

POLBENG BUSINESS EXPO

A STUDY ON THE MSME GROWTH OF BAKSO MALANG PAK DIN AND MOODY SNACK'S AT POLBENG BUSINESS EXPO CHAPTER II

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ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) play an important role in supporting economic growth, particularly in the culinary sector. This study aims to analyze the growth of Bakso Malang Pak Din and Moody Snack MSMEs through their participation in the POLBENG Business Expo Chapter II as a medium for promotion and business development. This research employs a descriptive qualitative method with a case study approach, using data collected through observation, interviews, documentation, and financial transaction records during the expo. The results indicate that participation in the business expo had a positive impact on increasing business visibility, expanding marketing networks, improving sales performance, and enhancing MSME owners' understanding of digital marketing and financial management. Therefore, business expos can be considered an effective strategy to support the growth and competitiveness of MSMEs in the culinary sector. This study is further supported by qualitative insights obtained from consumer feedback and field observations, which strengthen the interpretation of the research findings..

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