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Project Implementation Facilitating Tenants Keripik Aminah and Es Doger Mak Andak at Polbeng Business Expo Chapter II

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Abstract

Micro, Small, and Medium Enterprises (MSMEs) play an important role in driving economic growth and improving community welfare, but still face various obstacles, particularly in terms of marketing and business management. This study aims to examine the implementation of the tenant facilitation project for Keripik Aminah and Es Doger Mak Andak in the POLBENG Business Expo Chapter II. The method used is a quantitative descriptive approach with a project-based method, which includes the creation of profile videos, promotional videos, product catalogs, the application of digital marketing, the use of the QRIS non-cash payment system, and the preparation of bookkeeping and financial reports during the expo activities. Data was collected through observation, documentation, financial reports, and questionnaires, then analyzed using descriptive statistics, validity tests, reliability tests, and correlation analysis. The results of the study indicate that the implementation of digital promotion and participation in business expos have a positive effect on consumer purchasing decisions and increased sales for MSMEs. In addition, the implementation of systematic financial accounting and the use of QRIS can improve operational efficiency and ease of transactions. Thus, POLBENG Business Expo Chapter II contributes significantly to supporting the growth and sustainable development of the Keripik Aminah and Es Doger Mak Andak MSMEs.

Keywords: MSMEs; Digital Promotion; Business Expo; Purchasing Decisions; QRIS; Financial Management

1. Introduction

In the current era of globalization, competition in the business world is increasingly fierce, volatile, and dynamic. Rapidly shifting consumer preferences, globalized supply chains, and market deregulation require every individual and organization to continuously innovate to survive and thrive [1]. Static business models are no longer viable in a landscape where market entry barriers are falling and competitors can emerge from anywhere in the world. Along with these developments, the rapid advancement of information and communication technology (ICT) has fundamentally reshaped the commercial landscape [2]. It has created unprecedented opportunities for market expansion, real-time customer engagement, and operational efficiency, while simultaneously introducing complex challenges. Organizations must now navigate the intricacies of big data, search engine algorithms, and digital consumer psychology to formulate and execute truly effective product and service marketing strategies [3].

One highly effective promotional instrument to increase product visibility, build consumer trust, and generate immediate market interest is the organization of exhibitions or expositions [4]. An expo represents a unique, experiential form of large-scale promotion that allows entrepreneurs to bypass traditional middle-tier distribution channels and introduce their products or services directly to a vast, concentrated pool of potential customers [5]. This physical marketplace provides a sensory experience where consumers can see, touch, taste, or test products firsthand, creating an immediate psychological connection that digital advertisements alone cannot replicate. Within this interactive space, business actors do not merely focus on short-term sales volume. Instead, they leverage the platform to establish valuable business networks, secure partnerships, strengthen brand image, gather direct consumer feedback, and articulate their product innovations and core values to the wider public [6].

Within the broader context of national economic development, Micro, Small, and Medium Enterprises (MSMEs) serve as a vital, stabilizing pillar, particularly in developing economies like Indonesia [7]. According to Law No. 20 of 2008, MSMEs are legally defined as independent, productive economic enterprises run by individuals or business entities that meet specific regulatory criteria regarding net assets and annual sales turnover [8]. Beyond these legal parameters, the MSME sector serves as the primary engine for domestic employment, absorbing the

vast majority of the national workforce and providing critical income streams for low- and middle-income households. By stimulating local demand, encouraging grassroots entrepreneurship, and preserving cultural heritage through traditional crafts and culinary arts, MSMEs prevent economic stagnation and ensure that economic growth remains grounded in local wisdom and regional identity [9].

Furthermore, the MSME sector functions as an essential driver for poverty reduction and regional disparity mitigation by fostering inclusive economic development across rural and peri-urban areas [10]. Because these enterprises are geographically dispersed, they distribute economic wealth more evenly than highly centralized corporate entities, contributing significantly to the Gross Domestic Product (GDP) and bolstering state tax revenues. This contribution is essential for maintaining macroeconomic stability and national financial equity. However, as the marketplace undergoes rapid digital transformation, traditional operational methods are no longer sufficient. To remain viable and competitive in an increasingly digitized marketplace, MSME players must adopt digital marketing strategies [11]. Transitioning to online channels allows these enterprises to transcend physical boundaries, optimize their operational costs, and scale their reach to national and international consumer segments [12].

