

POLBENG BUSINESS EXPO

(CASE STUDY ON BAKSO MALANG MSME)

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ABSTRACT

The thesis project entitled "Polbeng Business Expo (Case Study on Bakso Malang MSME)" aims to explore the strategic role of Micro, Small and Medium Enterprises (MSMEs) in supporting Indonesia's economic growth. The focus of this research is the organization of Polbeng Business Expo as a platform to promote food and beverage products from local MSMEs, especially Bakso Malang MSMEs. This project analyzes the stages of preparation, implementation, and evaluation of the financial results of the exhibition. The project results show that the Polbeng Business Expo made a positive contribution to the participating MSMEs, with most participants experiencing an increase in profits compared to regular sales. In addition, this project emphasizes the importance of implementing digital marketing strategies and community involvement in supporting the sustainability of MSMEs.

Keywords: *MSME, Polbeng Bisnis Expo, Digital Marketing, Promotion, Catalog, Financial Statement, QRIS.*