
1/5/2025	Persediaan Bahan Baku - Seli Rasa Melon	IDR 8,000	
	Kas		IDR 8,000
	(Pembelian BB Seli Rasa Melon)		
1/5/2025	Persediaan Bahan Baku - Gula	IDR 40,000	
	Kas		IDR 40,000
	(Pembelian BB Gula)		
1/5/2025	Persediaan Bahan Baku - Susu Fullcream 6l	IDR 150,000	
	Kas		IDR 150,000
	(Pembelian BB Susu Fullcream 6l)		
1/5/2025	Persediaan Bahan Baku - Nutrifit rasa Mangga	IDR 3,000	
	Kas		IDR 3,000
	(Pembelian BB Nutrifit rasa Mangga)		
1/5/2025	Persediaan Bahan Baku - Nutrifit rasa Strawberry	IDR 3,000	
	Kas		IDR 3,000
	(Pembelian BB Nutrifit rasa Strawberry)		
1/5/2025	Persediaan Bahan Baku - Nutrifit rasa Anggur	IDR 3,000	
	Kas		IDR 3,000
	(Pembelian BB Nutrifit rasa Anggur)		
1/5/2025	Persediaan Bahan Baku - Nutrifit rasa Melon	IDR 3,000	
	Kas		IDR 3,000
	(Pembelian BB Nutrifit rasa Melon)		
1/5/2025	Persediaan Bahan Baku - Nutrifit rasa Plum	IDR 3,000	
	Kas		IDR 3,000
	(Pembelian BB Nutrifit rasa Plum)		
1/5/2025	Persediaan Bahan Baku - Bubuk Minuman Rasa Mangga	IDR 30,000	
	Kas		IDR 30,000
	(Pembelian BB Bubuk Minuman rasa Mangga)		
1/5/2025	Persediaan Bahan Baku - Bubuk Minuman Rasa Strawberry	IDR 30,000	
	Kas		IDR 30,000
	(Pembelian BB Bubuk Minuman rasa Strawberry)		
1/5/2025	Persediaan Bahan Baku - Bubuk Minuman Rasa Anggur	IDR 30,000	
	Kas		IDR 30,000
	(Pembelian BB Bubuk Minuman rasa Anggur)		
1/5/2025	Persediaan Bahan Baku - Bubuk Minuman Rasa Melon	IDR 30,000	
	Kas		IDR 30,000
	(Pembelian BB Bubuk Minuman rasa Melon)		
1/5/2025	Persediaan Bahan Baku - Bubuk Minuman Rasa Durian	IDR 30,000	
	Kas		IDR 30,000
	(Pembelian BB Bubuk Minuman rasa Durian)		
1/5/2025	Kas - Pendapatan Penjualan	IDR 165,000	
	(Pendapatan Penjualan 1 Mei)		
1/5/2025	Pembayaran Behan Listrik	IDR 20,000	
	Kas		IDR 20,000
	(Pembayaran Behan Listrik)		
1/5/2025	Persediaan Bahan Baku - Lemon	IDR 40,000	
	Kas		IDR 40,000
	(Pembelian BB Lemon)		
1/5/2025	Persediaan Bahan Baku - Selasih	IDR 5,000	
	Kas		IDR 5,000
	(Pembelian BB Selasih)		
2/5/2025	Kas - Pendapatan Penjualan	IDR 180,000	

	Pendapatan Penjualan		IDR 180,000
	(Pendapatan Penjualan 2 Mei)		
Persediaan Bahan Baku - Es Batu	IDR 10,000		
	Kas		IDR 10,000
	(Pembelian BB Es Batu)		
Persediaan Bahan Baku - Jeruk 2kg	IDR 30,000		
	Kas		IDR 30,000
	(Pembelian BB Sirup Jeruk 2kg)		
Pembayaran Behan Listrik	IDR 20,000		
	Kas		IDR 20,000
	(Pembayaran Behan Listrik)		
Kas - Pendapatan Penjualan	IDR 210,000		
	Pendapatan Penjualan		IDR 210,000
	(Pendapatan Penjualan 3 Mei)		
Persediaan Bahan Baku - Es Batu	IDR 10,000		
	Kas		IDR 10,000
	(Pembelian BB Es Batu)		
Persediaan Bahan Baku - Jeruk 2kg	IDR 30,000		
	Kas		IDR 30,000
	(Pembelian BB Jeruk 2kg)		
Pembayaran Behan Listrik	IDR 20,000		
	Kas		IDR 20,000
	(Pembayaran Behan Listrik)		
Kas - Pendapatan Penjualan	IDR 195,000		
	Pendapatan Penjualan		IDR 195,000
	(Pendapatan Penjualan 4 Mei)		
Persediaan Bahan Baku - Es Batu	IDR 10,000		
	Kas		IDR 10,000
	(Pembelian BB Es Batu)		
Persediaan Bahan Baku - Jeruk 2kg	IDR 30,000		
	Kas		IDR 30,000
	(Pembelian BB Jeruk 2kg)		
Pembayaran Behan Listrik	IDR 20,000		
	Kas		IDR 20,000
	(Pembayaran Behan Listrik)		
Kas - Pendapatan Penjualan	IDR 155,000		
	Pendapatan Penjualan		IDR 155,000
	(Pendapatan Penjualan 4 Mei)		
Persediaan Bahan Baku - Es Batu	IDR 10,000		
	Kas		IDR 10,000
	(Pembelian BB Es Batu)		
Persediaan Bahan Baku - Jeruk 2kg	IDR 30,000		
	Kas		IDR 30,000
	(Pembelian BB Jeruk 2kg)		
Pembayaran Behan Listrik	IDR 20,000		
	Kas		IDR 20,000
	(Pembayaran Behan Listrik)		
Kas - Pendapatan Penjualan	IDR 225,000		
	Pendapatan Penjualan		IDR 225,000
	(Pendapatan Penjualan 6 Mei)		
Persediaan Bahan Baku - Es Batu	IDR 10,000		
	Kas		IDR 10,000
	(Pembelian BB Es Batu)		
Persediaan Bahan Baku - Jeruk 2kg	IDR 30,000		
	Kas		IDR 30,000
	(Pembelian BB Jeruk 2kg)		
Pembayaran Behan Listrik	IDR 20,000		
	Kas		IDR 20,000
	(Pembayaran Behan Listrik)		
Kas - Pendapatan Penjualan	IDR 200,000		

	Pendapatan Penjualan		IDR 200,000
	(Pendapatan Penjualan 7 Mei)		
Persediaan Bahan Baku - Es Batu	IDR 10,000		
	Kas		IDR 10,000
	(Pembelian BB Es Batu)		
Persediaan Bahan Baku - Jeruk 3kg	IDR 45,000		
	Kas		IDR 45,000
	(Pembelian BB Jeruk 3kg)		
Pembayaran Behan Listrik	IDR 20,000		
	Kas		IDR 20,000
	(Pembayaran Behan Listrik)		
Kas - Pendapatan Penjualan	IDR 235,000		
	Pendapatan Penjualan		IDR 235,000
	(Pendapatan Penjualan 8 Mei)		
Persediaan Bahan Baku - Es Batu	IDR 10,000		
	Kas		IDR 10,000
	(Pembelian BB Es Batu)		
Persediaan Bahan Baku - Jeruk 2kg	IDR 30,000		
	Kas		IDR 30,000
	(Pembelian BB Jeruk 2kg)		
Pembayaran Behan Listrik	IDR 20,000		
	Kas		IDR 20,000
	(Pembayaran Behan Listrik)		
Kas - Pendapatan Penjualan	IDR 375,000		
	Pendapatan Penjualan		IDR 375,000
	(Pendapatan Penjualan 1 Mei)		
Persediaan Bahan Baku - Seli Rasa Anggur	IDR 8,000		
	Kas		IDR 8,000
	(Pembelian BB Seli Rasa Anggur)		
Persediaan Bahan Baku - Seli Rasa Melon	IDR 8,000		
	Kas		IDR 8,000
	(Pembelian BB Seli Rasa Melon)		
Persediaan Bahan Baku - Gula	IDR 40,000		
	Kas		IDR 40,000
	(Pembelian BB Gula)		
Persediaan Bahan Baku - Air Gula	IDR 5,000		
	Kas		IDR 5,000
	(Pembelian BB Air Gula)		
Persediaan Bahan Baku - Susu Fullcream 6l	IDR 150,000		
	Kas		IDR 150,000
	(Pembelian BB Susu Fullcream 6l)		
Persediaan Bahan Baku - Bubuk Minuman Rasa Mangga	IDR 30,000		
	Kas		IDR 30,000
	(Pembelian BB Bubuk Minuman rasa Mangga)		
Persediaan Bahan Baku - Bubuk Minuman Rasa Strawberry	IDR 30,000		
	Kas		IDR 30,000
	(Pembelian BB Bubuk Minuman rasa Strawberry)		
Persediaan Bahan Baku - Bubuk Minuman Rasa Anggur	IDR 30,000		
	Kas		IDR 30,000
	(Pembelian BB Bubuk Minuman rasa Anggur)		
Persediaan Bahan Baku - Bubuk Minuman Rasa Melon	IDR 30,000		
	Kas		IDR 30,000
	(Pembelian BB Bubuk Minuman rasa Melon)		
Persediaan Bahan Baku - Bubuk Minuman Rasa Durian	IDR 30,000		
	Kas		IDR 30,000
	(Pembelian BB Bubuk Minuman rasa Durian)		
1/5/2025	Kas - Pendapatan Penjualan	IDR 165,000	
	(Pendapatan Penjualan 1 Mei)		
1/5/2025	Pembayaran Behan Listrik	IDR 20,000	
	Kas		IDR 20,000
	(Pembayaran Behan Listrik)		
1/5/2025	Persediaan Bahan Baku - Lemon	IDR 40,000	
	Kas		IDR 40,000
	(Pembelian BB Lemon)		
1/5/2025	Persediaan Bahan Baku - Selasih	IDR 5,000	
	Kas		IDR 5,000
	(Pembelian BB Selasih)		
2/5/2025	Kas - Pendapatan Penjualan	IDR 180,000	

	Kas		IDR 15,000	
	(Pembelian BB Sirup Leci)			
	Persediaan Bahan Baku - Sirup Srsak	IDR 15,000		
	Kas		IDR 15,000	
	(Pembelian BB Sirup Srsak)			
	Persediaan Bahan Baku - Sirup Jambu Biji	IDR 15,000		
	Kas		IDR 15,000	
	(Pembelian BB Sirup Jambu Biji)			
	Kas - Pendapatan Penjualan	IDR 215,000		
	Pendapatan Penjualan		IDR 215,000	
	(Pendapatan Penjualan 19 Mei)			
	Pembayaran Beban Listrik	IDR 20,000		
	Kas		IDR 20,000	
	(Pembayaran Beban Listrik)			
	Persediaan Bahan Baku - Es Batu	IDR 10,000		
	Kas		IDR 10,000	
	(Pembelian BB Es Batu)			
	Persediaan Bahan Baku - Jeruk 2kg	IDR 30,000		
	Kas		IDR 30,000	
	(Pembelian BB Jeruk 2kg)			
	Kas - Pendapatan Penjualan	IDR 520,000		
	Pendapatan Penjualan		IDR 520,000	
	(Pendapatan Penjualan Expo Day 1, 20 Mei)			
	Persediaan Bahan Baku - Es Batu	IDR 22,000		
	Kas		IDR 22,000	
	(Pembelian BB Es Batu)			
	Persediaan Bahan Baku - Jeruk 5kg	IDR 75,000		
	Kas		IDR 75,000	
	(Pembelian BB Jeruk 5kg)			
	Kas - Pendapatan Penjualan	IDR 410,000		
	Pendapatan Penjualan		IDR 410,000	
	(Pendapatan Penjualan Expo Day 2, 21 Mei)			
	Persediaan Bahan Baku - Es Batu	IDR 22,000		
	Kas		IDR 22,000	
	(Pembelian BB Es Batu)			
	Persediaan Bahan Baku - Jeruk 5kg	IDR 75,000		
	Kas		IDR 75,000	
	(Pembelian BB Jeruk 5kg)			
	Kas - Pendapatan Penjualan	IDR 540,000		
	Pendapatan Penjualan		IDR 540,000	
	(Pendapatan Penjualan Expo Day 3, 22 Mei)			
	Persediaan Bahan Baku - Es Batu	IDR 28,000		
	Kas		IDR 28,000	
	(Pembelian BB Es Batu)			
	Persediaan Bahan Baku - Jeruk 6kg	IDR 90,000		
	Kas		IDR 90,000	
	(Pembelian BB Jeruk 6kg)			
	Kas - Pendapatan Penjualan	IDR 210,000		
	Pendapatan Penjualan		IDR 210,000	
	(Pendapatan Penjualan 23 Mei)			