Despite their immense economic potential and systemic importance, many local MSMEs continue to face severe operational bottlenecks, particularly regarding limited capital, technological illiteracy, and geographical isolation [13]. The lack of structured marketing knowledge and integrated promotional strategies often prevents small businesses from scaling up, leaving them vulnerable to market fluctuations and aggressive competition from larger brands. Sporadic financial aid or short-term training sessions rarely yield long-term results [14]. Therefore, a structured, hands-on intervention study is required to actively guide MSME actors. By facilitating direct training in digital platforms and providing structured access to business exhibitions, such interventions act as catalysts for business acceleration, helping micro-enterprises transition into sustainable, competitive businesses [15].

As a tangible representation of MSME dynamics in the Bengkalis region of Riau, Keripik Aminah established in 2014 in Senggoro Village serves as one of the focal subjects of this study. Operating initially as a modest, home-based business with limited starting capital, this enterprise has managed to survive and grow by producing a variety of high-quality chips made from locally sourced, fresh raw materials. Despite its affordable pricing and a distinctive flavor profile that has earned it a loyal local following, the business has historically relied on word-of-mouth marketing and passive sales. The owner's commitment to quality and product integrity provides this business with promising growth potential, provided it is supported by modernized marketing schemes, standardized packaging, and structured digital promotion to reach consumers outside its immediate geographic area [16].

On the other hand, Es Doger Mak Andak, initiated in Tameran Village, serves as another prime example of a micro-enterprise operating within the competitive traditional culinary and beverage sector. Renowned for its authentic taste, generous portions, and friendly customer service, this traditional shaved-ice beverage successfully attracts a diverse local consumer base through daily roadside sales and weekly community markets. However, as a producer of fresh, perishable food items, the business faces unique operational challenges, including highly localized demand, seasonal fluctuations, and a lack of formalized brand identity. Efficiently managing limited resources while maintaining consistent product quality and taste stands as a key competitive advantage, making this business a prime candidate for structured commercial modernization and targeted event-based promotion [17].

Given the contrasting operational characteristics and shared marketing limitations of these two businesses, the implementation of the POLBENG Business Expo Chapter II emerges as a strategic platform to bridge the market access gaps they face. Organized by Politeknik Negeri Bengkalis, this business exhibition serves as a practical testing ground where academic insights and real-world commerce converge. This study deeply analyzes the operational mechanics of organizing a successful regional business exhibition while measuring the empirical impact of pre-event digital promotions on actual consumer behavior. By tracking purchasing decisions and foot traffic for both Keripik Aminah and Es Doger Mak Andak during the expo, the project evaluates how experiential physical marketing and digital outreach work in tandem to drive conversions [18].

Operationally, this developmental assistance project focused on executing a comprehensive digital marketing campaign for one month leading up to the exhibition. Concrete activities included producing a professional business profile video to build brand authority, creating 30 high-engagement short-form promotional videos for social media, and designing 30 customized digital product catalogs to showcase product varieties. Additionally, the intervention modernizes the operational workflow of both vendors by onboarding them onto the Quick Response Code Indonesian Standard (QRIS) cashless payment system and introducing structured digital

bookkeeping practices. These tactical, hands-on efforts are specifically designed to build digital literacy, eliminate transaction friction during the three-day event in April, and introduce disciplined financial governance to both micro-tenants [19].

Ultimately, the outcomes of this tenant facilitation project at the POLBENG Business Expo Chapter II are expected to deliver multidimensional contributions to various stakeholders. For the academic sphere and participating students, this study provides a valuable framework for understanding experiential event management, digital asset creation, and the real-world application of digital marketing theories. For the local community and the entrepreneurs themselves, the project's outputs are designed to stimulate the local economy, expand the market reach of Bengkalis-based MSMEs, and build local brand equity. By demonstrating a measurable increase in sales and digital engagement, this project serves as a practical, scalable blueprint for university-led community empowerment programs aimed at modernizing small businesses across the region [20].

