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Polbeng Business Expo Chapter II: Case Study at Warung Nongkrong Pajero and Kue Donat Varian Rasa Azkia MSMEs

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Abstract

This study aims to examine the role of Polbeng Business Expo Chapter II in encouraging the development of Micro, Small, and Medium Enterprises (MSMEs), with case studies of Warung Nongkrong Pajero and Kue Donat Varian Rasa Azkia. This project focused on improving marketing, digitalization, financial management, and the implementation of business governance practices through direct involvement in exhibition activities. The method applied was a project-based approach, which included the stages of planning, implementation, completion, and reporting. Data collection was carried out through direct observation, documentation, and financial recording during the exhibition. The implementation of this project included compiling MSME profiles, creating promotional catalogs, marketing videos, digital marketing content, providing a QRIS-based digital payment system, and preparing financial reports. The project results showed that participation in Polbeng Business Expo Chapter II had a positive impact on the progress of both MSMEs. Digital marketing and promotion strategies were proven successful in increasing product visibility and consumer interest, as indicated by higher sales figures during the exhibition compared to regular operating days. The implementation of the QRIS system was able to improve transaction efficiency and support more organized financial governance. Furthermore, financial analysis shows that both MSMEs achieved positive net profits and recorded capital growth, indicating healthy and sustainable business performance. In addition to generating economic benefits, this project also provided educational value for students through the practical application of business theory, as well as strengthening synergies between higher education institutions, MSMEs, and the community. Overall, Polbeng Business Expo Chapter II proved to be an effective platform for MSME escalation through integrated marketing, digitalization, and financial management support.

Keywords: MSMEs, Business Exhibition, Digital Marketing, QRIS, Financial Performance

1. Introduction

Exhibitions or expos, which historically began with large-scale fairs such as the World's Fair in the 19th century, have now evolved into strategic platforms that not only showcase innovation but also serve as vital instruments in driving economic growth, particularly for Micro, Small, and Medium Enterprises (MSMEs). In Indonesia, MSMEs are the backbone of the economy, contributing to more than 99% of total business units and absorbing the majority of the workforce [1]. This is especially true in the culinary sector, which continues to experience rapid development in line with high market demands for product innovation and appealing business concepts for the younger generation. Despite their massive contribution, MSME players frequently face fundamental challenges in navigating the highly competitive era of the ASEAN Economic Community (AEC). These challenges range from limited human resource quality and low brand visibility to suboptimal digital technology adoption [2].



Figure 1 MSME Location Via Google Maps
Source : Processed Data (2026)

To overcome these issues, a comprehensive approach is required, integrating the utilization of digital features such as Google My Business and Google Maps to facilitate business location accessibility, alongside optimizing social media promotion [3]. Social media marketing has proven to be efficient, cost-effective, and capable of reaching a broad audience while creating the potential for virality. Responding to this urgency and opportunity, the "Polbeng Business Expo Chapter II" project was initiated as a practical solution [4].



Figure 2 MSME Warung Nongkrong Pajero
Source : Processed Data (2026)

The event is scheduled to take place during the even semester of 2025 in the main courtyard of the Bengkalis State Polytechnic Building. The project utilizes two leading local MSMEs, both established in 2019, as its primary case studies: Warung Nongkrong Pajero and Kue Donat Varian Rasa Azkia. Warung Nongkrong Pajero offers a variety of popular local dishes such as Kampung Fried Rice, Sago Noodles, Seblak, and various refreshing beverages [5]. Meanwhile, Kue Donat Varian Rasa Azkia focuses on transforming classic donuts into modern treats, offering contemporary flavors such as matcha, red velvet, tiramisu, and various innovative toppings tailored to modern consumer tastes [6].



Figure 3 MSME Location Via Google Maps
Source : Processed Data (2026)

Through the execution of this expo, the project is sharply focused on ensuring the operational success of both tenants through a highly structured series of interventions [7]. These integrated efforts include creating professional business profiles, producing 30 promotional videos alongside 30 digital marketing catalogs, implementing the QRIS contactless payment system, and compiling systematic financial reports [8].



Figure 4 MSME Kue Donat Varian Rasa Azkia
Source : Processed Data (2026)

Overall, the implementation of this exhibition is not merely aimed at expanding market networks, increasing sales turnover, and bringing MSMEs face-to-face with consumers and business partners. It is strategically designed to provide tangible, direct feedback for product quality improvement, while simultaneously delivering significant educational benefits for the involved students. By participating in this project, students are able to hone their public communication skills, build a positive self-image, and practically apply comprehensive business management theories in a real-world setting [9].

