

**(Case Study at the Liaison Officer and Business Consultant Role on  
*Tea Poci Mei mei and Lapak Es Ibu Liqa MSMEs*)**

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## **ABSTRAK**

Polbeng Business Expo Chapter II was conducted as an effort to support the development of Micro, Small, and Medium Enterprises (MSMEs) by promoting MSME products and facilitating the exchange of business ideas. This study aims to improve the Marketing Mix 4P of MSMEs by focusing on the development of effective marketing strategies, as well as to create MSME profiles for Tea Poci Mei Mei and Lapak Es Ibu Liqa. The method used in this study is a descriptive qualitative approach with a project-based implementation. The activities carried out include developing a 30-day Marketing Mix 4P concept for MSMEs, creating MSME profiles, producing video profiles and activity videos of tenants during the Expo, developing 30 MSME catalogs and 30 promotional videos, preparing financial reports of MSME transactions during the Expo, compiling the Expo financial report, and implementing QRIS digital payment systems for Tea Poci Mei Mei and Lapak Es Ibu Liqa. The results indicate that the implementation of structured Marketing Mix 4P strategies can enhance MSME product visibility, improve marketing effectiveness, and facilitate transactions through digital payment systems. Furthermore, the Polbeng Business Expo Chapter II served as an effective platform for MSME promotion and business networking. This study is expected to provide practical insights for MSME marketing development and future business expo organization.

**Keywords:** *MSMEs, Digital Marketing, Marketing Strategy*