2. Research Method

2.1 Project Preparation

The flow chart for project preparation planning for Polbeng Business Expo activities with Project Implementation Facilitating Tenants Keripik Aminah and Es Doger Mak Andak at Polbeng Business Expo Chapter II follows:

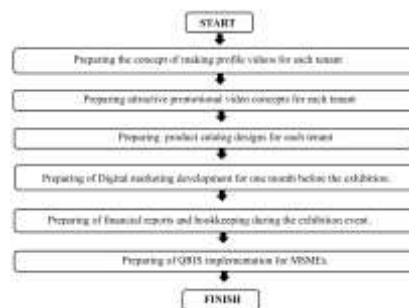


Figure 1 Flowchart of Project Preparation

The process of preparing MSME tenants for an exhibition involves a series of interconnected, strategic steps designed to maximize their operational and promotional success. It begins with creating dedicated business profile videos that highlight the raw materials, traditional processes, and dedication behind brands like Keripik Aminah and Es Doger Mak Andak, alongside attractive promotional videos featuring engaging visuals, background music, and pricing to capture public attention. This is supported by designing readable, brand-aligned product catalogs that act as long-term marketing tools, combined with a comprehensive digital marketing campaign initiated one month before the expo across major social media platforms to drive public enthusiasm and event attendance.

2.2 Project Implementation Plan

The Polbeng Business Expo Project Implementation Plan was carried out by 1 batch where there 2 sections, namely the culinary section and the cultural section.

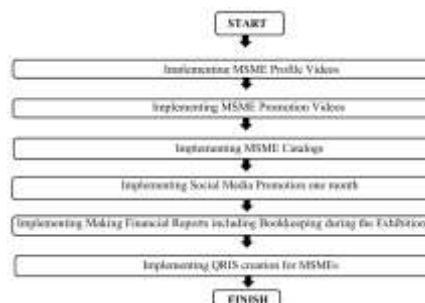


Figure 2 Flowchart of Project Implementation

The implementation of marketing and operational strategies for the participating MSMEs centers on executing highly visual and digitally integrated campaigns to maximize engagement and transition traditional practices into modern workflows. This phase involves producing professional business profile videos to establish a strong

brand identity alongside 30 creative, short-form promotional videos and customized catalogs highlighting product benefits, special promos, and customer testimonials to drive local interest. To build consistent anticipation, targeted social media promotions on platforms like Instagram are launched one month prior to the event, while the on-site exhibition operations are optimized through systematic daily bookkeeping to analyze sales performance and stock levels. This comprehensive modernization is anchored by the rollout of the QRIS digital payment system, which, backed by practical vendor training, ensures seamless, cashless transactions that enhance customer convenience and elevate the professionalism of the local enterprises.

2.3 Project Accomplishment Plan

The Polbeng Business Expo project achievement plan describes the steps to complete this project. The stages of project implementation can be seen in Flowchart 3.3 : Project Completion Plan below:



Figure 3 Flowchart of Project Accomplishment

The execution of marketing materials and tenant appreciation initiatives focuses on enhancing brand visibility, documenting participation, and fostering long-term relationships with local business owners. This process involves utilizing CapCut to produce professional company profile videos and Canva to design informative, visually appealing product catalogs, which are then integrated into active Instagram digital marketing campaigns featuring creative promotional videos and product highlights. The completed tenant profile videos, which capture each business's unique identity, operations, and product offerings to showcase their market potential, are ultimately published on YouTube as permanent documentation and public information. Finally, to recognize these contributions and strengthen business relationships, the organizing committee presents formal certificates of appreciation to all participating tenants as a gesture of gratitude and validation of their collaborative effort.