	(Pembelian BB Nutrijell rasa Plain)			
24/5/2025	Kas - Pendapatan Penjualan	IDR 185,000		
	Pendapatan Penjualan		IDR 185,000	
	(Pendapatan Penjualan 24 Mei)			
	Persediaan Bahan Baku - Jeruk 2kg	IDR 30,000		
	Kas		IDR 30,000	
	(Pembelian BB Jeruk 2kg)			
	Persediaan Bahan Baku - Es Batu	IDR 10,000		
	Kas		IDR 10,000	
	(Pembelian BB Es Batu)			
	Pembayaran Beban Listrik	IDR 20,000		
	Kas		IDR 20,000	
	(Pembayaran Beban Listrik)			
25/5/2025	Kas - Pendapatan Penjualan	IDR 155,000		
	Pendapatan Penjualan		IDR 155,000	
	(Pendapatan Penjualan 25 Mei)			
25/5/2025	Persediaan Bahan Baku - Jeruk 2kg	IDR 30,000		
	Kas		IDR 30,000	
	(Pembelian BB Jeruk 2kg)			
25/5/2025	Persediaan Bahan Baku - Es Batu	IDR 10,000		
	Kas		IDR 10,000	
	(Pembelian BB Es Batu)			
25/5/2025	Pembayaran Beban Listrik	IDR 20,000		
	Kas		IDR 20,000	
	(Pembayaran Beban Listrik)			
26/5/2025	Kas - Pendapatan Penjualan	IDR 235,000		
	Pendapatan Penjualan		IDR 235,000	
	(Pendapatan Penjualan 26 Mei)			
26/5/2025	Persediaan Bahan Baku - Jeruk 2kg	IDR 30,000		
	Kas		IDR 30,000	
	(Pembelian BB Jeruk 2kg)			
26/5/2025	Persediaan Bahan Baku - Es Batu	IDR 10,000		
	Kas		IDR 10,000	
	(Pembelian BB Es Batu)			
26/5/2025	Pembayaran Beban Listrik	IDR 20,000		
	Kas		IDR 20,000	
	(Pembayaran Beban Listrik)			
27/5/2025	Kas - Pendapatan Penjualan	IDR 220,000		
	Pendapatan Penjualan		IDR 220,000	
	(Pendapatan Penjualan 27 Mei)			
27/5/2025	Persediaan Bahan Baku - Jeruk 2kg	IDR 30,000		
	Kas		IDR 30,000	
	(Pembelian BB Jeruk 2kg)			
27/5/2025	Persediaan Bahan Baku - Es Batu	IDR 10,000		
	Kas		IDR 10,000	
	(Pembelian BB Es Batu)			
27/5/2025	Pembayaran Beban Listrik	IDR 20,000		
	Kas		IDR 20,000	
	(Pembayaran Beban Listrik)			
28/5/2025	Kas - Pendapatan Penjualan	IDR 175,000		

	Pembayaran Beban Listrik	IDR 20,000		
	Kas		IDR 20,000	
	(Pembayaran Beban Listrik)			
	Persediaan Bahan Baku - Es Batu	IDR 10,000		
	Kas		IDR 10,000	
	(Pembelian BB Es Batu)			
	Persediaan Bahan Baku - Jeruk 2kg	IDR 30,000		
	Kas		IDR 30,000	
	(Pembelian BB Jeruk 2kg)			
	Persediaan Bahan Baku - Sprite 1,5lt	IDR 375,000		
	Kas		IDR 375,000	
	(Pembelian BB Sirup Sprite 1,5lt)			
	Persediaan Bahan Baku - Gula	IDR 40,000		
	Kas		IDR 40,000	
	(Pembelian BB Gula)			
	Persediaan Bahan Baku - Air Galon	IDR 5,000		
	Kas		IDR 5,000	
	(Pembelian BB Air Galon)			
	Persediaan Bahan Baku - Susu Fullcream 6lt	IDR 125,000		
	Kas		IDR 125,000	
	(Pembelian BB Susu Fullcream 5lt)			
	Persediaan Bahan Baku - Bubuk Minuman Rasa Mangga	IDR 30,000		
	Kas		IDR 30,000	
	(Pembelian BB Bubuk Minuman rasa Mangga)			
	Persediaan Bahan Baku - Bubuk Minuman Rasa Strawberry	IDR 30,000		
	Kas		IDR 30,000	
	(Pembelian BB Bubuk Minuman rasa Strawberry)			
	Persediaan Bahan Baku - Bubuk Minuman Rasa Anggur	IDR 30,000		
	Kas		IDR 30,000	
	(Pembelian BB Bubuk Minuman rasa Anggur)			
	Persediaan Bahan Baku - Bubuk Minuman Rasa Melon	IDR 30,000		
	Kas		IDR 30,000	
	(Pembelian BB Bubuk Minuman rasa Melon)			
	Persediaan Bahan Baku - Bubuk Minuman Rasa Durian	IDR 30,000		
	Kas		IDR 30,000	
	(Pembelian BB Bubuk Minuman rasa Durian)			
	Persediaan Bahan Baku - Nutrijell rasa Mangga	IDR 3,000		
	Kas		IDR 3,000	
	(Pembelian BB Nutrijell rasa Mangga)			
	Persediaan Bahan Baku - Nutrijell rasa Strawberry	IDR 3,000		
	Kas		IDR 3,000	
	(Pembelian BB Nutrijell rasa Strawberry)			
	Persediaan Bahan Baku - Nutrijell rasa Anggur	IDR 3,000		
	Kas		IDR 3,000	
	(Pembelian BB Nutrijell rasa Anggur)			
	Persediaan Bahan Baku - Nutrijell rasa Melon	IDR 3,000		
	Kas		IDR 3,000	
	(Pembelian BB Nutrijell rasa Melon)			
	Persediaan Bahan Baku - Nutrijell rasa Plain	IDR 3,000		
	Kas		IDR 3,000	

	Pendapatan Penjualan		IDR 175,000	
	(Pendapatan Penjualan 28 Mei)			
28/5/2025	Persediaan Bahan Baku - Jeruk 2kg	IDR 30,000		
	Kas		IDR 30,000	
	(Pembelian BB Jeruk 2kg)			
28/5/2025	Persediaan Bahan Baku - Es Batu	IDR 10,000		
	Kas		IDR 10,000	
	(Pembelian BB Es Batu)			
28/5/2025	Pembayaran Beban Listrik	IDR 20,000		
	Kas		IDR 20,000	
	(Pembayaran Beban Listrik)			
29/5/2025	Kas - Pendapatan Penjualan	IDR 200,000		
	Pendapatan Penjualan		IDR 200,000	
	(Pendapatan Penjualan 29 Mei)			
29/5/2025	Persediaan Bahan Baku - Sclai Rasa Mangga	IDR 8,000		
	Kas		IDR 8,000	
	(Pembelian BB Sclai Rasa Mangga)			
29/5/2025	Persediaan Bahan Baku - Sprite 1,5lt	IDR 50,000		
	Kas		IDR 50,000	
	(Pembelian BB Sirup Sprite 1,5lt)			
29/5/2025	Persediaan Bahan Baku - Lemon	IDR 40,000		
	Kas		IDR 40,000	
	(Pembelian BB Lemon)			
29/5/2025	Persediaan Bahan Baku - Jeruk 2kg	IDR 30,000		
	Kas		IDR 30,000	
	(Pembelian BB Jeruk 2kg)			
29/5/2025	Persediaan Bahan Baku - Es Batu	IDR 10,000		
	Kas		IDR 10,000	
	(Pembelian BB Es Batu)			
29/5/2025	Pembayaran Beban Listrik	IDR 20,000		
	Kas		IDR 20,000	
	(Pembayaran Beban Listrik)			
30/5/2025	Kas - Pendapatan Penjualan	IDR 215,000		
	Pendapatan Penjualan		IDR 215,000	
	(Pendapatan Penjualan 30 Mei)			
30/5/2025	Persediaan Bahan Baku - Jeruk 2kg	IDR 30,000		
	Kas		IDR 30,000	
	(Pembelian BB Jeruk 2kg)			
30/5/2025	Persediaan Bahan Baku - Es Batu	IDR 10,000		
	Kas		IDR 10,000	
	(Pembelian BB Es Batu)			
30/5/2025	Pembayaran Beban Listrik	IDR 20,000		
	Kas		IDR 20,000	
	(Pembayaran Beban Listrik)			
30/5/2025	Kas - Pendapatan Penjualan	IDR 176,000		
	Pendapatan Penjualan		IDR 176,000	
	(Pendapatan Penjualan 31 Mei)			
30/5/2025	Persediaan Bahan Baku - Jeruk 2kg	IDR 30,000		
	Kas		IDR 30,000	
	(Pembelian BB Jeruk 2kg)			
30/5/2025	Persediaan Bahan Baku - Es Batu	IDR 10,000		
	Kas		IDR 10,000	
	(Pembelian BB Es Batu)			
30/5/2025	Pembayaran Beban Listrik	IDR 20,000		
	Kas		IDR 20,000	
	(Pembayaran Beban Listrik)			
	Total		IDR 13,345,000	

