

**ABSTRACT**  
**POLBENG BUSINESS EXPO**  
**(CASE STUDY ON “SHIN SUSHI” MSME)**

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**ABSTRACT**

Indonesia, with its vast landscape and diverse economy, is home to a large number of Micro, Small, and Medium Enterprises (MSMEs), which play an important role in driving economic growth, job creation, and promoting equality. In 2019, the number of MSMEs in Indonesia reached 65.47 million units, accounting for 99.99% of the total businesses in the country. Of these, micro enterprises dominate, accounting for 98.67% of all MSMEs, while small and medium enterprises contribute 1.22% and 0.1% respectively. These businesses also absorb 96.9% of the national workforce. One of the key drivers of the success of MSMEs today is digital marketing, which provides a cost-effective and efficient method to reach a wide audience. Digital marketing utilizes online platforms such as websites, social media, email, and mobile apps, allowing businesses to communicate directly with potential customers. This paper highlights the role of digital marketing in the growth and sustainability of MSMEs, with a particular focus on "Shin Sushi", a local business in Bengkalis, Indonesia. Shin Sushi offers traditional Japanese cuisine such as sushi, onigiri, and mochi, which are increasingly popular among consumers. By integrating digital marketing strategies, the business aims to increase its visibility, expand its customer base, a

**Keywords:**

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