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A Study on The MSMEs Growth of Es Teh Nurul Jumbo and Potato Curly Crunch at Polbeng Business Expo Chapter II

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Abstrak

Polbeng Business Expo Chapter II is an event organized by sixth-semester students from the International Business Administration Study Program under the auspices of the Commercial Administration Department as part of their final project. This event focuses on the growth of micro, small, and medium enterprises (MSMEs) and offers various entertainment activities, including fashion shows, music performances, and other art events. This study aims to analyze the implementation of Polbeng Business Expo Chapter II, including the application of digital promotion, the use of QRIS as a cashless payment system, and the preparation of financial reports to support MSME development. Data was obtained from exhibition visitors to assess the extent to which this event had an impact and was effective in developing MSMEs. The findings show that the exhibition succeeded in attracting public attention, provided a useful and informative experience for visitors, and was well executed. In addition, the implementation of digital promotion and the use of QRIS were considered to have increased the convenience of transactions and expanded the marketing reach for MSMEs. The preparation of financial reports was also proven to be important in increasing transparency and accountability in MSME financial management. Thus, the implementation of Polbeng Business Expo Chapter II, supported by digital promotion, the QRIS payment system, and regular financial reports, can have a positive impact on the development of MSMEs.

Keywords: *Polbeng Business Expo Chapter II, MSMEs, Digital Promotion, QRIS, Financial Report.*

1. Introduction

The foundational premise of the project is rooted in the critical role of Micro, Small, and Medium Enterprises (MSMEs) within the Indonesian economy, as defined by legal criteria prior to their establishment [1]. According to referenced literature, these enterprises are fundamental to significant job creation and serve as primary income sources for the community. Analytically, MSMEs act as the resilient backbone of the national economic structure; by absorbing a massive grassroots workforce, they not only stimulate local economic circulation but also provide a crucial buffer against macroeconomic volatility, ensuring distributed wealth generation across various community strata [2].

Beyond mere job creation, MSMEs are characterized by their remarkable adaptability and innovation in the face of globalization and intense market competition, as highlighted. Because their operations are deeply intertwined with the daily lives of the people, MSMEs boast high operational flexibility [3]. From a deeper analytical perspective, this structural flexibility is their greatest competitive advantage; unlike rigid large corporations, millions of MSMEs across Indonesia can rapidly pivot to changing consumer demands while simultaneously functioning as living repositories that preserve local cultural diversity and creative heritage within an integrative legal framework [4].

A specific manifestation of this dynamic MSME landscape is the rapidly developing modern beverage industry in Indonesia, which is currently saturated with trendy products like Indonesian Ice Tea and Seduhan Rindu [4]. This immense volume of similar businesses forces entrepreneurs into a highly competitive environment where meeting evolving consumer preferences is paramount for survival. Analytically, this sector perfectly illustrates hyper-competition in micro-markets; the barrier to entry is relatively low, meaning that sustained business viability is no longer just about supplying a product, but rather about continuous innovation and aggressive market positioning to capture the increasingly health-conscious and refreshment-seeking consumer base [5].

Operating within this competitive beverage sector is "Es Teh Nurul Jumbo," an MSME established in 2023 on Jenderal Sudirman Street, Bengkalis, which initially began as a small-scale iced tea producer [6]. Recognizing expanding market opportunities, the owner strategically opted to develop the business by utilizing high-quality raw materials, creating unique recipes, and planning future introductions of new variants and attractive packaging. From an analytical standpoint, Es Teh Nurul Jumbo exemplifies the transition from a traditional micro-business to a growth-oriented enterprise; their strategic pivot towards quality differentiation and packaging aesthetics indicates a sophisticated understanding of brand value and consumer psychology necessary for long-term scalability [7].