2. My Bingsoo

Jurnal Umum My Bingsoo Periode Mei 2025				
Tanggal	Uraian	Ref	Debit	Kredit
1/5/2025	Pembayaran Beban Listrik		IDR 50,000	
	Bank - Transfer			IDR 50,000
	(Pembayaran Beban Listrik)			
1/5/2025	Kas - Pendapatan Penjualan		IDR 300,000	
	Pendapatan Penjualan			IDR 300,000
	(Pendapatan Penjualan 1 Mei)			
1/5/2025	Persediaan Bahan Baku - Bubuk Coklat		IDR 65,000	
	Kas			IDR 65,000
	(Pembelian BB Bubuk Coklat 1Kg)			
1/5/2025	Persediaan Bahan Baku - Bubuk Vanilla		IDR 65,000	
	Kas			IDR 65,000
	(Pembelian BB Bubuk Vanilla 1Kg)			
1/5/2025	Persediaan Bahan Baku - Bubuk Taro		IDR 65,000	
	Kas			IDR 65,000
	(Pembelian BB Bubuk Taro 1Kg)			
1/5/2025	Persediaan Bahan Baku - Bubuk Strawberry		IDR 65,000	
	Kas			IDR 65,000
	(Pembelian BB Bubuk Strawberry 1Kg)			
1/5/2025	Persediaan Bahan Baku - Choco		IDR 25,000	
	Kas			IDR 25,000
	(Pembelian BB Choco 500g)			
1/5/2025	Persediaan Bahan Baku - Choco Crunch		IDR 45,000	
	Kas			IDR 45,000
	(Pembelian BB Choco Crunch 1 Kg)			
1/5/2025	Persediaan Bahan Baku - Choco Chips		IDR 35,000	
	Kas			IDR 35,000
	(Pembelian BB Choco Chips 500g)			
1/5/2025	Persediaan Bahan Baku - Jelly Mangga		IDR 20,000	
	Kas			IDR 20,000
	(Pembelian BB Jelly Mangga)			
1/5/2025	Persediaan Bahan Baku - Chocolatos		IDR 40,000	
	Kas			IDR 40,000
	(Pembelian BB Chocolatos 1 Kg)			
1/5/2025	Persediaan Perlengkapan - Plastik		IDR 30,000	
	Kas			IDR 30,000
	(Pembelian Perlengkapan - Plastik 2 bks)			
1/5/2025	Persediaan Perlengkapan - Sendok Plastik		IDR 120,000	
	Kas			IDR 120,000
	(Pembelian Perlengkapan - Sendok Plastik 10 bks)			
1/5/2025	Persediaan Perlengkapan - Cup		IDR 250,000	
	Kas			IDR 250,000
	(Pembelian Perlengkapan - Cup 10 bks)			
1/5/2025	Persediaan Perlengkapan - Tutup Cup		IDR 50,000	
	Kas			IDR 50,000
	(Pembelian Perlengkapan - Tutup Cup 10 bks)			
1/5/2025	Persediaan Bahan Baku - Galon		IDR 10,000	
	Kas			IDR 10,000
	(Pembelian BB Air 2 Galon)			
2/5/2025	Kas - Pendapatan Penjualan		IDR 200,000	
	Pendapatan Penjualan			IDR 200,000
	(Pendapatan Penjualan 2 Mei)			
3/5/2025	Kas - Pendapatan Penjualan		IDR 240,000	
	Pendapatan Penjualan			IDR 240,000
	(Pendapatan Penjualan 3 Mei)			
4/5/2025	Kas - Pendapatan Penjualan		IDR 240,000	
	Pendapatan Penjualan			IDR 240,000
	(Pendapatan Penjualan 4 Mei)			
5/5/2025	Kas - Pendapatan Penjualan		IDR 220,000	
	Pendapatan Penjualan			IDR 220,000
	(Pendapatan Penjualan 5 Mei)			
6/5/2025	Kas - Pendapatan Penjualan		IDR 250,000	
	Pendapatan Penjualan			IDR 250,000
	(Pendapatan Penjualan 6 Mei)			
7/5/2025	Kas - Pendapatan Penjualan		IDR 200,000	
	Pendapatan Penjualan			IDR 200,000
	(Pendapatan Penjualan 7 Mei)			
8/5/2025	Kas - Pendapatan Penjualan		IDR 220,000	
	Pendapatan Penjualan			IDR 220,000
	(Pendapatan Penjualan 8 Mei)			
8/5/2025	Persediaan Bahan Baku - Galon		IDR 10,000	
	Kas			IDR 10,000
	(Pembelian BB Air 2 Galon)			
9/5/2025	Kas - Pendapatan Penjualan		IDR 200,000	
	Pendapatan Penjualan			IDR 200,000
	(Pendapatan Penjualan 9 Mei)			
9/5/2025	Persediaan Bahan Baku - Bubuk Coklat		IDR 65,000	
	Kas			IDR 65,000
	(Pembelian BB Bubuk Coklat 1 Kg)			
9/5/2025	Persediaan Bahan Baku - Bubuk Strawberry		IDR 65,000	
	Kas			IDR 65,000
	(Pembelian BB Bubuk Strawberry 1Kg)			
9/5/2025	Persediaan Bahan Baku - Bubuk Greentea		IDR 65,000	
	Kas			IDR 65,000
	(Pembelian BB Bubuk Greentea 1Kg)			
9/5/2025	Persediaan Bahan Baku - Bubuk Mangga		IDR 65,000	
	Kas			IDR 65,000
	(Pembelian BB Bubuk Mangga 1 Kg)			
10/5/2025	Kas - Pendapatan Penjualan		IDR 230,000	
	Pendapatan Penjualan			IDR 230,000
	(Pendapatan Penjualan 10 Mei)			
11/5/2025	Kas - Pendapatan Penjualan		IDR 250,000	
	Pendapatan Penjualan			IDR 250,000
	(Pendapatan Penjualan 11 Mei)			
12/5/2025	Kas - Pendapatan Penjualan		IDR 250,000	
	Pendapatan Penjualan			IDR 250,000
	(Pendapatan Penjualan 12 Mei)			

13/5/2025	Kas - Pendapatan Penjualan		IDR 200,000	
	Pendapatan Penjualan			IDR 200,000
	(Pendapatan Penjualan 13 Mei)			
14/5/2025	Kas - Pendapatan Penjualan		IDR 300,000	
	Pendapatan Penjualan			IDR 300,000
	(Pendapatan Penjualan 14 Mei)			
15/5/2025	Kas - Pendapatan Penjualan		IDR 220,000	
	Pendapatan Penjualan			IDR 220,000
	(Pendapatan Penjualan 15 Mei)			
15/5/2025	Persediaan Bahan Baku - Galon		IDR 10,000	
	Kas			IDR 10,000
	(Pembelian BB Air 2 Galon)			
16/5/2025	Kas - Pendapatan Penjualan		IDR 250,000	
	Pendapatan Penjualan			IDR 250,000
	(Pendapatan Penjualan 16 Mei)			
17/5/2025	Kas - Pendapatan Penjualan		IDR 230,000	
	Pendapatan Penjualan			IDR 230,000
	(Pendapatan Penjualan 17 Mei)			
18/5/2025	Kas - Pendapatan Penjualan		IDR 250,000	
	Pendapatan Penjualan			IDR 250,000
	(Pendapatan Penjualan 18 Mei)			
18/5/2025	Persediaan Perlengkapan - Set Meja Kursi		IDR 500,000	
	Bank - Transfer			IDR 500,000
	(Pembelian Set Meja Kursi)			
18/5/2025	Persediaan Perlengkapan - 3 Banner		IDR 418,000	
	Bank - Transfer			IDR 418,000
	(Pembelian Banner			
19/5/2025	Kas - Pendapatan Penjualan		IDR 200,000	
	Pendapatan Penjualan			IDR 200,000
	(Pendapatan Penjualan 19 Mei)			
19/5/2025	Persediaan Bahan Baku - Bubuk Coklat		IDR 130,000	
	Kas			IDR 130,000
	(Pembelian BB Bubuk Coklat 2 Kg)			
19/5/2025	Persediaan Bahan Baku - Bubuk Taro		IDR 130,000	
	Kas			IDR 130,000
	(Pembelian BB Bubuk Taro 2 Kg)			
19/5/2025	Persediaan Bahan Baku - Bubuk Strawberry		IDR 130,000	
	Kas			IDR 130,000
	(Pembelian BB Bubuk Strawberry 2 Kg)			
19/5/2025	Persediaan Bahan Baku - Bubuk Greentea		IDR 130,000	
	Kas			IDR 130,000
	(Pembelian BB Bubuk Greentea 2 Kg)			
19/5/2025	Persediaan Bahan Baku - Bubuk Mangga		IDR 130,000	
	Kas			IDR 130,000
	(Pembelian BB Bubuk Mangga 2 Kg)			
19/5/2025	Persediaan Bahan Baku - Sponge Strawberry		IDR 55,000	
	Kas			IDR 55,000
	(Pembelian BB Sponge Strawberry 500g)			
19/5/2025	Persediaan Bahan Baku - Choco		IDR 25,000	
	Kas			IDR 25,000

	(Pembelian BB Choco 500g)			
19/5/2025	Persediaan Bahan Baku - Choco Crunch		IDR 45,000	
	Kas			IDR 45,000
	(Pembelian BB Choco Crunch 1 Kg)			
19/5/2025	Persediaan Bahan Baku - Choco Chips		IDR 35,000	
	Kas			IDR 35,000
	(Pembelian BB Choco Chips 500g)			
19/5/2025	Persediaan Bahan Baku - Jelly Mangga		IDR 20,000	
	Kas			IDR 20,000
	(Pembelian BB Jelly Mangga)			
19/5/2025	Persediaan Bahan Baku - Chocolatos		IDR 40,000	
	Kas			IDR 40,000
	(Pembelian BB Chocolatos 1 Kg)			
19/5/2025	Persediaan Bahan Baku - Susu Kental Manis		IDR 25,000	
	Kas			IDR 25,000
	(Pembelian BB Susu Kental Manis 1 Kg)			
20/5/2025	Kas - Pendapatan Penjualan		IDR 580,000	
	Pendapatan Penjualan			IDR 580,000
	(Pendapatan Penjualan Expo Day 1, 20 Mei)			
21/5/2025	Kas - Pendapatan Penjualan		IDR 650,000	
	Pendapatan Penjualan			IDR 650,000
	(Pendapatan Penjualan Expo Day 2, 21 Mei)			
22/5/2025	Kas - Pendapatan Penjualan		IDR 800,000	
	Pendapatan Penjualan			IDR 800,000
	(Pendapatan Penjualan Expo Day 3, 22 Mei)			
22/5/2025	Beban - Upah TK Langsung		IDR 300,000	
	Cash			IDR 300,000
	(Pembayaran Upah TK Langsung)			
23/5/2025	Kas - Pendapatan Penjualan		IDR 210,000	
	Pendapatan Penjualan			IDR 210,000
	(Pendapatan Penjualan 23 Mei)			
23/5/2025	Persediaan Bahan Baku - Bubuk Coklat		IDR 65,000	
	Kas			IDR 65,000
	(Pembelian BB Bubuk Coklat 1 Kg)			
23/5/2025	Persediaan Bahan Baku - Bubuk Vanilla		IDR 65,000	
	Kas			IDR 65,000
	(Pembelian BB Bubuk Vanilla 1 Kg)			
23/5/2025	Persediaan Bahan Baku - Bubuk Taro		IDR 65,000	
	Kas			IDR 65,000
	(Pembelian BB Bubuk Taro 1 Kg)			
23/5/2025	Persediaan Bahan Baku - Bubuk Greentea		IDR 65,000	
	Kas			IDR 65,000
	(Pembelian BB Bubuk Greentea 1 Kg)			
23/5/2025	Persediaan Bahan Baku - Bubuk Mangga		IDR 65,000	
	Kas			IDR 65,000
	(Pembelian BB Bubuk Mangga 1 Kg)			
23/5/2025	Persediaan Bahan Baku - Sponge Strawberry		IDR 55,000	
	Kas			IDR 55,000
	(Pembelian BB Sponge Strawberry 500g)			
23/5/2025	Persediaan Bahan Baku - Choco		IDR 25,000	

		Kas			IDR 25,000
		(Pembelian BB Choco 500g)			
23/5/2025		Persediaan Bahan Baku - Choco Chips		IDR 35,000	
		Kas			IDR 35,000
		(Pembelian BB Choco Chips 500g)			
23/5/2025		Persediaan Bahan Baku - Jelly Mangga		IDR 20,000	
		Kas			IDR 20,000
		(Pembelian BB Jelly Mangga)			
23/5/2025		Persediaan Perlengkapan - Plastik		IDR 15,000	
		Kas			IDR 15,000
		(Pembelian Perlengkapan - Plastik 1 bks)			
23/5/2025		Persediaan Perlengkapan - Sendok Plastik		IDR 48,000	
		Kas			IDR 48,000
		(Pembelian Perlengkapan - Sendok Plastik 4 bks)			
23/5/2025		Persediaan Perlengkapan - Cup		IDR 75,000	
		Kas			IDR 75,000
		(Pembelian Perlengkapan - Cup 5 bks)			
23/5/2025		Persediaan Perlengkapan - Tutup Cup		IDR 25,000	
		Kas			IDR 25,000
		(Pembelian Perlengkapan - Tutup Cup 5 bks)			
23/5/2025		Persediaan Bahan Baku - Galon		IDR 10,000	
		Kas			IDR 10,000
		(Pembelian BB Air 2 Galon)			
23/5/2025		Persediaan Bahan Baku - Susu Kental Manis		IDR 25,000	
		Kas			IDR 25,000
		(Pembelian BB Susu Kental Manis 1 Kg)			
24/5/2025		Kas - Pendapatan Penjualan		IDR 230,000	
		Pendapatan Penjualan			IDR 230,000
		(Pendapatan Penjualan 24 Mei)			
25/5/2025		Kas - Pendapatan Penjualan		IDR 220,000	
		Pendapatan Penjualan			IDR 220,000
		(Pendapatan Penjualan 25 Mei)			
26/5/2025		Kas - Pendapatan Penjualan		IDR 210,000	
		Pendapatan Penjualan			IDR 210,000
		(Pendapatan Penjualan 26 Mei)			
27/5/2025		Kas - Pendapatan Penjualan		IDR 240,000	
		Pendapatan Penjualan			IDR 240,000
		(Pendapatan Penjualan 27 Mei)			
28/5/2025		Kas - Pendapatan Penjualan		IDR 210,000	
		Pendapatan Penjualan			IDR 210,000
		(Pendapatan Penjualan 28 Mei)			
29/5/2025		Kas - Pendapatan Penjualan		IDR 250,000	
		Pendapatan Penjualan			IDR 250,000
		(Pendapatan Penjualan 29 Mei)			
30/5/2025		Kas - Pendapatan Penjualan		IDR 250,000	
		Pendapatan Penjualan			IDR 250,000
		(Pendapatan Penjualan 30 Mei)			
31/5/2025		Kas - Pendapatan Penjualan		IDR 300,000	
		Pendapatan Penjualan			IDR 300,000
		(Pendapatan Penjualan 31 Mei)			
Total				IDR 12,586,000	IDR 12,586,000

