

**CASE STUDY ON THE LIAISON OFFICER AND BUSINESS
CONSULTANT ROLE ON MSMES *JAJANAN MADINA*
AND *MISO BAKSO CIK SARIF* AT POLBENG
BUSINESS EXPO CHAPTER II**

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ABSTRACT

Polbeng Business Expo Chapter II is a business exhibition organized by the Bengkalis State Polytechnic to showcase the creativity of students and local MSMEs, particularly Jajanan Madina and Miso Bakso Cik Sarif, in order to support economic growth in the Bengkalis region. This study examines the role of Liaison Officers and Business Consultants in improving MSME digital marketing strategies through the creation of business profiles, 30-day digital marketing strategies, profile videos, 30 catalogs and promotional videos, expo transaction financial reports, and QRIS implementation. Conducted over 7 months with a 3-day expo in May 2025 on campus, this project aims to expand the market reach of SMEs, increase sales, and provide benefits to students, SMEs, and stakeholders through digital innovation and collaboration.

Keywords : Business Expo,MSMEs,Digital Marketing Strategy,Expo