Parallel to the beverage industry, the Indonesian snack and culinary sector has also experienced significant growth, particularly in modern snacks tailored for younger demographics [8]. "Potato Curly Crunch," an MSME established in Bengkalis in 2023, capitalizes on this trend by offering an affordable product characterized by its unique shape, crunchy texture, and appealing taste. Analytically, the success of such modern snack MSMEs heavily relies on demographic targeting; by focusing on the youth market, Potato Curly Crunch leverages the consumer segment most willing to experiment with innovative culinary concepts, thereby establishing a strong foundational market share driven by novelty and affordability [8].

To maintain its relevance and respond to high market demand, Potato Curly Crunch continuously adapts by prioritizing product hygiene, utilizing selected raw materials, and developing new flavor variants [9]. Furthermore, the business actively employs social media as a primary, effective marketing tool to reach a broader audience. A deeper analysis reveals that integrating digital marketing is an essential survival mechanism in the modern culinary landscape; it allows micro-enterprises to transcend geographical limitations, build organic brand communities, and significantly lower customer acquisition costs compared to traditional marketing methodologies [10].

Addressing the need for practical business development, the central identification and general purpose of this project are focused on assessing the implementation, growth, and performance of both Es Teh Nurul Jumbo and Potato Curly Crunch during the Polbeng Business Expo Chapter II [10]. This exhibition is specifically organized to enhance the digital marketing reach for these participating MSMEs. Analytically, the Expo functions as a vital incubation ecosystem; it provides a controlled yet realistic market environment where theoretical business strategies can be empirically tested, offering real-time consumer feedback that is crucial for validating the business models of the participating tenants [11].

To achieve these broad goals, the project outlines strict, systematic specific objectives, primarily centered around digital content creation, including the production of profile videos and 30 distinct product catalogs for the two MSMEs [12]. Additionally, it involves developing an intensive digital marketing strategy via Instagram by producing 30 promotional videos over the month leading up to the expo. Analytically, this objective represents a comprehensive digital transformation blueprint; by generating high-frequency, professional-grade visual assets, the project fundamentally shifts the MSMEs' promotional paradigm from passive waiting to proactive, algorithm-driven consumer engagement [13].

In tandem with marketing, the project's specific objectives mandate the modernization of the MSMEs' operational infrastructure by assisting in the preparation of financial reports before and during the event, as well as establishing QRIS digital payments using the BRI Merchant application [14]. Analytically, these financial objectives are the most critical for long-term sustainability; transitioning to digital cashless transactions meets modern consumer convenience expectations, while disciplined financial reporting transforms chaotic micro-business earnings into readable, auditable data, which is essential for future investment or credit acquisition [15].

Ultimately, the execution of this project scheduled to take place behind the Civil Engineering building at Bengkalis State Polytechnic from May 20 to 22, 2025 carries multi-dimensional significance for the authors, college students, and the MSMEs themselves [16]. It provides authors and students with critical practical experience, analytical skill development, and career readiness, while offering the MSMEs increased visibility and actionable recommendations for sustainable growth. From a macro-analytical perspective, this project perfectly embodies the "Triple Helix" model of innovation, demonstrating how academic institutions can directly intervene in the local economy to foster mutual growth, seamlessly bridging the gap between theoretical education and grassroots economic empowerment [17].

2. Method Research

3.1 Project Preparation

The project preparation plan serves as a vital strategic roadmap designed to guarantee the efficiency, smooth coordination, and overall success of a project before any operational activities begin. By thoroughly outlining necessary steps, resources, timelines, and mitigation strategies, this plan enables organizers to anticipate challenges, delegate responsibilities, and align all stakeholders toward clear objectives. Ultimately, a structured preparation phase minimizes operational risks and builds a highly secure foundation for flawless project execution.