Appendix 10. Cash Ledger Period May 2025

1. Jellycious

Buku Kas UMKM Jellycious Periode Mei 2025				
No	Keterangan	Debit	Kredit	Saldo
1/5/2025	Saldo Awal			IDR 4,500,000
1/5/2025	Tutup Sealer		IDR 40,000	IDR 4,460,000
1/5/2025	Pembelian cup 16 oz		IDR 495,000	IDR 3,965,000
1/5/2025	Pembelian cup 14 oz		IDR 490,000	IDR 3,475,000
1/5/2025	plastik		IDR 30,000	IDR 3,445,000
1/5/2025	Sedotan Plastik@500		IDR 30,000	IDR 3,415,000
1/5/2025	Es Batu		IDR 10,000	IDR 3,405,000
1/5/2025	Sirup Coco Pandan		IDR 15,000	IDR 3,390,000
1/5/2025	Sirup Jeruk		IDR 15,000	IDR 3,375,000
1/5/2025	Sirup Nenas		IDR 15,000	IDR 3,360,000
1/5/2025	Sirup Strawberry		IDR 15,000	IDR 3,345,000
1/5/2025	Sirup Melon		IDR 15,000	IDR 3,330,000
1/5/2025	Sirup Mangga		IDR 15,000	IDR 3,315,000
1/5/2025	Sirup Leci		IDR 15,000	IDR 3,300,000
1/5/2025	Sirup Sirsak		IDR 15,000	IDR 3,285,000
1/5/2025	Sirup Jambu Biji		IDR 15,000	IDR 3,270,000
1/5/2025	Sprite 1,5lt x 3		IDR 75,000	IDR 3,195,000
1/5/2025	Jeruk@2kg		IDR 30,000	IDR 3,165,000
1/5/2025	Selai Rasa Mangga@250gr		IDR 8,000	IDR 3,157,000
1/5/2025	Selai Rasa Strawberry@250gr		IDR 8,000	IDR 3,149,000
1/5/2025	Selai Rasa Durian@250gr		IDR 8,000	IDR 3,141,000
1/5/2025	Selai Rasa Anggur@250gr		IDR 8,000	IDR 3,133,000
1/5/2025	Selai Rasa Melon@250gr		IDR 8,000	IDR 3,125,000
1/5/2025	Gula@2kg		IDR 40,000	IDR 3,085,000
1/5/2025	Susu Fullcream @6ltr		IDR 150,000	IDR 2,935,000
1/5/2025	Nutrijell Rasa Mangga		IDR 3,000	IDR 2,932,000
1/5/2025	Nutrijell Rasa Strawberry		IDR 3,000	IDR 2,929,000
1/5/2025	Nutrijell Rasa Anggur		IDR 3,000	IDR 2,926,000
1/5/2025	Nutrijell Rasa Melon		IDR 3,000	IDR 2,923,000
1/5/2025	Nutrijell Plain		IDR 3,000	IDR 2,920,000
1/5/2025	Bubuk Minuman Rasa Mangga@25grx15		IDR 30,000	IDR 2,890,000
1/5/2025	Bubuk Minuman Rasa Strawberry@25grx15		IDR 30,000	IDR 2,860,000
1/5/2025	Bubuk Minuman Rasa Anggur@25grx15		IDR 30,000	IDR 2,830,000
1/5/2025	Bubuk Minuman Rasa Melon@25grx15		IDR 30,000	IDR 2,800,000
1/5/2025	Bubuk Minuman Rasa Durian@25grx15		IDR 30,000	IDR 2,770,000
1/5/2025	Pendapatan Penjualan 1/5/2025	IDR 165,000		IDR 2,935,000
1/5/2025	Listrik		IDR 20,000	IDR 2,915,000
1/5/2025	Lemon		IDR 40,000	IDR 2,875,000
1/5/2025	Selasih		IDR 5,000	IDR 2,870,000
2/5/2025	Pendapatan Penjualan 02/05/2025	IDR 180,000		IDR 3,050,000
2/5/2025	Es Batu		IDR 10,000	IDR 3,040,000
2/5/2025	Jeruk@2kg		IDR 30,000	IDR 3,010,000
2/5/2025	Listrik		IDR 20,000	IDR 2,990,000
3/5/2025	Pendapatan Penjualan 03/05/2025	IDR 210,000		IDR 3,200,000
3/5/2025	Es Batu		IDR 10,000	IDR 3,190,000
3/5/2025	Jeruk@2kg		IDR 30,000	IDR 3,160,000
3/6/2025	Listrik		IDR 20,000	IDR 3,140,000
4/5/2025	Pendapatan Penjualan 04/05/2025	IDR 195,000		IDR 3,335,000
4/5/2025	Es Batu		IDR 10,000	IDR 3,325,000
4/5/2025	Jeruk@2kg		IDR 30,000	IDR 3,295,000
4/5/2025	Listrik		IDR 20,000	IDR 3,275,000
5/5/2025	Pendapatan Penjualan 05/05/2025	IDR 155,000		IDR 3,430,000
5/5/2025	Es Batu		IDR 10,000	IDR 3,420,000
5/5/2025	Jeruk@2kg		IDR 30,000	IDR 3,390,000
5/5/2025	Listrik		IDR 20,000	IDR 3,370,000
6/5/2025	Pendapatan Penjualan 06/05/2025	IDR 225,000		IDR 3,595,000

6/5/2025	Es Batu		IDR 10,000	IDR 3,585,000
6/5/2025	Jeruk@2kg		IDR 30,000	IDR 3,555,000
6/5/2025	Listrik		IDR 20,000	IDR 3,535,000
7/5/2025	Pendapatan Penjualan 07/05/2025	IDR 200,000		IDR 3,735,000
7/5/2025	Es Batu		IDR 10,000	IDR 3,725,000
7/5/2025	Jeruk@3kg		IDR 45,000	IDR 3,680,000
7/5/2025	Listrik		IDR 20,000	IDR 3,660,000
8/5/2025	Pendapatan Penjualan 08/05/2025	IDR 235,000		IDR 3,895,000
8/5/2025	Es Batu		IDR 10,000	IDR 3,885,000
8/5/2025	Jeruk@2kg		IDR 30,000	IDR 3,855,000
8/5/2025	Listrik		IDR 20,000	IDR 3,835,000
8/5/2025	Sprite 1,5lt x 15		IDR 375,000	IDR 3,460,000
8/5/2025	Selai Rasa Anggur@250gr		IDR 8,000	IDR 3,452,000
8/5/2025	Selai Rasa Melon@250gr		IDR 8,000	IDR 3,444,000
8/5/2025	Gula@2kg		IDR 40,000	IDR 3,404,000
8/5/2025	Air Galon		IDR 5,000	IDR 3,399,000
8/5/2025	Susu Fullcream @6ltr		IDR 150,000	IDR 3,249,000
8/5/2025	Bubuk Minuman Rasa Mangga@25grx15		IDR 30,000	IDR 3,219,000
8/5/2025	Bubuk Minuman Rasa Strawberry@25grx15		IDR 30,000	IDR 3,189,000
8/5/2025	Bubuk Minuman Rasa Anggur@25grx15		IDR 30,000	IDR 3,159,000
8/5/2025	Bubuk Minuman Rasa Melon@25grx15		IDR 30,000	IDR 3,129,000
8/5/2025	Bubuk Minuman Rasa Durian@25grx15		IDR 30,000	IDR 3,099,000
8/5/2025	Nutrijell Rasa Mangga		IDR 3,000	IDR 3,096,000
8/5/2025	Nutrijell Rasa Strawberry		IDR 3,000	IDR 3,093,000
8/5/2025	Nutrijell Rasa Anggur		IDR 3,000	IDR 3,090,000
8/5/2025	Nutrijell Rasa Melon		IDR 3,000	IDR 3,087,000
8/5/2025	Nutrijell Plain		IDR 3,000	IDR 3,084,000
8/5/2025	Lemon		IDR 40,000	IDR 3,044,000
9/5/2025	Pendapatan Penjualan 09/05/2025	IDR 170,000		IDR 3,214,000
9/5/2025	Listrik		IDR 20,000	IDR 3,194,000
9/5/2025	Es Batu		IDR 10,000	IDR 3,184,000
9/5/2025	Jeruk@2kg		IDR 30,000	IDR 3,154,000
10/5/2025	Pendapatan Penjualan 10/05/2025	IDR 185,000		IDR 3,339,000
10/5/2025	Listrik		IDR 20,000	IDR 3,319,000
10/5/2025	Es Batu		IDR 10,000	IDR 3,309,000
10/5/2025	Jeruk@2kg		IDR 30,000	IDR 3,279,000
11/5/2025	Pendapatan Penjualan 11/05/2025	IDR 220,000		IDR 3,499,000
11/5/2025	Listrik		IDR 20,000	IDR 3,479,000
11/5/2025	Es Batu		IDR 10,000	IDR 3,469,000
11/5/2025	Jeruk@2kg		IDR 30,000	IDR 3,439,000
12/5/2025	Pendapatan Penjualan 12/05/2025	IDR 205,000		IDR 3,644,000
12/5/2025	Listrik		IDR 20,000	IDR 3,624,000
12/5/2025	Es Batu		IDR 10,000	IDR 3,614,000
12/5/2025	Jeruk@2kg		IDR 30,000	IDR 3,584,000
13/5/2025	Pendapatan Penjualan 13/05/2025	IDR 165,000		IDR 3,749,000
13/5/2025	Listrik		IDR 20,000	IDR 3,729,000
13/5/2025	Es Batu		IDR 10,000	IDR 3,719,000
13/5/2025	Jeruk@2kg		IDR 30,000	IDR 3,689,000
14/5/2025	Pendapatan Penjualan 14/05/2025	IDR 195,000		IDR 3,884,000
14/5/2025	Listrik		IDR 20,000	IDR 3,864,000
14/5/2025	Es Batu		IDR 10,000	IDR 3,854,000
14/5/2025	Jeruk@2kg		IDR 30,000	IDR 3,824,000
15/5/2025	Pendapatan Penjualan 15/05/2025	IDR 230,000		IDR 4,054,000
15/5/2025	Listrik		IDR 20,000	IDR 4,034,000
15/5/2025	Es Batu		IDR 10,000	IDR 4,024,000
15/5/2025	Jeruk@2kg		IDR 30,000	IDR 3,994,000
16/5/2025	Pendapatan Penjualan 16/05/2025	IDR 185,000		IDR 4,179,000
16/5/2025	Listrik		IDR 20,000	IDR 4,159,000
16/5/2025	Es Batu		IDR 10,000	IDR 4,149,000
16/5/2025	Jeruk@2kg		IDR 30,000	IDR 4,119,000

