

POLBENG BUSINESS EXPO
Case Study on the Liaison Officer And Business Consultant Role
on Msmes Teh Poci Mei Mei

Student Name : Nurliana Mungkur
Student ID Number : 5404211426
Supervisor Lecturer : M.Fuad Asrofillah.SE.,MM

ABSTRACT

The purpose of the POLBENG BUSINESS EXPO (case study on the liaison officer and business consultant role on MSMEs) is to develop students' practical skills in the field of business, increase interaction with the community, and inspire the younger generation to dare to be entrepreneurial. The exhibition significantly increased the visibility of MSME businesses, attracted new customers, and retained existing customer bases. In addition, this activity helps MSMEs improve professionalism through content production. The methods used include marketing strategy planning, product cataloging, product benner creation, profile videos, and management of social media platforms such as Instagram, Facebook, and TikTok. The main goal of this final project is an opportunity for MSMEs to showcase their latest products, services, and innovations to the public It can help in expanding market reach, attracting new customers, and increasing brand awareness. It is hoped that MSMEs can reach a wider target market and strengthen their competitiveness in the current digital era.

Keyword: EXPO, *MSMEs*, *Digital Marketing*, *Marketing Strategy*.