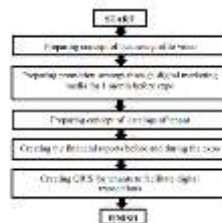


Figure 1 Project Preparation Chart

The project's preparation phase consists of five key preparatory steps designed to thoroughly equip the participating MSMEs for the upcoming exhibition. This phase begins with drafting business profile video concepts and editing them in CapCut, alongside launching a strategic one-month Instagram promotion campaign with structured posting schedules to boost brand visibility. Additionally, visually engaging digital product catalogs are designed using Canva to showcase tenant products. Finally, a robust operational foundation is established by preparing comprehensive financial reports to track revenues before and during the expo, while simultaneously setting up QRIS digital payment codes to ensure seamless cashless transactions during the event.

3.2 Project Implementation

The provided text outlines the implementation plan for the expo project titled “A Study on the MSMEs Growth of Es Teh Nurul Jumbo and Potato Curly Crunch at Polbeng Business Expo Chapter II.” As one of the core activities featured throughout the event, the strategic execution and step-by-step planning of this study are visually mapped out in the accompanying flowchart.

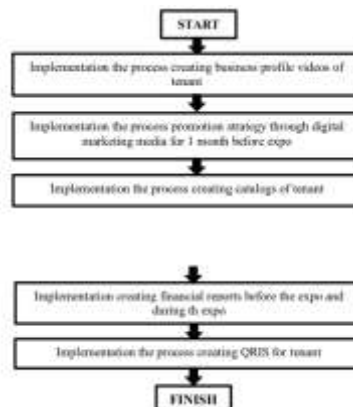


Figure 2 Flowchart of Project Implementation According to Plan

The implementation plan outlines five core operational processes designed to support expo tenants before and during the event. It begins with producing tenant business profile videos using CapCut and executing a one-month digital marketing strategy across Instagram and Facebook using both Canva and CapCut. Additionally, creative product catalogs are developed on Canva, and QRIS digital payment systems are set up for tenants to facilitate seamless transactions. Finally, comprehensive financial reports are compiled throughout the pre-expo, expo, and post-expo phases to accurately monitor transactions and evaluate the tenants' overall financial performance.

3.3 Project Accomplishing

The project completion planning is systematically organized and explained through a flow diagram, which serves to simplify the overall workflow of the activities and is illustrated in the attached flowchart.



Figure 3 Chart of Project Accomplishing

The project completion stage encompasses several key deliverables aimed at supporting tenants and ensuring the event's success. It includes producing tenant business profile videos via CapCut alongside 30 professional product catalogs designed using Canva, as well as executing a month-long social media promotional campaign across Instagram and Facebook to boost audience engagement. To streamline commerce, QRIS codes were generated for tenants to facilitate efficient digital transactions, while detailed financial reports were compiled both during and after the expo to thoroughly evaluate income, expenses, and overall performance. Finally, the project concludes by presenting certificates of appreciation to the tenants to recognize their dedication, boost motivation, and foster positive future collaboration.

3.4 Project Reporting

This section covers the comprehensive expo activity reports and the corresponding costs incurred during the event, with the specific project elements and reporting structure outlined in the subsequent flow section.



Figure 4 Project Reporting

The project implementation report is compiled as a descriptive, unengineered narrative that accurately reflects the actual reality of all activities from the planning stage to the completion of the Polbeng Business Expo. Complementing this report, the marketing department outlines the comprehensive project timeline in a structured table, detailing the entire schedule from the initial preparation phase and execution through to the final revisions.

Table 1 Schedule Implementation Final Report

Table 1. Schedule Implementation Final Report							
No	Activity	Activity Month					
		Nov	Dec	Jan	Feb	Mar	Apr
	PROJECT PREPARATION						
1	Preparing concept of creating business profile videos						
2	Preparing promotion strategy through digital marketing media, by producing 30 promotional posts videos for 1 month before the expo						
3	Preparing concept of 30 catalogs insert a product catalog						
4	Creating financial report before, during and after the expo						

3.5 Estimated Cost of the Project Tenants

The comprehensive budget for the Polbeng Business Expo Chapter II is presented in a detailed table covering all necessary funds from planning through implementation. This financial breakdown details the total costs incurred by the implementing party across all phases, spanning from the initial preparation stage to the final completion of the project.

