

POLBENG BUSINESS EXPO

(CASE STUDY ON JEBEW NOODLE MSME)

Student Name : Radina Selvia
Registration Number : 5404211445
Advisor : M. Alkadri Perdana,B.IT.,M.Sc
Student Institute : State Polytechnic of Bengkalis

ABSTRACT

The undergraduate project titled "Polbeng Business Expo (Case Study on Jebew Noodle MSME)" explores the significant role of Micro, Small, and Medium Enterprises (MSMEs) in driving the Indonesian economy. The project highlights the organization of the Polbeng Business Expo, aimed at promoting various food and beverage products from local MSMEs, particularly focusing on Jebew Noodles. The event serves as a platform for MSMEs to showcase their products, enhance their market reach, and engage with the community. The project details the preparation, implementation, and financial outcomes of the expo, demonstrating its positive impact on participating MSMEs, which reported increased profits compared to their regular sales. The findings underscore the importance of digital marketing and community engagement in supporting MSME growth and sustainability in Indonesia. Overall, the project illustrates how structured events like the Polbeng Business Expo can foster economic growth and empower local businesses.

Keywords: MSMEs, Expo, Community Engagement, Digital Marketing, Event Management, Financial Reporting, Promotion Strategies.