16/5/2025	Gula@2kg		IDR 40,000	IDR 4,079,000
16/5/2025	Air Galon		IDR 5,000	IDR 4,074,000
16/5/2025	Bubuk Minuman Rasa Mangga@25grx20		IDR 40,000	IDR 4,034,000
16/5/2025	Bubuk Minuman Rasa Strawberry@25grx20		IDR 40,000	IDR 3,994,000
16/5/2025	Bubuk Minuman Rasa Anggur@25grx20		IDR 40,000	IDR 3,954,000
16/5/2025	Bubuk Minuman Rasa Melon@25grx20		IDR 40,000	IDR 3,914,000
16/5/2025	Bubuk Minuman Rasa Durian@25grx20		IDR 40,000	IDR 3,874,000
16/5/2025	Susu Fullcream @6ltr		IDR 150,000	IDR 3,724,000
16/5/2025	Selai Rasa Mangga@250gr		IDR 8,000	IDR 3,716,000
16/5/2025	Selai Rasa Strawberry@250gr		IDR 8,000	IDR 3,708,000
16/5/2025	Selai Rasa Durian@250gr		IDR 8,000	IDR 3,700,000
16/5/2025	Selai Rasa Anggur@250gr		IDR 8,000	IDR 3,692,000
16/5/2025	Selai Rasa Melon@250gr		IDR 8,000	IDR 3,684,000
16/5/2025	Selasih		IDR 5,000	IDR 3,679,000
16/5/2025	Sprite 1,5lt x 20		IDR 500,000	IDR 3,179,000
16/5/2025	Nutrijell Rasa Mangga		IDR 3,000	IDR 3,176,000
16/5/2025	Nutrijell Rasa Strawberry		IDR 3,000	IDR 3,173,000
16/5/2025	Nutrijell Rasa Anggur		IDR 3,000	IDR 3,170,000
16/5/2025	Nutrijell Rasa Melon		IDR 3,000	IDR 3,167,000
16/5/2025	Nutrijell Plain		IDR 3,000	IDR 3,164,000
17/5/2025	Pendapatan Penjualan 17/05/2025	IDR 150,000		IDR 3,314,000
17/5/2025	Listrik		IDR 20,000	IDR 3,294,000
17/5/2025	Es Batu		IDR 10,000	IDR 3,284,000
17/5/2025	Jeruk@2kg		IDR 30,000	IDR 3,254,000
18/5/2025	Pendapatan Penjualan 18/05/2025	IDR 240,000		IDR 3,494,000
18/5/2025	Listrik		IDR 20,000	IDR 3,474,000
18/5/2025	Es Batu		IDR 10,000	IDR 3,464,000
18/5/2025	Jeruk@2kg		IDR 30,000	IDR 3,434,000
18/5/2025	Sirup Coco Pandan		IDR 15,000	IDR 3,419,000
18/5/2025	Sirup Jeruk		IDR 15,000	IDR 3,404,000
18/5/2025	Sirup Nenas		IDR 15,000	IDR 3,389,000
18/5/2025	Sirup Strawberry		IDR 15,000	IDR 3,374,000
18/5/2025	Sirup Melon		IDR 30,000	IDR 3,344,000
18/5/2025	Sirup Mangga		IDR 30,000	IDR 3,314,000
18/5/2025	Sirup Leci		IDR 15,000	IDR 3,299,000
18/5/2025	Sirup Sirsak		IDR 15,000	IDR 3,284,000
18/5/2025	Sirup Jambu Biji		IDR 15,000	IDR 3,269,000
19/5/2025	Pendapatan Penjualan 19/05/2025	IDR 215,000		IDR 3,484,000
19/5/2025	Listrik		IDR 20,000	IDR 3,464,000
19/5/2025	Es Batu		IDR 10,000	IDR 3,454,000
19/5/2025	Jeruk@2kg		IDR 30,000	IDR 3,424,000
20/5/2025	Pendapatan Penjualan (Expo day 1)	IDR 520,000		IDR 3,944,000
20/5/2025	Es Batu		IDR 30,000	IDR 3,914,000
20/5/2025	Jeruk@5kg		IDR 75,000	IDR 3,839,000
21/5/2025	Pendapatan Penjualan (Expo day 2)	IDR 410,000		IDR 4,249,000
21/5/2025	Jeruk@5kg		IDR 75,000	IDR 4,174,000
21/5/2025	Es Batu		IDR 22,000	IDR 4,152,000
22/5/2025	Pendapatan Penjualan (Expo day 3)	IDR 540,000		IDR 4,692,000
22/5/2025	Jeruk@6kg		IDR 90,000	IDR 4,602,000
22/5/2025	Es Batu		IDR 28,000	IDR 4,574,000
23/5/2025	Pendapatan Penjualan 23/05/2025	IDR 210,000		IDR 4,784,000
23/5/2025	Jeruk@2kg		IDR 30,000	IDR 4,754,000
23/5/2025	Es Batu		IDR 10,000	IDR 4,744,000
23/5/2025	Listrik		IDR 20,000	IDR 4,724,000
23/5/2025	Sprite 1,5lt x 15		IDR 375,000	IDR 4,349,000
23/5/2025	Gula@2kg		IDR 40,000	IDR 4,309,000
23/5/2025	Air Galon		IDR 5,000	IDR 4,304,000
23/5/2025	Susu Fullcream @5ltr		IDR 125,000	IDR 4,179,000
23/5/2025	Bubuk Minuman Rasa Mangga@25grx15		IDR 30,000	IDR 4,149,000
23/5/2025	Bubuk Minuman Rasa Strawberry@25grx15		IDR 30,000	IDR 4,119,000
23/5/2025	Bubuk Minuman Rasa Anggur@25grx15		IDR 30,000	IDR 4,089,000
23/5/2025	Bubuk Minuman Rasa Melon@25grx15		IDR 30,000	IDR 4,059,000
23/5/2025	Bubuk Minuman Rasa Durian@25grx15		IDR 30,000	IDR 4,029,000
23/5/2025	Nutrijell Rasa Mangga		IDR 3,000	IDR 4,026,000
23/5/2025	Nutrijell Rasa Strawberry		IDR 3,000	IDR 4,023,000
23/5/2025	Nutrijell Rasa Anggur		IDR 3,000	IDR 4,020,000
23/5/2025	Nutrijell Rasa Melon		IDR 3,000	IDR 4,017,000
23/5/2025	Nutrijell Plain		IDR 3,000	IDR 4,014,000
24/5/2025	Pendapatan Penjualan 24/05/2025	IDR 185,000		IDR 4,199,000
24/5/2025	Jeruk@2kg		IDR 30,000	IDR 4,169,000
24/5/2025	Es Batu		IDR 10,000	IDR 4,159,000
24/5/2025	Listrik		IDR 20,000	IDR 4,139,000
25/5/2025	Pendapatan Penjualan 25/05/2025	IDR 155,000		IDR 4,294,000
25/5/2025	Jeruk@2kg		IDR 30,000	IDR 4,264,000
25/5/2025	Es Batu		IDR 10,000	IDR 4,254,000
25/5/2025	Listrik		IDR 20,000	IDR 4,234,000
26/5/2025	Pendapatan Penjualan 26/05/2025	IDR 235,000		IDR 4,469,000
26/5/2025	Jeruk@2kg		IDR 30,000	IDR 4,439,000
26/5/2025	Es Batu		IDR 10,000	IDR 4,429,000
26/5/2025	Listrik		IDR 20,000	IDR 4,409,000
27/5/2025	Pendapatan Penjualan 27/05/2025	IDR 220,000		IDR 4,629,000
27/5/2025	Jeruk@2kg		IDR 30,000	IDR 4,599,000
27/5/2025	Es Batu		IDR 10,000	IDR 4,589,000
27/5/2025	Listrik		IDR 20,000	IDR 4,569,000
28/5/2025	Pendapatan Penjualan 28/05/2025	IDR 175,000		IDR 4,744,000
28/5/2025	Jeruk@2kg		IDR 30,000	IDR 4,714,000
28/5/2025	Es Batu		IDR 10,000	IDR 4,704,000
28/5/2025	Listrik		IDR 20,000	IDR 4,684,000
29/5/2025	Pendapatan Penjualan 29/05/2025	IDR 200,000		IDR 4,884,000
29/5/2025	Selai Rasa Mangga@250gr		IDR 8,000	IDR 4,876,000
29/5/2025	Sprite 1,5lt x 2		IDR 50,000	IDR 4,826,000
29/5/2025	Lemon		IDR 40,000	IDR 4,786,000
29/5/2025	Jeruk@2kg		IDR 30,000	IDR 4,756,000
29/5/2025	Es Batu		IDR 10,000	IDR 4,746,000
29/5/2025	Listrik		IDR 20,000	IDR 4,726,000
30/5/2025	Pendapatan Penjualan 30/05/2025	IDR 215,000		IDR 4,941,000
30/5/2025	Jeruk@2kg		IDR 30,000	IDR 4,911,000
30/5/2025	Es Batu		IDR 10,000	IDR 4,901,000
30/5/2025	Listrik		IDR 20,000	IDR 4,881,000
31/5/2025	Pendapatan Penjualan 31/05/2025	IDR 176,000		IDR 5,057,000
31/5/2025	Jeruk@2kg		IDR 30,000	IDR 5,027,000
31/5/2025	Es Batu		IDR 10,000	IDR 5,017,000
31/5/2025	Listrik		IDR 20,000	IDR 4,997,000
				IDR 4,997,000