Table 3 Details of Estimated Cost of the Project Tenants

No	Item	Total
TENANT BUDGET		
1	Print out of Catalog	Rp. 50.000,00
2	Banner	Rp. 100.000,00
3	Print out of Qrco	Rp. 40.000,00
5	Stand of Banner	Rp. 130.000,00
6	Internet Voucher	Rp. 100.000,00
7	Transportation	Rp. 150.000,00
TOTAL		Rp. 570.000,00

3.5 Estimated Cost of the Project Tenants

This section outlines the post-activity operational costs incurred by the implementer specifically for preparing the final project report after the expo has concluded, introducing a detailed breakdown of these expenses below.

Table 4 Details of Estimated Cost of the Project Report

No	Information	Price
1	Thesis Proposal	
	Pre Trial	
	1. Internet Quota	Rp. 100.000,00
	2. Printing	Rp. 70.000,00
	3. Revision	Rp. 80.000,00
	4. Consumption	Rp. 70.000,00
	5. Transportation	Rp. 85.000,00
	6. Other Cost	Rp. 100.000,00
	Post Trial	
	1. Post Trial Revision	Rp. 70.000,00
	2. Linking	Rp. 50.000,00
	Sub Total	Rp. 625.000,00
	2 Thesis	
	Pre Trial	
	1. Print	Rp. 100.000,00
	2. Revision	Rp. 85.000,00
	3. Consumption	Rp. 80.000,00
	4. Transportation	Rp. 80.000,00
	5. Other Cost	Rp. 85.000,00
	Post Trial	
	1. Post Trial Revision	Rp. 100.000,00
	2. CD	Rp. 35.000,00
	3. Linking	Rp. 100.000,00
	Sub Total	Rp. 615.000,00
	Total	Rp. 1.240.000,00

3. Result And Discussion

3.1 Event Polbeng Business expo Chapter II Profile

The Polbeng Business Expo Chapter II is a public exhibition organized by 6th-semester International Business Administration students (class of 2022) as part of their final study implementation. Succeeding the successful inaugural event by the previous cohort, this year's expo dual-focuses on MSME development and a variety of entertainment activities, including fashion shows, singing, coloring, and academic competitions. Notably, this iteration was uniquely held during active lecture days rather than Student Creativity Week, providing students with practical experience in balancing event management alongside their academic routines. The exhibition effectively highlighted student creativity within the campus environment and garnered a highly positive response from the Bengkalis community, particularly for its active role in supporting local MSME participants.



Figure 5 Polbeng Business Expo Chapter II Profile

The 2022 International Business Administration student organizing committee managed the operations of the Polbeng Business Expo Chapter II, delegating key responsibilities to ensure a seamless event. Within this structure,

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the author served on the core committee as the tenant field coordinator. This role involved managing all tenant operations throughout the exhibition, which included confirming participation, coordinating booth placements, and ensuring compliance with event rules. The full organizational hierarchy of the committee is detailed in Figure 6



Figure 6 Committee Structure Polbeng Business Expo Chapter II

As Field Coordinator 2 for the Polbeng Business Expo held from May 20 to 22, 2025, the author was responsible for managing both student and public tenants to ensure a vibrant and well-organized event. Key duties included allocating tenant locations according to the predetermined layout and ensuring all essential facilities, such as tables and chairs, were ready for use. Taking place in the courtyards of the Business Administration and Civil Engineering Buildings, the three-day exhibition served as an interactive platform to showcase creative local products, host children's competitions, and provide an engaging experience for visitors.

