

INCREASING SAVORY POTATOES AND QUEEN MANGO BENGKALIS MSME's PERFORMANCE THROUGH ENTREPRENEURSHIP, AND DIGITAL MARKETING AT POLBENG BUSINESS EXPO CHAPTER II

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ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in supporting Indonesia's economic development, particularly in generating employment and strengthening regional economies. However, many culinary MSMEs in Bengkalis Regency still face challenges in entrepreneurship practices and digital marketing utilization. This study aims to analyze how entrepreneurship and digital marketing strategies implemented during the Polbeng Business Expo improve the performance of Savory Potatoes and Queen Mango MSMEs. This research uses a descriptive qualitative approach through observation, documentation, and sales data analysis collected during the three-day exhibition. The study examines entrepreneurial aspects such as innovation, opportunity recognition, and customer service, as well as digital marketing strategies including social media promotion and digital payment utilization. The results indicate that the implementation of these strategies positively affected sales performance, expanded customer reach, and increased product visibility. The integration of entrepreneurial initiatives and digital marketing within a structured exhibition environment effectively enhanced MSME competitiveness. This research provides practical insights for MSME development and supports sustainable local economic growth in Bengkalis Regency.

Keywords: *MSMEs, Entrepreneurship, Digital Marketing, Business Performance, Polbeng Business Expo.*