2. Method Research

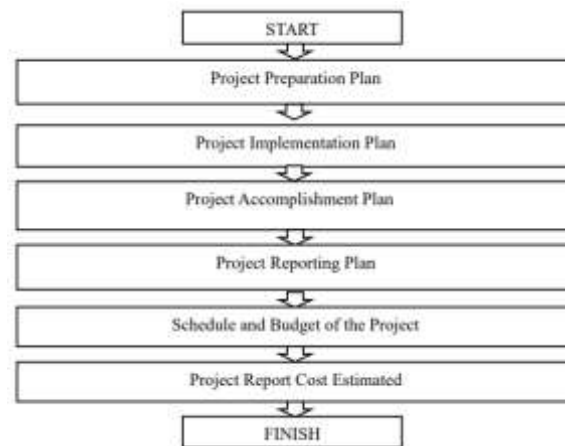


Figure 5 Project methods and achievements
Source : Processed Data (2026)

The method utilized in this activity is a project-based approach. The planning phase commenced with a comprehensive field survey to understand the factual conditions on the ground, identify potential challenges, and gather necessary data to ensure that the formulated strategies were highly accurate. Overall, the project implementation method was structurally divided into four narrative stages: preparation, implementation, accomplishment, and reporting [10].

The preparation stage served as the initial foundation before the event commenced, focusing heavily on equipping the MSMEs and preparing all necessary marketing materials. This comprehensive preparation involved curating and readying the two MSME tenants, Warung Nongkrong Pajero and Kue Donat Varian Rasa Azkia, which included finalizing booth designs, preparing product samples, and conducting customer service training [11]. Furthermore, it involved composing detailed MSME profiles to clearly outline the business identity, vision, mission, and product advantages, making them easily understandable to a broad audience. During this stage, the team meticulously designed 30 short-duration promotional videos and 30 digital catalogs containing high-quality product photos, prices, and contact details. To maximize exposure, profile videos and expo documentation were produced to capture the story behind the businesses and document direct interactions during the exhibition. Social media marketing was highly optimized across platforms like Instagram, TikTok, and Facebook through the use of strategic hashtags, regular posting schedules, and active audience engagement. Additionally, the preparation phase facilitated the establishment of robust financial and payment systems. This included formulating comprehensive financial reports covering income statements, balance sheets, and cash flows, as well as integrating the QRIS digital payment system to drastically enhance transaction efficiency and security [12].

Following the initial preparations, the project transitioned into the implementation phase, which centralized on the actual operationalization of the Polbeng Business Expo Chapter II. This phase began with setting a detailed timeline spanning from the early preparations in November to the post-event evaluations in May [13]. To attract a massive crowd, extensive expo promotions were conducted, targeting the general public and wider business networks through aggressive social media campaigns, print media, and strategic collaborations. The actual operation of the exhibition required the meticulous management of logistics, supporting facilities, and technical assistance for the MSMEs throughout the duration of the event. Moreover, human resource management played a critical role during this stage, providing thorough training and essential briefings for both the event committee members and the MSME staff to ensure maximum service quality and operational fluidity [14].

The third stage, project accomplishment, was executed right before and shortly after the event concluded to ensure that all predefined targets were successfully achieved. This vital step involved finalizing all digital outputs, guaranteeing that the creation of business profiles, digital marketing content, promotional videos, and catalogs were completely finished and widely distributed. As a formal gesture of gratitude and recognition, appreciation was given through the official handover of award certificates to the MSME partners who fully participated and committed to the entirety of the program [15].

Finally, the reporting, scheduling, and budgeting phase served as the ultimate stage for accountability and project transparency. This phase included the compilation of a comprehensive project implementation report alongside a highly detailed financial report. The project schedule was systematically designed to run over a structured period of seven months, from November to May. The budget plan meticulously allocated funds across various necessities, dedicating Rp4,700,000 for marketing and promotional needs, Rp94,840,000 for major equipment rentals, Rp6,451,000 for technical supplies, and Rp9,316,250 for other miscellaneous operational costs, in addition to the specific budget required for the final report preparation. The entire financial management and fund allocation were conducted with strict administrative orderliness to completely prevent any potential cost overruns [16].