2.4 Project Reporting Plan

In the final project, all activities must be recorded in a report and consulted with the supervisor. The report structure for the marketing final project is shown in the following flowchart:



Figure 4 Flowchart of Project Reporting

The final reporting and administrative phase of the project comprehensively documents all completed activities, timelines, and financial allocations to evaluate progress against original plans and ensure complete operational transparency. The implementation schedule spans a six-month period from November to April, systematically mapping out the preparation, execution, accomplishment, and reporting stages involved in facilitating tenants Keripik Aminah and Es Doger Mak Andak at the Polbeng Business Expo Chapter II. Financially, the project achieved robust resource efficiency with a detailed total expenditure of IDR 115,307,250, which was meticulously allocated across marketing and promotion (IDR 4,700,000), essential equipment rentals such as tents and generators (IDR 94,840,000), operational supplies (IDR 6,451,000), and other miscellaneous fees (IDR 9,316,250) to successfully support the event from the initial planning stages through to final execution.

2.5 Estimated Cost of Project

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The budget for this project report will be detailed in the form of a detailed table from planning to implementation, all funds required for the implementation of the Polbeng Business Expo. This budget describes the costs incurred by the implementing party from the preparation stage to the project completion stage, which are described in the following table:

Table 1 Detail of Estimated Cost of the Project

No	Item	Total
TENANT BUDGET		
1	Print out of Catalog	IDR. 100.000
2	Banner	IDR. 120.000
3	Print out of Qris	IDR. 50.000
4	Rental Fee	IDR. 300.000
5	Stand of Banner	IDR. 140.000
6	Internet Voucher	IDR. 150.000
7	Transportation	IDR. 190.000
	TOTAL	IDR. 1.050.000

Referring to Table 3.5 above, the total costs incurred for organizing the Project Implementation Facilitating Tenants Keripik Aminah and Es Doger Mak Andak at Polbeng Business Expo Chapter II were recorded at IDR (One Million Fifty thousand rupiah).

2.6 Estimated Cost of the Project Report

Making this final project requires operational costs. The costs incurred by the implementer at the time of the project report are made after the implementation of the activity. The details of the costs incurred for this thesis project are as follows:

Table 2 Detail of Estimated Cost of Thesis Proposal

No	Information	Price
1.	Thesis Proposal	
	Pre Trial	
	1. Printing fee	Rp. 150.000
	2. Revision	Rp. 150.000
	3. Consumption	Rp. 85.000
	4. Transportation	Rp. 130.000
	5. Others costs	Rp. 150.000
	Post Trial	
	1. Post – trial revision	Rp. 180.000
	2. Licking	Rp. 50.000
	Sub Total	Rp. 895.000
No	Information	Price
1.	Thesis	
	Pre Trial	
	1. Print	Rp. 125.000
	2. Revision	Rp. 100.000
	3. Consumption	Rp. 70.000
	4. Transportation	Rp. 135.000
	5. Others costs	Rp. 100.000
	Post Trial	
	1. Post – trial revision	Rp. 150.000
	2. CD	Rp. 30.000
	3. Licking	Rp. 50.000
	Sub Total	Rp. 760.000
	Total	Rp. 1.655.000

Referring to Table 3.6 above, the total costs incurred for preparing the thesis Project Implementation Facilitating Tenants Keripik Aminah and Es Doger Mak Andak at Polbeng Business Expo Chapter II were recorded at IDR 1,655,000.00 (One million six hundred and fifty-five thousand rupiah).

2.7 Research Method

This study employs a quantitative, explanatory research approach to investigate the impact of digital promotion on consumer purchasing decisions for Keripik Aminah and Es Doger Mak Andak at the POLBENG Business Expo Chapter II. The research framework establishes digital promotion as the independent variable and purchase decision as the dependent variable, testing the hypothesis that digital marketing efforts influence buying behavior. Variables are operationalized through specific indicators such as promotional clarity and visual appeal for the former, and purchase interest and decision-making for the latter all measured using 1-5 Likert scales. Data collection utilizes a purposive sampling technique, gathering input from visitors who purchased products at the booths, regardless of their exposure to prior digital promotions. The resulting data is subsequently analyzed

using SPSS software, incorporating descriptive statistics, validity and reliability testing, correlation analysis, and simple linear regression to determine the statistical relationship between the variables.



