

POLBENG BUSINESS EXPO CHAPTER II

(Facilitation of Project Implementation on Tenants Jajanan Bu Nila And Mie Level Jajanan Jalanan)

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ABSTRACT

Polbeng Business Expo Chapter II is an event organized by students of the International Business Administration Study Program at the State Polytechnic of Bengkalis as a form of practical learning in supporting local MSMEs. This project focuses on facilitating two tenants Jajanan Bu Nila and Mie Level Jajanan Jalanan through several activities, including producing 30 promotional videos, creating 30 product catalogs, preparing business profiles, designing digital marketing strategies using paid content, providing QRIS for digital payments, and compiling financial reports for both tenants. The project was implemented through four main stages: preparation, implementation, accomplishment, and reporting. The results indicate that the assistance provided successfully improved the tenants' marketing quality, strengthened their digital presence, and enhanced operational readiness during the expo. The use of promotional media and QRIS also increased customer engagement and transaction efficiency. Furthermore, this project offered the author valuable hands-on experience in applying business, marketing, and communication concepts in real business conditions.

Keywords: *Expo, MSMEs, Digital Marketing, QRIS, Business Management, Promotion.*