3. Result and Discussion

The Polbeng Business Expo Chapter II is a dynamic business exhibition organized by students of the International Business Administration Study Program as an integral part of their final academic project. The event was specifically aimed at translating theoretical business concepts into tangible, real-world practices, featuring a massive gathering of 120 tenants comprising diverse culinary and general vendors [17].



Figure 6 Polbeng Business Expo Profile
Source : Processed Data (2026)

It simultaneously functioned as a practical training ground to foster teamwork and prepare students for the realities of the professional business world [18]. Within this organizational structure, the author was specifically assigned to the Facilities and Equipment Division, holding the crucial responsibility of fulfilling all exhibition logistics, which included the procurement and arrangement of tents, tables, chairs, power generators, and the overall spatial layout of the area. The core committee structure and expo divisions were led by a Main Team consisting of the Event Leader, Note Taker, and Money Manager. They were supported extensively by various operational divisions such as Event Execution, PR & Sponsorship, Catering, Creative Media, Security, Facilities, and Cleanliness. The physical layout of the booths was strategically arranged in the main courtyard of the Bengkalis State Polytechnic Building to guarantee highly comfortable, logical, and easy access for all attending visitors [19].



Figure 7 Committee Structure Polbeng Business Expo
Source : Processed Data (2026)

The exhibition successfully highlighted the distinct business profiles of the two partnered MSMEs, starting with Warung Nongkrong Pajero. Established in 2019 and currently managed by owner Fitri and manager Roni, this culinary business is strategically located on Jl. Poros, Sungai Alam, Bengkalis. The establishment offers a mouth-watering array of products including Kampung and Red Fried Rice, Fried and Soupy Sago Noodles, Yellow

Noodles, Spicy Level Noodles, Kwetiau, Seblak, and a variety of refreshing syrup-based beverages like orange, mango, and lychee [20].

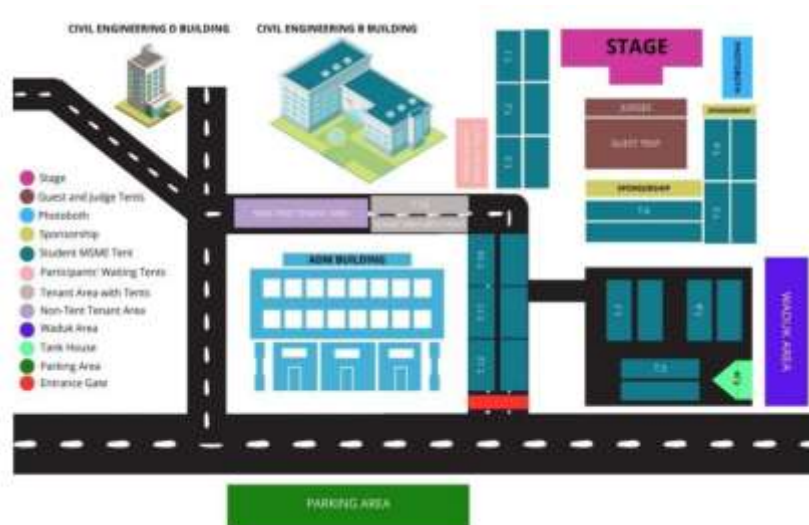


Figure 8 Layout Polbeng Business Expo
Source : Processed Data (2026)

Its immense competitive advantage lies in the utilization of premium rice, distinctive locally sourced sago noodles, high-quality spices, and highly affordable prices, all of which have helped it secure a deeply loyal customer base among local university students and the surrounding community. Marketing efforts for this MSME seamlessly combine offline sales at their physical shop with highly active, engaging online promotions across Instagram, TikTok, and Facebook. Similarly, Kue Donat Varian Rasa Azkia, which was also established in 2019 by owner Nurhafiza and manager Azkia, operates directly on Jl. Pramuka right in front of SMA 2 Bengkalis. This particular MSME specializes in producing soft-textured, sweet donuts featuring highly contemporary flavors such as Chocolate, Tiramisu, Mocha, Strawberry, Matcha, and Red Velvet.