Figure 5 Research Model

3. Result and Discussion

3.1 Polbeng Business Expo and Business Profile

The Polbeng Business Expo, themed "Local Innovation, Global Impact," was a Chapter II final project event organized by sixth-semester D4 International Business Administration students (batch 22) of Politeknik Negeri Bengkalis during the Student Creativity Week from April 20–22, 2025. Aimed at supporting local MSMEs alongside various creative contests like fashion shows, spelling bees, and singing, the expo attracted both the local Bengkalis community and outside visitors. The event's official logo features a meaningful visual philosophy that symbolizes the collaborative, professional, and innovative spirit of the students, incorporating fire and water elements on the letter "x" for creative balance, a half-circle gear on the letter "o" representing the polytechnic's industrial identity, and professional typography using Free Neue and Century Gothic fonts.



Figure 6 Event Organizer Logo

To ensure the Polbeng Business Expo Chapter II was organized and executed effectively, a clear committee structure was established with defined roles: Deri Muliandah directed the event as Head of Organization; Siti Aulia, Mutiara Indah, and Rolisma managed administrative and documentation duties as Secretaries; and Umi Kurniawati and Roszila handled budgeting and financial transactions as Treasurers. The operations were overseen by Coordinators Mutiara Sriwirda H. (supervising the exhibition area) and Femylda Hidayah (managing tenants), alongside dedicated divisions led by M. Alfis Pratama (Events), Dea Khairunnisa (Sponsorship), Nazifa Fitri (Creative Media), Adil Subri (Equipment), Apip Zami (Security), Siti Afriyani (Consumption), and Wildanul Ikhsan (Cleaning). Within this structure, the author served in the Consumption Division, actively contributing to the event's success by recording, preparing, and distributing sufficient and high-quality meals on time daily for all committee members, tenants, and invited guests.



Figure 7 Committee Structure

The implementation of the Expo Layout Arrangement for the Bengkalis State Polytechnic Expo Chapter II was executed next to the Civil Engineering Building according to a predetermined plan. Shown in Figure 4.3, this layout features a strategic arrangement of tenant stands, stages, and supporting areas designed to leverage the large space, ensure visitor comfort, and facilitate smooth, effective movement throughout the event.



Figure 8 Layout Polbeng Business Expo

The business profile of Keripik Aminah outlines a promising local micro, small, and medium enterprise (MSME) founded in 2014 by Aminah in Senggoro Village, Bengkalis, specializing in the production of various high-quality chips including cassava (*Keripik Singkong*), banana (*Keripik Pisang*), spinach (*Keripik Bayam*), and breadfruit (*Keripik Sukun*). Marketed directly through personal orders and local retail stores, the brand maintains a strong competitive advantage by utilizing fresh, locally sourced ingredients, proprietary seasonings, and unique flavor profiles at highly affordable prices, with operations centrally managed by the owner from her location on Jalan Panglima Minal.

Established in 2022 by Mrs. Jarimiah in Tameran Village, Es Doger Mak Andak is a popular local beverage enterprise that operates daily from the owner's home on Jalan Utama Desa Tameran and weekly at the Wednesday Market. This traditional shaved-ice dessert (*Es Doger*) has built a loyal and diverse customer base by combining friendly service with generous, affordable portions made from high-quality ingredients like soft ice, fermented cassava (*tape*), and fresh coconut milk to deliver a signature sweet, soft, and refreshing flavor profile.

3.2 Project Preparation

The project preparation began with designing professional business profile videos for Keripik Aminah and Es Doger Mak Andak, carefully focusing on their production processes, quality ingredients, and traditional values while integrating essential corporate data like business owners, addresses, and establishment years to cultivate consumer trust.

A creative blueprint was established to produce 30 short-form, high-impact promotional videos featuring vivid product visuals, transparent pricing, business addresses, upbeat background music, and communicative narration to optimize digital engagement and effectively capture a broader consumer base.

Organizers developed 30 brand-aligned, visually cohesive product catalogs incorporating clear product imagery, brief descriptions, fixed prices, and operational contact information, establishing an easily readable layout that functions as both an on-site purchasing guide and a long-term marketing tool.