2. My Bingsoo

Buku Kas My Bingsoo Periode Mei 2025				
No	Keterangan	Debit	Kredit	Saldo
1/5/2025	Saldo Awal			IDR 5,000,000
1/5/2025	Listrik		IDR 50,000	IDR 4,950,000
1/5/2025	Pendapatan Penjualan Harian 01/05/2025	IDR 300,000		IDR 5,250,000
1/5/2025	Chocolate Flavor@65.000		IDR 65,000	IDR 5,185,000
1/5/2025	Vanilla Flavor@65.000		IDR 65,000	IDR 5,120,000
1/5/2025	Taro Flavor@65.000		IDR 65,000	IDR 5,055,000
1/5/2025	Strawberry Flavor@65.000		IDR 65,000	IDR 4,990,000
1/5/2025	Choco		IDR 25,000	IDR 4,965,000
1/5/2025	Choco Crunch		IDR 45,000	IDR 4,920,000
1/5/2025	Choco Chips		IDR 35,000	IDR 4,885,000
1/5/2025	Jelly Mangga		IDR 20,000	IDR 4,865,000
1/5/2025	Chocolatos		IDR 40,000	IDR 4,825,000
1/5/2025	Plastik		IDR 30,000	IDR 4,795,000
1/5/2025	Sendok Plastik@12.000x10		IDR 120,000	IDR 4,675,000
1/5/2025	Cup@25.000x10		IDR 250,000	IDR 4,425,000
1/5/2025	Tutup cup @5000x10		IDR 50,000	IDR 4,375,000
1/5/2025	Galon @5000		IDR 10,000	IDR 4,365,000
2/5/2025	Pendapatan Penjualan 02/05/2025	IDR 200,000		IDR 4,565,000
3/5/2025	Pendapatan Penjualan 03/05/2025	IDR 240,000		IDR 4,805,000
4/5/2025	Pendapatan Penjualan 04/05/2025	IDR 240,000		IDR 5,045,000
5/5/2025	Pendapatan Penjualan 05/05/2025	IDR 220,000		IDR 5,265,000
6/5/2025	Pendapatan Penjualan 06/05/2025	IDR 250,000		IDR 5,515,000
7/5/2025	Pendapatan Penjualan 07/05/2025	IDR 200,000		IDR 5,715,000
8/5/2025	Pendapatan Penjualan 08/05/2025	IDR 220,000		IDR 5,935,000
8/5/2025	Galon @5000		IDR 10,000	IDR 5,925,000
9/5/2025	Pendapatan Penjualan 09/05/2025	IDR 200,000		IDR 6,125,000
9/5/2025	Chocolate Flavor@65.000		IDR 65,000	IDR 6,060,000
9/5/2025	Strawberry Flavor@65.000		IDR 65,000	IDR 5,995,000
9/5/2025	Greentea Flavor@65.000		IDR 65,000	IDR 5,930,000
9/5/2025	Mangga Flavor@65.000		IDR 65,000	IDR 5,865,000
10/5/2025	Pendapatan Penjualan 10/05/2025	IDR 230,000		IDR 6,095,000
11/5/2025	Pendapatan Penjualan 11/05/2025	IDR 250,000		IDR 6,345,000
12/5/2025	Pendapatan Penjualan 12/05/2025	IDR 250,000		IDR 6,595,000
13/5/2025	Pendapatan Penjualan 13/05/2025	IDR 200,000		IDR 6,795,000
14/5/2025	Pendapatan Penjualan 14/05/2025	IDR 300,000		IDR 7,095,000
15/5/2025	Pendapatan Penjualan 15/05/2025	IDR 220,000		IDR 7,315,000
15/5/2025	Galon @5000		IDR 10,000	IDR 7,305,000
16/5/2025	Pendapatan Penjualan 16/05/2025	IDR 250,000		IDR 7,555,000
17/5/2025	Pendapatan Penjualan 17/05/2025	IDR 230,000		IDR 7,785,000
18/5/2025	Pendapatan Penjualan 18/05/2025	IDR 250,000		IDR 8,035,000
19/5/2025	Pendapatan Penjualan 19/05/2025	IDR 200,000		IDR 8,235,000
19/5/2025	Chocolate Flavor@65.000		IDR 130,000	IDR 8,105,000
19/5/2025	Taro Flavor@65.000		IDR 130,000	IDR 7,975,000
19/5/2025	Strawberry Flavor@65.000		IDR 130,000	IDR 7,845,000
19/5/2025	Greentea Flavor@65.000		IDR 130,000	IDR 7,715,000
19/5/2025	Mangga Flavor@65.000		IDR 130,000	IDR 7,585,000
19/5/2025	Cup@25.000x5		IDR 125,000	IDR 7,460,000
19/5/2025	Tutup cup @5000x5		IDR 25,000	IDR 7,435,000
19/5/2025	Sendok Plastik@12.000x5		IDR 60,000	IDR 7,375,000
19/5/2025	Plastik		IDR 15,000	IDR 7,360,000
19/5/2025	Galon @5000		IDR 10,000	IDR 7,350,000
19/5/2025	Sponge Strawberry		IDR 55,000	IDR 7,295,000
19/5/2025	Choco		IDR 25,000	IDR 7,270,000
19/5/2025	Choco Crunch		IDR 45,000	IDR 7,225,000
19/5/2025	Choco Chips		IDR 35,000	IDR 7,190,000
19/5/2025	Jelly Mangga		IDR 20,000	IDR 7,170,000
19/5/2025	Chocolatos		IDR 40,000	IDR 7,130,000
19/5/2025	Susu Kental Manis		IDR 25,000	IDR 7,105,000
20/5/2025	Pendapatan Penjualan (Expo day 1)	IDR 580,000		IDR 7,685,000
21/5/2025	Pendapatan Penjualan (Expo day 2)	IDR 650,000		IDR 8,335,000
22/5/2025	Pendapatan Penjualan (Expo day 3)	IDR 800,000		IDR 9,135,000
22/5/2025	Gaji Karyawan		IDR 300,000	IDR 8,835,000
23/5/2025	Pendapatan Penjualan 23/05/2025	IDR 210,000		IDR 9,045,000
23/5/2025	Chocolate Flavor@65.000		IDR 65,000	IDR 8,980,000
23/5/2025	Vanilla Flavor@65.000		IDR 65,000	IDR 8,915,000
23/5/2025	Taro Flavor@65.000		IDR 65,000	IDR 8,850,000
23/5/2025	Greentea Flavor@65.000		IDR 65,000	IDR 8,785,000
23/5/2025	Mangga Flavor@65.000		IDR 65,000	IDR 8,720,000
23/5/2025	Sponge Strawberry		IDR 55,000	IDR 8,665,000
23/5/2025	Choco		IDR 25,000	IDR 8,640,000
23/5/2025	Choco Chips		IDR 35,000	IDR 8,605,000
23/5/2025	Jelly Mangga		IDR 20,000	IDR 8,585,000
23/5/2025	Plastik		IDR 15,000	IDR 8,570,000
23/5/2025	Sendok Plastik@12.000x4		IDR 48,000	IDR 8,522,000
23/5/2025	Cup@25.000x5		IDR 75,000	IDR 8,447,000
23/5/2026	Tutup cup @5000x5		IDR 25,000	IDR 8,422,000
23/5/2025	Galon @5000		IDR 10,000	IDR 8,412,000
23/5/2025	Susu Kental Manis		IDR 25,000	IDR 8,387,000
24/5/2025	Pendapatan Penjualan 24/05/2025	IDR 230,000		IDR 8,617,000
25/5/2025	Pendapatan Penjualan 25/05/2025	IDR 220,000		IDR 8,837,000
26/5/2025	Pendapatan Penjualan 26/05/2025	IDR 210,000		IDR 9,047,000
27/5/2025	Pendapatan Penjualan 27/05/2025	IDR 240,000		IDR 9,287,000
28/5/2025	Pendapatan Penjualan 28/05/2025	IDR 210,000		IDR 9,497,000
29/5/2025	Pendapatan Penjualan 29/05/2025	IDR 250,000		IDR 9,747,000
30/5/2025	Pendapatan Penjualan 30/05/2025	IDR 250,000		IDR 9,997,000
31/5/2025	Pendapatan Penjualan 31/05/2025	IDR 300,000		IDR 10,297,000
Total				IDR 10,297,000

Appendix 11. Bank Ledger Period May 2025

2. My Bingsoo

Buku Besar Bank My Bingsoo Periode Mei 2025				
Tanggal	Uraian	Debit	Kredit	Saldo
1/5/2025	Saldo Awal			IDR 1,200,000
1/5/2025	(Pembayaran Beban Listrik perbulan)		IDR 50,000	IDR 1,150,000
2/5/2025	Banner		IDR 422,000	IDR 728,000
18/5/2025	(Pembelian set Kursi dan Meja)		IDR 500,000	IDR 228,000
Total				IDR 228,000

Appendix 12. Inventory Purchase Ledger Period May 2025 of Jellycious and My Bingsoo

1. Jellycious

Buku Besar Persediaan Bahan Baku UMKM Jellycious Periode Mei 2025				
Tanggal	Keterangan	Debet	Credit	Saldo
	Saldo Awal			IDR 160,000
1/5/2025	Es Batu	IDR 10,000		IDR 170,000
1/5/2025	Sirup Coco Pandan	IDR 15,000		IDR 185,000
1/5/2025	Sirup Jeruk	IDR 15,000		IDR 200,000
1/5/2025	Sirup Nenas	IDR 15,000		IDR 215,000
1/5/2025	Sirup Strawberry	IDR 15,000		IDR 230,000
1/5/2025	Sirup Melon	IDR 15,000		IDR 245,000
1/5/2025	Sirup Mangga	IDR 15,000		IDR 260,000
1/5/2025	Sirup Leci	IDR 15,000		IDR 275,000
1/5/2025	Sirup Sirsak	IDR 15,000		IDR 290,000
1/5/2025	Sirup Jambu Biji	IDR 15,000		IDR 305,000
1/5/2025	Sprite 1,5lt x 3	IDR 75,000		IDR 380,000
1/5/2025	Jeruk@2kg	IDR 30,000		IDR 410,000
1/5/2025	Selai Rasa Mangga@250gr	IDR 8,000		IDR 418,000
1/5/2025	Selai Rasa Strawberry@250gr	IDR 8,000		IDR 426,000
1/5/2025	Selai Rasa Durian@250gr	IDR 8,000		IDR 434,000
1/5/2025	Selai Rasa Anggur@250gr	IDR 8,000		IDR 442,000
1/5/2025	Selai Rasa Melon@250gr	IDR 8,000		IDR 450,000
1/5/2025	Gula@2kg	IDR 40,000		IDR 490,000
1/5/2025	Susu Fullcream @6ltr	IDR 150,000		IDR 640,000
1/5/2025	Nutrijell Rasa Mangga	IDR 3,000		IDR 643,000
1/5/2025	Nutrijell Rasa Strawberry	IDR 3,000		IDR 646,000
1/5/2025	Nutrijell Rasa Anggur	IDR 3,000		IDR 649,000
1/5/2025	Nutrijell Rasa Melon	IDR 3,000		IDR 652,000
1/5/2025	Nutrijell Plain	IDR 3,000		IDR 655,000
1/5/2025	Bubuk Minuman Rasa Mangga	IDR 30,000		IDR 685,000
1/5/2025	Bubuk Minuman Rasa Strawberry	IDR 30,000		IDR 715,000
1/5/2025	Bubuk Minuman Rasa Anggur	IDR 30,000		IDR 745,000
1/5/2025	Bubuk Minuman Rasa Melon	IDR 30,000		IDR 775,000
1/5/2025	Bubuk Minuman Rasa Durian	IDR 30,000		IDR 805,000
1/5/2025	Lemon	IDR 40,000		IDR 845,000
1/5/2025	Selasih	IDR 5,000		IDR 850,000
2/5/2025	Es Batu	IDR 10,000		IDR 860,000
3/5/2025	Es Batu	IDR 10,000		IDR 870,000
4/5/2025	Es Batu	IDR 10,000		IDR 880,000
4/5/2025	Jeruk@2kg	IDR 30,000		IDR 910,000
5/5/2025	Es Batu	IDR 10,000		IDR 920,000
6/5/2025	Es Batu	IDR 10,000		IDR 930,000
6/5/2025	Jeruk@2kg	IDR 30,000		IDR 960,000
7/5/2025	Es Batu	IDR 10,000		IDR 970,000
7/5/2025	Jeruk@3kg	IDR 45,000		IDR 1,015,000
8/5/2025	Es Batu	IDR 10,000		IDR 1,025,000
8/5/2025	Jeruk@2kg	IDR 30,000		IDR 1,055,000
8/5/2025	Sprite 1,5lt x 15	IDR 375,000		IDR 1,430,000
8/5/2025	Selai Rasa Anggur@250gr	IDR 8,000		IDR 1,438,000
8/5/2025	Selai Rasa Melon@250gr	IDR 8,000		IDR 1,446,000
8/5/2025	Gula@2kg	IDR 40,000		IDR 1,486,000
8/5/2025	Air Galon	IDR 5,000		IDR 1,491,000
8/5/2025	Susu Fullcream @6ltr	IDR 150,000		IDR 1,641,000
8/5/2025	Bubuk Minuman Rasa Mangga	IDR 30,000		IDR 1,671,000
8/5/2025	Bubuk Minuman Rasa Strawberry	IDR 30,000		IDR 1,701,000
8/5/2025	Bubuk Minuman Rasa Anggur	IDR 30,000		IDR 1,731,000
8/5/2025	Bubuk Minuman Rasa Melon	IDR 30,000		IDR 1,761,000
8/5/2025	Bubuk Minuman Rasa Durian	IDR 30,000		IDR 1,791,000
8/5/2025	Nutrijell Rasa Mangga	IDR 3,000		IDR 1,794,000
8/5/2025	Nutrijell Rasa Strawberry	IDR 3,000		IDR 1,797,000
8/5/2025	Nutrijell Rasa Anggur	IDR 3,000		IDR 1,800,000
8/5/2025	Nutrijell Rasa Melon	IDR 3,000		IDR 1,803,000
8/5/2025	Nutrijell Plain	IDR 3,000		IDR 1,806,000
8/5/2025	Lemon	IDR 40,000		IDR 1,846,000
9/5/2025	Es Batu	IDR 10,000		IDR 1,856,000
10/5/2025	Es Batu	IDR 10,000		IDR 1,866,000
10/5/2025	Jeruk@2kg	IDR 30,000		IDR 1,896,000
11/5/2025	Es Batu	IDR 10,000		IDR 1,906,000
12/5/2025	Es Batu	IDR 10,000		IDR 1,916,000
12/5/2025	Jeruk@2kg	IDR 30,000		IDR 1,946,000
13/5/2025	Es Batu	IDR 10,000		IDR 1,956,000