Figure 9 Warung Nongkrong Pajero Products
Source : Processed Data (2026)

The business excels by utilizing premium flour and top-tier toppings, maintaining incredibly strict production hygiene, offering budget-friendly prices, and adapting exceptionally well to modern culinary trends. Their overarching marketing strategy heavily relies on direct physical store sales coupled with aggressive social media utilization to exponentially expand their reach among younger, trend-conscious consumers.



Figure 10 Kue Donat Varian Rasa Azkia Products
Source : Processed Data (2026)

The project preparation phase was intensely focused on solidifying strategies to ensure both MSME partners were optimally prepared to perform during the live exhibition. This encompassed comprehensive booth and human resource preparations, strictly ensuring the availability of adequate product stock, standardizing highly attractive packaging, creating eye-catching banners and brochures, providing rigorous customer service communication training for booth attendants, and setting up seamless digital payment options like QRIS [1]. Furthermore, comprehensive business profiles were expertly crafted to clearly articulate the business identity, product superiority, and exact target market of both MSMEs, aiming to dramatically increase their appeal to potential business partners or new consumers exploring the expo. A monumental component of this preparation was the intensive 30-day digital campaign, thoroughly documented in the logbook from April to May 2025. Serving as an aggressive pre-event marketing strategy, the author consistently produced and uploaded high-quality digital content for a full month across three main platforms: Instagram Reels, TikTok, and Facebook Shorts. For Warung Nongkrong Pajero, the digital content focused heavily on the vivid visual presentation of their delicious daily menus, highlighting items such as seblak, spicy noodles, sempolet, and the vibrant freshness of their signature syrup drinks. Conversely, for Kue Donat Varian Rasa Azkia, the digital marketing content was meticulously tailored to highlight the irresistible softness of the donuts, the visually appetizing topping application process, and the wide variety of donut menus that are absolutely perfect for special family moments and gatherings [2].

4. Conclusion

Based on the implementation results of the "Polbeng Business Expo Chapter II" project, featuring the case studies of MSMEs Warung Nongkrong Pajero and Kue Donat Varian Rasa Azkia, several main conclusions can be drawn: 1). Expo and Marketing Success: The organization of the expo ran exceedingly well due to meticulous planning and solid coordination between the committee and the MSME players. The booth layout and event promotion successfully created a conducive atmosphere, positively impacting consumer interest, direct interaction, and expanding the market reach of both MSMEs. 2). Business Strategy Effectiveness: Both MSMEs proved to have implemented highly effective business strategies regarding product, pricing, and promotion. The uniqueness of their concepts and the quality of their products became the main attractions for visitors. This expo also served as a valuable evaluation and learning platform for the MSMEs to design more competitive strategies for the future. 3). Tenant Readiness and Business Profiles: Comprehensive preparation, including product availability and equipment completeness, ensured the MSMEs performed optimally. The creation of clear, professional business profiles significantly helped build brand identity and business image, thereby increasing visitor trust during the exhibition. 4). Impact of Continuous Digital Promotion: The production of 30 promotional videos, 30 product catalogs, and documentary videos of the expo proved to be a highly effective marketing strategy. Active publication across social media successfully increased product visibility and built strong customer interaction before, during, and after the event. 5). Improvement in Financial Management & Transactions: The compilation of structured financial reports greatly assisted the MSMEs in managing their cash flow in a more orderly, transparent, and measurable manner, serving as a solid foundation for business decision-making. Furthermore, the adoption of the QRIS digital payment system proved to facilitate faster transactions, increase consumer convenience, and drive overall operational efficiency. Based on the conclusions drawn from the implementation of this project, the author formulates several strategic recommendations for the MSMEs (Warung Nongkrong

Pajero and Kue Donat Varian Rasa Azkia) to ensure future business sustainability: 1). Digital Marketing Consistency: It is highly recommended that the MSMEs consistently continue to develop their digital marketing strategies through social media, including regularly uploading promotional content such as videos and digital catalogs. This is absolutely crucial for maintaining product visibility and reaching a broader market post-exhibition. 2). Maintenance of Financial Records: MSME players are expected to maintain and improve their discipline in structured financial recording. Maintaining neat, accurate reports will greatly assist in monitoring cash flow, evaluating business performance, and planning for future business scale expansion. 3). Digital Technology Optimization: MSMEs must continue to optimize the use of digital technology, such as maintaining the QRIS payment system and continually exploring other digital promotional media. This proactive step not only provides sustained convenience for consumers but also drastically enhances business professionalism in facing increasingly tight market competition.

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