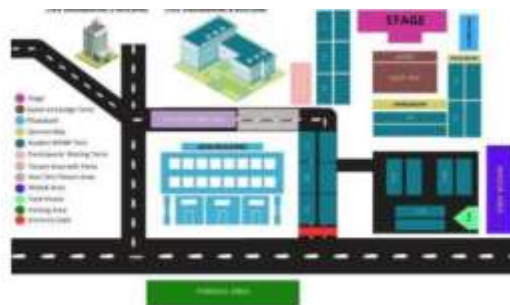


Figure 7 Layout Polbeng Business Expo Chapter II

3.2 Project Preparation

The pre-expo preparation phase focuses on equipping MSME tenants with vital promotional, financial, and digital transaction tools to ensure their readiness for the event. This involves creating informative business profile videos and tailored promotional concepts one month prior to introduce the businesses to a wider audience, alongside designing appealing printed and digital catalogs to streamline visitor orders. Furthermore, tenants receive guidance in preparing structured financial reports to enhance their professional money management skills. To facilitate seamless digital transactions, organizers assist tenants in obtaining approvals and navigating the detailed registration process on the BRI Merchant application which requires identity and account verification to successfully generate QRIS codes that accept various digital wallet payments during the expo.

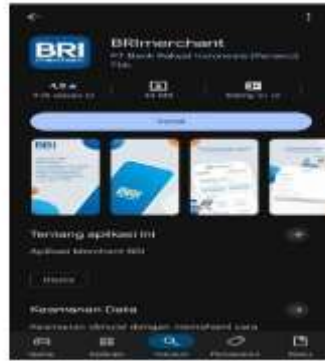


Figure 8 BRI merchant Application

3.3 Project Implementation

Established in 2023 by owner Yunelly Susanti, Es Teh Nurul Jumbo is an MSME outlet located on Jalan Jend Sudirman, Bengkalis, specializing in fresh sweet tea drinks served in signature large sizes. The business offers customizable beverages with flexible topping choices and sweetness levels, distinguishing itself through its convenient jumbo sizing, universal taste appeal, and practical packaging. By building a strong and loyal customer base particularly among students and the general public, Es Teh Nurul Jumbo effectively leverages its widespread market recognition to maintain a solid competitive edge against emerging rival businesses.



Figure 9 Es Teh Nurul Jumbo Product

Established in 2023 by owner Rizki, Potato Curly Crunch is a growing MSME located on Jalan Bengkalis that specializes in crispy fried spiral potatoes seasoned with a variety of popular savory spices. Marketed both online through social media and directly in-store, this snack distinguishes itself through its eye-catching spiral shape, crunchy texture, and neat, clean packaging designed to appeal to the younger generation. Thanks to its unique presentation and consistent taste, Potato Curly Crunch has secured a loyal following among local snack enthusiasts in Bengkalis, allowing the business to maintain steady demand and continuous growth despite facing competition from emerging new products



Figure 10 Potato Curly Crunch Product

To support the Polbeng Business Expo, a comprehensive 30-day digital marketing strategy was implemented primarily across Instagram, as well as Facebook and TikTok, to significantly boost tenant brand awareness and market reach. This structured campaign involved the creation of 30 engaging promotional videos, which were specifically tailored to current audience trends to showcase each tenant's business profile and flagship products. Additionally, 30 visually appealing digital product catalogs were developed to provide potential customers with

clear, accessible information regarding product types, pricing, and business identities. Together, these strategic digital assets aimed to enhance the tenants' professional image, increase overall visibility, and foster meaningful customer interaction leading up to the event.

The financial analysis of Es Teh Nurul Jumbo and Potato Curly Crunch before and during the three-day Polbeng Business Expo shows that both businesses remained profitable and entirely debt-free, with Es Teh Nurul Jumbo proving more efficient at controlling operational costs. In the 30-day pre-expo period, Es Teh Nurul Jumbo generated a net profit of Rp 648,000 with a strong net profit margin of 24.94%, outperforming Potato Curly Crunch, which earned a net profit of Rp 500,000 with an 11.19% margin due to higher raw material expenses. During the expo itself, Es Teh Nurul Jumbo secured an additional Rp 150,000 in net profit from Rp 399,000 in revenue, while Potato Curly Crunch brought in Rp 347,000 in net profit from Rp 1,000,000 in revenue. To sustain this business growth and minimize cash management errors, both micro-businesses successfully transitioned into digital payments by registering and implementing QRIS codes for their customers.