14/5/2025	Es Batu	IDR 10,000		IDR 1,966,000
15/5/2025	Es Batu	IDR 10,000		IDR 1,976,000
15/5/2025	Jeruk@2kg	IDR 30,000		IDR 2,006,000
16/5/2025	Es Batu	IDR 10,000		IDR 2,016,000
16/5/2025	Gula@2kg	IDR 40,000		IDR 2,056,000
16/5/2025	Air Galon	IDR 5,000		IDR 2,061,000
16/5/2025	Bubuk Minuman Rasa Mangga	IDR 40,000		IDR 2,101,000
16/5/2025	Bubuk Minuman Rasa Strawberry	IDR 40,000		IDR 2,141,000
16/5/2025	Bubuk Minuman Rasa Anggur	IDR 40,000		IDR 2,181,000
16/5/2025	Bubuk Minuman Rasa Melon	IDR 40,000		IDR 2,221,000
16/5/2025	Bubuk Minuman Rasa Durian	IDR 40,000		IDR 2,261,000
16/5/2025	Susu Fullcream @6ltr	IDR 150,000		IDR 2,411,000
16/5/2025	Selai Rasa Mangga@250gr	IDR 8,000		IDR 2,419,000
16/5/2025	Selai Rasa Strawberry@250gr	IDR 8,000		IDR 2,427,000
16/5/2025	Selai Rasa Durian@250gr	IDR 8,000		IDR 2,435,000
16/5/2025	Selai Rasa Anggur@250gr	IDR 8,000		IDR 2,443,000
16/5/2025	Selai Rasa Melon@250gr	IDR 8,000		IDR 2,451,000
16/5/2025	Selasih	IDR 5,000		IDR 2,456,000
16/5/2025	Sprite 1,5lt x 20	IDR 500,000		IDR 2,956,000
16/5/2025	Nutrijell Rasa Mangga	IDR 3,000		IDR 2,959,000
16/5/2025	Nutrijell Rasa Strawberry	IDR 3,000		IDR 2,962,000
16/5/2025	Nutrijell Rasa Anggur	IDR 3,000		IDR 2,965,000
16/5/2025	Nutrijell Rasa Melon	IDR 3,000		IDR 2,968,000
16/5/2025	Nutrijell Plain	IDR 3,000		IDR 2,971,000
17/5/2025	Es Batu	IDR 10,000		IDR 2,981,000
17/5/2025	Jeruk@2kg	IDR 30,000		IDR 3,011,000
18/5/2025	Es Batu	IDR 10,000		IDR 3,021,000
18/5/2025	Jeruk@2kg	IDR 30,000		IDR 3,051,000
18/5/2025	Sirup Coco Pandan	IDR 15,000		IDR 3,066,000
18/5/2025	Sirup Jeruk	IDR 15,000		IDR 3,081,000
18/5/2025	Sirup Nenas	IDR 15,000		IDR 3,096,000
18/5/2025	Sirup Strawberry	IDR 15,000		IDR 3,111,000
18/5/2025	Sirup Melon	IDR 30,000		IDR 3,141,000
18/5/2025	Sirup Mangga	IDR 30,000		IDR 3,171,000
18/5/2025	Sirup Leci	IDR 15,000		IDR 3,186,000
18/5/2025	Sirup Sirsak	IDR 15,000		IDR 3,201,000
18/5/2025	Sirup Jambu Biji	IDR 15,000		IDR 3,216,000
19/5/2025	Es Batu	IDR 10,000		IDR 3,226,000
20/5/2025	Es Batu	IDR 30,000		IDR 3,256,000
20/5/2025	Jeruk@5kg	IDR 75,000		IDR 3,331,000
21/5/2025	Jeruk@5kg	IDR 75,000		IDR 3,406,000
21/5/2025	Es Batu	IDR 22,000		IDR 3,428,000
22/5/2025	Jeruk@6kg	IDR 90,000		IDR 3,518,000
22/5/2025	Es Batu	IDR 28,000		IDR 3,546,000
23/5/2025	Jeruk@2kg	IDR 30,000		IDR 3,576,000
23/5/2025	Es Batu	IDR 10,000		IDR 3,586,000
23/5/2025	Listrik	IDR 20,000		IDR 3,606,000
23/5/2025	Sprite 1,5lt x 15	IDR 375,000		IDR 3,981,000
23/5/2025	Gula@2kg	IDR 40,000		IDR 4,021,000
23/5/2025	Air Galon	IDR 5,000		IDR 4,026,000
23/5/2025	Susu Fullcream @5ltr	IDR 125,000		IDR 4,151,000
23/5/2025	Bubuk Minuman Rasa Mangga	IDR 30,000		IDR 4,181,000
23/5/2025	Bubuk Minuman Rasa Strawberry	IDR 30,000		IDR 4,211,000
23/5/2025	Bubuk Minuman Rasa Anggur	IDR 30,000		IDR 4,241,000
23/5/2025	Bubuk Minuman Rasa Melon	IDR 30,000		IDR 4,271,000
23/5/2025	Bubuk Minuman Rasa Durian	IDR 30,000		IDR 4,301,000
23/5/2025	Nutrijell Rasa Mangga	IDR 3,000		IDR 4,304,000
23/5/2025	Nutrijell Rasa Strawberry	IDR 3,000		IDR 4,307,000
23/5/2025	Nutrijell Rasa Anggur	IDR 3,000		IDR 4,310,000
23/5/2025	Nutrijell Rasa Melon	IDR 3,000		IDR 4,313,000
23/5/2025	Nutrijell Plain	IDR 3,000		IDR 4,316,000
24/5/2025	Jeruk@2kg	IDR 30,000		IDR 4,346,000
24/5/2025	Es Batu	IDR 10,000		IDR 4,356,000
25/5/2025	Jeruk@2kg	IDR 30,000		IDR 4,386,000
25/5/2025	Es Batu	IDR 10,000		IDR 4,396,000
26/5/2025	Jeruk@2kg	IDR 30,000		IDR 4,426,000
26/5/2025	Es Batu	IDR 10,000		IDR 4,436,000
27/5/2025	Jeruk@2kg	IDR 30,000		IDR 4,466,000
27/5/2025	Es Batu	IDR 10,000		IDR 4,476,000
28/5/2025	Jeruk@2kg	IDR 30,000		IDR 4,506,000
28/5/2025	Es Batu	IDR 10,000		IDR 4,516,000
29/5/2025	Selai Rasa Mangga@250gr	IDR 8,000		IDR 4,524,000
29/5/2025	Sprite 1,5lt x 20	IDR 50,000		IDR 4,574,000
29/5/2025	Lemon	IDR 40,000		IDR 4,614,000
29/5/2025	Jeruk@2kg	IDR 30,000		IDR 4,644,000
29/5/2025	Es Batu	IDR 10,000		IDR 4,654,000
30/5/2025	Jeruk@2kg	IDR 30,000		IDR 4,684,000
30/5/2025	Es Batu	IDR 10,000		IDR 4,694,000
31/5/2025	Jeruk@2kg	IDR 30,000		IDR 4,724,000
31/5/2025	Es Batu	IDR 10,000		IDR 4,734,000

2. My Bingsoo

Buku Besar Persediaan Bahan Baku My Bingsoo MSME Periode 20 Mei 2025				
Tanggal	Keterangan	Debet	Credit	Saldo
1/5/2025	Saldo Awal			IDR 282,000
1/5/2025	Chocolate Flavor@65.000	IDR 65,000		IDR 347,000
1/5/2025	Vanilla Flavor@65.000	IDR 65,000		IDR 412,000
1/5/2025	Taro Flavor@65.000	IDR 65,000		IDR 477,000
1/5/2025	Strawberry Flavor@65.000	IDR 65,000		IDR 542,000
1/5/2025	Choco	IDR 25,000		IDR 567,000
1/5/2025	Choco Crunch	IDR 45,000		IDR 612,000
1/5/2025	Choco Chips	IDR 35,000		IDR 647,000
1/5/2025	Jelly Mangga	IDR 20,000		IDR 667,000
1/5/2025	Chocolatos	IDR 40,000		IDR 707,000
1/5/2025	Galon @5000	IDR 10,000		IDR 717,000
9/5/2025	Chocolate Flavor@65.000	IDR 65,000		IDR 782,000
9/5/2025	Strawberry Flavor@65.000	IDR 65,000		IDR 847,000
9/5/2025	Greentea Flavor@65.000	IDR 65,000		IDR 912,000
9/5/2025	Mangga Flavor@65.000	IDR 65,000		IDR 977,000
9/5/2025	Galon @5000	IDR 10,000		IDR 987,000
19/5/2025	Chocolate Flavor@65.000	IDR 130,000		IDR 1,117,000
19/5/2025	Taro Flavor@65.000	IDR 130,000		IDR 1,247,000
19/5/2025	Strawberry Flavor@65.000	IDR 130,000		IDR 1,377,000
19/5/2025	Greentea Flavor@65.000	IDR 130,000		IDR 1,507,000
19/5/2025	Mangga Flavor@65.000	IDR 130,000		IDR 1,637,000
19/5/2025	Galon @5000	IDR 10,000		IDR 1,647,000
19/5/2025	Sponge Strawberry	IDR 55,000		IDR 1,702,000
19/5/2025	Choco	IDR 25,000		IDR 1,727,000
19/5/2025	Choco Crunch	IDR 45,000		IDR 1,772,000
19/5/2025	Choco Chips	IDR 35,000		IDR 1,807,000
19/5/2025	Jelly Mangga	IDR 20,000		IDR 1,827,000
19/5/2025	Chocolatos	IDR 40,000		IDR 1,867,000
19/5/2025	Susu Kental Manis	IDR 25,000		IDR 1,892,000
23/5/2025	Chocolate Flavor@65.000	IDR 65,000		IDR 1,957,000
23/5/2025	Vanilla Flavor@65.000	IDR 65,000		IDR 2,022,000
23/5/2025	Taro Flavor@65.000	IDR 65,000		IDR 2,087,000
23/5/2025	Greentea Flavor@65.000	IDR 65,000		IDR 2,152,000
23/5/2025	Mangga Flavor@65.000	IDR 65,000		IDR 2,217,000
23/5/2025	Sponge Strawberry	IDR 55,000		IDR 2,272,000
23/5/2025	Choco	IDR 25,000		IDR 2,297,000
23/5/2025	Choco Chips	IDR 35,000		IDR 2,332,000
23/5/2025	Jelly Mangga	IDR 20,000		IDR 2,352,000
23/5/2025	Galon @5000	IDR 10,000		IDR 2,362,000
23/5/2025	Susu Kental Manis	IDR 25,000		IDR 2,387,000
Total		IDR 2,105,000		IDR 2,387,000

Appendix 13. Equipment Ledger Period May 2025 of Jellycious and My Bingsoo

1. Jellycious

Buku Besar Persediaan Perlengkapan Jellycious Periode May 2025				
Tanggal	Uraian	Debit	Kredit	Saldo
1/5/2025	Saldo Awal			IDR 1,200,000
1/5/2025	Pembelian cup 16 oz	IDR 495,000		IDR 1,695,000
1/5/2025	Pembelian cup 14 oz	IDR 490,000		IDR 2,185,000
1/5/2025	Pembelian Tutup Sealer	IDR 40,000		IDR 2,225,000
1/5/2025	Persediaan Perlengkapan - Sedotan Plastik @500	IDR 30,000		IDR 2,255,000
1/5/2025	plastik	IDR 30,000		IDR 2,285,000

