

THE ANALYSIS OF DIGITAL MARKETING ON KUE PANCONG LUMER AND JUMBO ICED TEA MSMES AT POLBENG BUSINESS EXPO CHAPTER II

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ABSTRACT

This study aims to analyze the implementation of digital marketing for Kue Pancong Lumer and Jumbo Iced Tea MSMEs at Polbeng Business Expo Chapter II. The digital marketing strategies were applied through the use of social media, the development of business profiles, product catalogs, promotional videos, and the implementation of QRIS as a cashless payment system to enhance MSME competitiveness. The results indicate that digital marketing implementation has a positive impact on increasing product visibility, improving transaction efficiency, and enhancing MSME owners' understanding of more structured financial management. In addition, Polbeng Business Expo Chapter II has proven to be an effective platform for expanding market reach and increasing public awareness of local MSME products. This study is expected to serve as a reference for the development of digital marketing strategies for MSMEs and to encourage sustainable collaboration between business actors, educational institutions, and the community in supporting MSMEs growth.

Keywords : Digital Marketing, MSMEs, Business Expo, QRIS, Local Products