Figure 11 QRIS Payment Method

3.4 Project Accomplishing.

A core component of the Polbeng Business Expo Chapter II involved extending formal recognition to tenants who demonstrated active engagement throughout the event. This recognition was delivered in the form of official certificates of appreciation, serving as a token of gratitude for the tenants' vital contributions to the exhibition's promotional success. The primary objective of these awards was to validate the hard work of the MSME entrepreneurs while encouraging them to scale their operations and pursue sustainable business growth.

To ensure a seamless presentation during the event's concluding proceedings, the certificates were professionally designed and prepared prior to the launch of the exhibition. Beyond their symbolic value, these certificates provide official institutional validation that the tenants can utilize to strengthen their corporate and business portfolios. Furthermore, this initiative serves to reinforce long-term cooperative relationships between the event organizers and the local MSME sector, ultimately boosting the participants' confidence as they navigate future competitive market landscapes.



Figure 12 Certificate of Tenant

Polbeng Business Expo Chapter II, with the theme “Local Innovation, Global Impact,” has been successfully held. This event aims to strengthen collaboration between educational institutions, industry, and MSMEs in building a sustainable creative economy ecosystem. Some of the main activities carried out during this event included:

1. The opening of Polbeng Business Expo Chapter II began with a dance performance by students from the International Business Administration Study Program. The dance was performed as a symbol of respect and welcome to the invited guests, MSME players, and all visitors in attendance.



Figure 13 Dance Performance

2. After the dance performance, the event continued with the Master of Ceremony (MC), who on this occasion was played by Azwa Mayuni and Yolanda Putri Maharani. The MC welcomed the invited guests, MSME participants, and all visitors, while also expressing gratitude to all parties who had contributed to the success of this event. Additionally, the MC briefly outlined the agenda for the event. With a communicative and enthusiastic approach, the MC successfully created a lively atmosphere and encouraged active participation from all attendees.



Figure 14 Master of Ceremonies (MC)

3. The recitation of verses from the Qur'an is a crucial part of the Polbeng Business Expo Chapter II. This activity is carried out by a student from the International Business Administration Study Program with a calm and soulful voice. The purpose of reciting these holy verses is to ask for 77 blessings, inner peace, and to create a solemn atmosphere before continuing to the next events in the Polbeng Business Expo Chapter II.



Figure 15 Recitation of the Holy Qur'an

4. After that, all participants simultaneously sang the Indonesian national anthem, Indonesia Raya, and the Polbeng anthem. Both songs were sung with enthusiasm and pride as a sign of respect and love for the nation and the institution. This moment reflected the importance of unity and togetherness in supporting a shared vision for a more advanced and prosperous Indonesia.



Figure 16 Singing Indonesia Raya and Student Mars

5. Remarks from the Chair of the Polbeng Business Expo Chapter II Organizing Committee, Deri Muliansyah.



Figure 17 Opening Remark

6. Remarks from the Head of the Business Administration Department, Mrs. Supriati, M.Si., S.S.T., who expressed her appreciation and gratitude to the MSME tenants, the committee, and all visitors who contributed to the success of this event.



Figure 18 Opening Remark Head of Department

7. The official opening of the Polbeng Business Expo Chapter II by the Director of the Bengkalis State Polytechnic, Mr. Jhony Custer, S.T., M.T.



