

POLBENG BUSINESS EXPO CHAPTER II

(Case Study on Nii_Kutchen Bakery and Air Balang Zea MSMEs)

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ABSTRACT

This project aims to support the development of Micro, Small, and Medium Enterprises (MSMEs) through the implementation of Polbeng Business Expo Chapter II, with a case study on Nii_Kutchen Bakery and Air Balang Zea. The project focuses on providing business assistance in the form of promotional video creation, product catalogs, business profiles, digital marketing strategies through social media, simple financial reporting, and the implementation of QRIS as a digital payment system. The method used in this project is a descriptive approach with data collection techniques including observation, documentation, and direct involvement during the expo activities. The results show that the implementation of digital promotion media and business support activities helped increase product visibility, improve transaction efficiency, and enhance business management practices for both MSMEs. In addition, the use of QRIS facilitated cashless transactions and supported the digitalization of MSME operations. The novelty of this project lies in the integration of project-based learning with direct MSME assistance through a business expo, emphasizing practical implementation and real business development outcomes rather than theoretical analysis.

Keywords: *MSMEs, Business Expo, Digital Marketing, Finacial Report, QRIS, Project-Based Learning*