

POLBENG BUSINESS EXPO CHAPTER II

Liasion Officer and Business Consultant Role on MSMEs

Missme Moment and Pisang Kembung

Name of Student : Techy Armeinda
Registration Number : 5404221519
Student Institute : State Polytechnic of Bengkalis
Advisor : Teguh Widodo, M.SM., M.Rech

ABSTARCT

This This research aims to support Micro, Small, and Medium Enterprises (MSMEs), especially Missme Moment and Pisang Kembung, through the Polbeng Business Expo Chapter II by optimizing digital marketing strategies, including the creation of business profiles, product catalogs, promotional videos, and the implementation of QRIS payment methods. The expo is also designed to expand MSMEs' exposure to wider market opportunities and increase public awareness of local products. This research uses a project-based research method consisting of three stages, namely project preparation, project implementation, and project accomplishment. The results show that the role of the Liaison Officer is effective in bridging the relationship between MSMEs and potential markets, while the Business Consultant provides strategic guidance related to digital marketing and business operations. Missme Moment and Pisang Kembung gained significant benefits, including increased product visibility through social media, improved transaction efficiency through QRIS, and a better understanding of financial management through structured financial reports. Polbeng Business Expo Chapter II has successfully become an effective platform to support the growth of MSMEs through innovative and strategic approaches. The project not only positively impacts MSMEs but also creates beneficial collaboration opportunities between businesses and the community. As a suggestion, further development of digital marketing and the expansion of MSME participation in future expos are expected to increase the positive impact of this event.

Keywords: MSMEs, Business Expo, Digital Marketing, QRIS, Community Collaboration.