

# **POLBENG BUSINESS EXPO**

## **Case Study on the Liaison Officer and Business Consultant Role on MSME Susu Buaya**

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### **ABSTRACT**

This research explores the role of Liaison Officers and Business Consultants in supporting Susu Buaya MSMEs during the Polbeng Business Expo, an art and MSME exhibition held in Bengkalis, organized by International Business Administration students class of 2021. This project aims to bridge communication between event organizers and tenants, develop digital marketing strategies, create business profiles, product catalogs, promotional videos and assist with MSME financial reporting. The Liaison Officer played an important role in inviting MSMEs to participate, ensuring the success of the event and attracting significant public attention. Susu Buaya MSMEs benefited greatly from their participation, achieving increased profits due to effective pre-event marketing strategies, including the creation of engaging promotional videos that were shared across various social media platforms. The event not only increased the income of participating MSMEs, but also strengthened the relationship between Politeknik Negeri Bengkalis and the local community. The involvement of the Liaison Officer significantly contributed to the success of the event and the benefits gained by the MSMEs and the community.

**Keyword :** MSME, Liaison Officer, Business Consultant, Polbeng Business Expo, digital marketing strategy, business profile, product catalog, promotional video, financial report, MSME Susu Buaya, social media.