2. My Bingsoo

Buku Besar Persediaan Perlengkapan Periode Mei 2025 My Bingsoo				
Tanggal	Uraian	Debit	Kredit	Saldo
1/5/2025	Saldo Awal			IDR 550,000
1/5/2025	(Pembelian Plastik 2 bks)	IDR 30,000		IDR 580,000
1/5/2025	(Pembelian Sendok Plastik 10bks)	IDR 120,000		IDR 700,000
1/5/2025	(Pembelian Cup 10bks)	IDR 250,000		IDR 950,000
1/5/2025	(Pembelian Tutup cup 10 bks)	IDR 50,000		IDR 1,000,000
19/5/2025	(Pembelian Cup 5 bks)	IDR 125,000		IDR 1,125,000
19/5/2025	(Pembelian Tutup cup 5 bks)	IDR 25,000		IDR 1,150,000
19/5/2025	(Pembelian Sendok Plastik 5 bks)	IDR 60,000		IDR 1,210,000
19/5/2025	(Pembelian Plastik 1 bks)	IDR 15,000		IDR 1,225,000
23/5/2025	(Pembelian Plastik 1 bks)	IDR 15,000		IDR 1,240,000
23/5/2025	(Pembelian Sendok Plastik 4 bks)	IDR 48,000		IDR 1,288,000
23/5/2025	(Pembelian Cup 5 bks)	IDR 75,000		IDR 1,363,000
23/5/2025	(Pembelian Tutup cup 5 bks)	IDR 25,000		IDR 1,388,000
Total				IDR 1,388,000

Appendix 14. Capital and Revenue Ledger Period May 2025

1. Jellycious

Buku Besar Modal UMKM Jellycious Mei 2025				
Tanggal	Uraian	Debit	Kredit	Saldo
1/5/2025	Saldo Awal		IDR 8,198,000	IDR 4,500,000
	Total			IDR 4,500,000

Buku Besar Pendapatan Penjualan UMKM Jellycious Periode Mei 2025				
Tanggal	Uraian	Debit	Kredit	Saldo
1/5/2025	Saldo Awal			
1/5/2025	Pendapatan Penjualan 01/05/2025		IDR 165,000	IDR 165,000
2/5/2025	Pendapatan Penjualan 02/05/2025		IDR 180,000	IDR 345,000
3/5/2025	Pendapatan Penjualan 03/05/2025		IDR 210,000	IDR 555,000
4/5/2025	Pendapatan Penjualan 04/05/2025		IDR 195,000	IDR 750,000
5/5/2025	Pendapatan Penjualan 05/05/2025		IDR 155,000	IDR 905,000
6/5/2025	Pendapatan Penjualan 06/05/2025		IDR 225,000	IDR 1,130,000
7/5/2025	Pendapatan Penjualan 07/05/2025		IDR 200,000	IDR 1,330,000
8/5/2025	Pendapatan Penjualan 08/05/2025		IDR 235,000	IDR 1,565,000
9/5/2025	Pendapatan Penjualan 09/05/2025		IDR 170,000	IDR 1,735,000
10/5/2025	Pendapatan Penjualan 10/05/2025		IDR 185,000	IDR 1,920,000
11/5/2025	Pendapatan Penjualan 11/05/2025		IDR 220,000	IDR 2,140,000
12/5/2025	Pendapatan Penjualan 12/05/2025		IDR 205,000	IDR 2,345,000
13/5/2025	Pendapatan Penjualan 13/05/2025		IDR 165,000	IDR 2,510,000
14/5/2025	Pendapatan Penjualan 14/05/2025		IDR 195,000	IDR 2,705,000
15/5/2025	Pendapatan Penjualan 15/05/2025		IDR 230,000	IDR 2,935,000
16/5/2025	Pendapatan Penjualan 16/05/2025		IDR 185,000	IDR 3,120,000
17/5/2025	Pendapatan Penjualan 17/05/2025		IDR 150,000	IDR 3,270,000
18/5/2025	Pendapatan Penjualan 18/05/2025		IDR 240,000	IDR 3,510,000
19/5/2025	Pendapatan Penjualan 19/05/2025		IDR 215,000	IDR 3,725,000
20/5/2025	Pendapatan Penjualan (Expo day 1)		IDR 520,000	IDR 4,245,000
21/5/2025	Pendapatan Penjualan (Expo day 2)		IDR 410,000	IDR 4,655,000
22/5/2025	Pendapatan Penjualan (Expo day 3)		IDR 540,000	IDR 5,195,000
23/5/2025	Pendapatan Penjualan 23/05/2025		IDR 210,000	IDR 5,405,000
24/5/2025	Pendapatan Penjualan 24/05/2025		IDR 185,000	IDR 5,590,000
25/5/2025	Pendapatan Penjualan 25/05/2025		IDR 155,000	IDR 5,745,000
26/5/2025	Pendapatan Penjualan 26/05/2025		IDR 235,000	IDR 5,980,000
27/5/2025	Pendapatan Penjualan 27/05/2025		IDR 220,000	IDR 6,200,000
28/5/2025	Pendapatan Penjualan 28/05/2025		IDR 175,000	IDR 6,375,000
29/5/2025	Pendapatan Penjualan 29/05/2025		IDR 200,000	IDR 6,575,000
30/5/2025	Pendapatan Penjualan 30/05/2025		IDR 215,000	IDR 6,790,000
31/5/2025	Pendapatan Penjualan 31/05/2025		IDR 176,000	IDR 6,966,000
	Total			IDR 6,966,000

2. My Bingsoo

Buku Besar Modal				
My Bingsoo MSME				
Periode Mei				
Tanggal	Uraian	Debit	Kredit	Saldo
1/5/2025	SALDO AWAL			IDR 8,832,000
				IDR 8,832,000

Buku Besar Pendapatan Penjualan				
UMKM My Bingsoo				
Mei 2025				
Tanggal	Uraian	Debit	Kredit	Saldo
1/5/2025	Saldo Awal			
1/5/2025	Pendapatan Penjualan 01/05/2025		IDR 300,000	IDR 300,000
2/5/2025	Pendapatan Penjualan 02/05/2025		IDR 200,000	IDR 500,000
3/5/2025	Pendapatan Penjualan 03/05/2025		IDR 240,000	IDR 740,000
4/5/2025	Pendapatan Penjualan 04/05/2025		IDR 240,000	IDR 980,000
5/5/2025	Pendapatan Penjualan 05/05/2025		IDR 220,000	IDR 1,200,000
6/5/2025	Pendapatan Penjualan 06/05/2025		IDR 250,000	IDR 1,450,000
7/5/2025	Pendapatan Penjualan 07/05/2025		IDR 200,000	IDR 1,650,000
8/5/2025	Pendapatan Penjualan 08/05/2025		IDR 220,000	IDR 1,870,000
9/5/2025	Pendapatan Penjualan 09/05/2025		IDR 200,000	IDR 2,070,000
10/5/2025	Pendapatan Penjualan 10/05/2025		IDR 230,000	IDR 2,300,000
11/5/2025	Pendapatan Penjualan 11/05/2025		IDR 250,000	IDR 2,550,000
12/5/2025	Pendapatan Penjualan 12/05/2025		IDR 250,000	IDR 2,800,000
13/5/2025	Pendapatan Penjualan 13/05/2025		IDR 200,000	IDR 3,000,000
14/5/2025	Pendapatan Penjualan 14/05/2025		IDR 300,000	IDR 3,300,000
15/5/2025	Pendapatan Penjualan 15/05/2025		IDR 220,000	IDR 3,520,000
16/5/2025	Pendapatan Penjualan 16/05/2025		IDR 250,000	IDR 3,770,000
17/5/2025	Pendapatan Penjualan 17/05/2025		IDR 230,000	IDR 4,000,000
18/5/2025	Pendapatan Penjualan 18/05/2025		IDR 250,000	IDR 4,250,000
19/5/2025	Pendapatan Penjualan 19/05/2025		IDR 200,000	IDR 4,450,000
20/5/2025	Pendapatan Penjualan (Expo day 1)		IDR 580,000	IDR 5,030,000
21/5/2025	Pendapatan Penjualan (Expo day 2)		IDR 650,000	IDR 5,680,000
22/5/2025	Pendapatan Penjualan (Expo day 3)		IDR 800,000	IDR 6,480,000
23/5/2025	Pendapatan Penjualan 23/05/2025		IDR 210,000	IDR 6,690,000
24/5/2025	Pendapatan Penjualan 24/05/2025		IDR 230,000	IDR 6,920,000
25/5/2025	Pendapatan Penjualan 25/05/2025		IDR 220,000	IDR 7,140,000
26/5/2025	Pendapatan Penjualan 26/05/2025		IDR 210,000	IDR 7,350,000
27/5/2025	Pendapatan Penjualan 27/05/2025		IDR 240,000	IDR 7,590,000
28/5/2025	Pendapatan Penjualan 28/05/2025		IDR 210,000	IDR 7,800,000
29/5/2025	Pendapatan Penjualan 29/05/2025		IDR 250,000	IDR 8,050,000
30/5/2025	Pendapatan Penjualan 30/05/2025		IDR 250,000	IDR 8,300,000
31/5/2025	Pendapatan Penjualan 31/05/2025		IDR 300,000	IDR 8,600,000
Total				IDR 8,600,000

Appendix 15. Guidance Consultation Sheet



KEMENTERIAN PENDIDIKAN TINGGI, SAINS, DAN TEKNOLOGI
POLITEKNIK NEGERI BENGKALIS
PROGRAM STUDI ADMINISTRASI BISNIS INTERNASIONAL
Jalan Bathin Alam, Sungai Alam Bengkalis-Riau 28711
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Laman: <http://www.polbeng.ac.id>

CONSULTATION SHEET UNDERGRADUATE THESIS GUIDANCE INTERNATIONAL BUSINESS ADMINISTRATION

Name : Nurin Zulayra

Student Number : 5404221534

Title :

NO	DATE	REVISION	SIGNATURE
1	15/12/2025	The numbering description sentence is placed below of the numbering sentences point	
2	15/12/2025	Organize the layout and sort content based on its specific purpose	
3	16/12/2025	Look at the example of financial report from the undergraduate thesis borrowed by your senior	
4	20/12/2025	Make sure all of quotation in the references list	
5	26/12/2025	Conclusions and recommendations are written based on the contents of chapter 4, as well as existing problem & solutions	
6	31/12/2025	provide all supporting sheet in your undergraduate thesis	
7	8/1/2026	Complete the attachment with financial reports and event documentation	
8	8/1/2026	Attn for defence undergraduate thesis	

Bengkalis, Desember 2025
Advisor

Teguh Widodo, M.SM., M.Rech
NIP. 197303182021211001

WRITER'S BIOGRAPHY



My name is Nurin Zuhayra, as the compiler and writer of this thesis report. The author was born in Dumai on August 19, 2004. The author has strong support from both parents, M. Efendi and Sa'diyah, and is the second child of four siblings. In 2010, the author began her elementary education at SD Negeri 40 Bengkalis and graduated in 2016. She

then continued her education at the junior high school level at MTsN 1 Bengkalis and graduated in 2019. Furthermore, the author pursued her senior high school education at SMA Negeri 2 Bengkalis and successfully graduated in 2022. After completing her secondary education, the author continued her studies at the State Polytechnic of Bengkalis, majoring in the Department of Business Administration, International Business Administration Study Program. The author has successfully completed this final thesis entitled "POLBENG BUSINESS EXPO Chapter II (Liaison Officer and Business Consultant Role on MSMEs: Jellycious and My Bingsoo)". It is hoped that this thesis can provide benefits for the author in developing professional competencies in international business administration, particularly in business communication, partnership management, and MSME business development, as well as serve as a useful reference for readers and future researchers.