Figure 19 Remark from Director

8. After the official opening of the Polbeng Business Expo Chapter II by the Director of the Bengkalis State Polytechnic, the event continued with a prayer led by Muhammad Khairul. This prayer was offered as an expression of gratitude for the smooth running of the event and as a hope that all activities would proceed well and bring positive benefits to all parties involved. This prayer session also marked the end of the opening ceremony, creating an atmosphere of solemnity, togetherness, and optimism for the continuation of the expo activities.



Figure 20 Prayer

Polbeng Business Expo strives to expand its publication coverage and enhance the image of its activities through media participation. One of the methods used is to invite the media to cover the series of events that are taking place. In addition, the Chief Executive Officer provides opportunities for media crews to conduct interviews, so that information related to the event's objectives, concept, and expected benefits especially for the MSMEs involved can be conveyed clearly. Documentation of the event can be seen in Figure 21.



Figure 21 Event News

Through media reports, the public gained a clearer understanding of Polbeng Business Expo's contribution to advancing local MSMEs. The resulting publications served to disseminate information about the expo, which not only presented an MSME exhibition but also offered various types of interesting competitions for students from kindergarten to junior high school levels. The variety of activities adds to the appeal of the event in the eyes of a wider audience. Therefore, the Polbeng Business Expo not only functions as a business exhibition platform but also as a space for empowerment that can build a positive image and strengthen the good impression of both the organizers and visitors.

The Polbeng Business Expo financial report was prepared as a form of documentation of all financial transactions that took place throughout the event, from planning to closing. This document not only covers funds received from sponsors and tenant participation fees, but also includes details of operational expenses, such as tent rental costs, decorations, and other logistical requirement.

This report also compares actual expenditures with the initial financial plan to assess the efficiency of monetary resource management. It is carefully and transparently compiled to provide an easy-to-understand summary of the project's financial health, serving as a guide for improving similar projects in the future. Details Expenditure of the Polbeng Business Expo Chapter II budget can be seen in the table 5 below:

Table 5 Financial Report of Polbeng Business Expo

Events in Conjunction with the Expo			
1	Spelling Bee		Rp. 5.610.000
2	Fashion Show		Rp. 6.191.500
3	Ranking i		Rp. 3.171.300
4	Colouring		Rp. 5.118.400
5	Singing Competition		Rp. 3.352.000
TOTAL			Rp. 23.043.200
TOTAL EXPENSES			Rp. 85.558.435
C. TOTAL EXPENDITURE DETAILS			
1	TOTAL INCOME		Rp. 90.509.000
2	TOTAL EXPENSES		Rp. 85.558.435
TOTAL REMAINING FUNDS			Rp. 4.950.565

4. Conclusions

The Polbeng Business Expo Chapter II successfully functioned as an effective platform for MSME development, enabling participants like Es Teh Nurul Jumbo and Potato Curly Crunch to boost their sales, engage with consumers, and enhance operational professionalism through digital marketing, QRIS payments, and formal financial recording. Beyond revenue growth, the structured event provided valuable non-financial benefits, such as improved business management and customer service experience. Furthermore, financial ratio analyses (including GPM, NPM, ROA, and ROE) demonstrated that Es Teh Nurul Jumbo outperformed Potato Curly Crunch in efficiency and profitability due to superior cost, asset, and equity management. This highlights the necessity of utilizing comprehensive financial statements, rather than relying solely on sales figures, to accurately evaluate MSME performance and guide sustainable business decisions. To optimize future Polbeng Business Expo events, organizers should improve spatial arrangements by grouping booths according to product type, which will enhance visitor navigation and overall comfort. Additionally, it is highly recommended to initiate digital marketing strategies, mass media collaborations, and sponsorship funding proposals much earlier in the planning process to broaden audience reach and ensure efficient event management. Aligning the expo's schedule with the academic calendar to avoid conflicts with lecture times will help maximize visitor attendance and optimize facility usage. Finally, establishing a continuous and comprehensive evaluation process across all phases of the event is crucial for driving ongoing improvements and innovations in future implementations.

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