A comprehensive, month-long pre-expo digital marketing strategy was launched across social media platforms like Instagram, Facebook, and TikTok supported by creative teasers, product photos, digital posters, and targeted paid advertisements to maximize public exposure and boost event foot traffic.

A structured financial reporting and daily bookkeeping system was designed to systematically record all incoming sales revenue and operational expenses during the expo, providing critical data to evaluate inventory levels, identify top-selling products, and track real-time business performance.

To facilitate frictionless cashless transactions, tenants were onboarded onto the QRIS digital payment system through the BRI Merchant application which required document submission, business profiling, and facial verification accompanied by specialized training to elevate their professionalism and support digital transformation.



Figure 9 BRI Merchant Registration Process

3.3 Project Implementation

Profile videos were created to visually introduce the identities of the MSMEs (including business name, owner, address, and establishment year). This initiative serves as documentation and promotion to increase business visibility, build public trust, and strengthen their professional image in the market.



Figure 10 Profile Videos

A total of 30 promotional videos were produced and published on Instagram for two MSMEs (**Keripik Aminah** and **Es Doger Mak Andak**) between April 20 and May 19. These videos highlighted product visuals, prices, locations, and WhatsApp contacts to expand digital reach and attract consumer interest.



Figure 11Keripik Aminah Promotion Video



Figure 12 Es Doger Mak Andak Promotion Video

Alongside the videos, 30 digital product catalogs were created for the two businesses. Designed for easy sharing via messaging apps and social media, these catalogs provided concise and clear product information, pricing, and contact details to enhance the MSMEs' digital competitiveness.



Figure 13 Keripik Aminah Catalogs



Figure 14 Keripik Aminah Catalogs

To build anticipation, consistent digital promotions were run on Instagram a month prior to the expo. By regularly posting the promotional videos and catalogs, the MSMEs effectively raised public awareness and attracted potential buyers early in a modern and professional way.

Pre-Expo: Financial reports over a one-month period showed that both MSMEs were stable and profitable (Keripik Aminah generated a net profit of IDR 2,294,000, and Es Doger Mak Andak generated IDR 626,000). **During Expo:** Daily tracking continued during the 3-day expo, allowing the MSMEs to successfully monitor their daily financial developments and prepare final balance sheets and income statements.

Keripik Aminah demonstrated highly efficient cost management, achieving an NPM of 47.30% and a GPM of 69.07%. Es Doger Mak Andak also showed solid performance, generating an NPM of 28.72% and a GPM of 58.72%.

Table 3 Project Financial Report

Ratio	Keripik Aminah	Es Doger Mak Andak
NPM (Net Profit Margin)	69,07%	58,72%
GPM (Gross Profit Margin)	47,30%	28,72%
ROA (Return on Assets)	47,30%	28,72%
ROE (Return on Equity)	47,30%	28,72%

A direct comparison of the financial ratios revealed that **Keripik Aminah** possessed superior overall financial performance. With higher NPM, GPM, ROA, and ROE percentages, Keripik Aminah proved to be more efficient in managing operational costs and utilizing assets to generate profit compared to Es Doger Mak Andak.

Sales Impact: The expo had a positive impact on both businesses. During the 3-day event, Es Doger Mak Andak slightly outperformed Keripik Aminah in total sales and profit (IDR 125,000 vs. IDR 115,000 net profit), indicating a strong visitor preference for beverage products. **QRIS Implementation:** To digitize and modernize transactions during the expo, QRIS (via BRI Merchant) was successfully set up for both MSMEs. This provided visitors with a convenient, cashless payment option using various digital wallets.



Figure 15 QRIS for Keripik Aminah and Es Doger Mak Andak

3.4 Project Accomplishment

The author successfully developed business profile videos and promotional content for both Keripik Aminah and Es Doger Mak Andak. These videos highlighted the businesses' backgrounds, product advantages, and manufacturing processes. Alongside the videos, digital catalogs were compiled containing product images, pricing, locations, and contact details. This digital marketing campaign was executed on Instagram one month before the exhibition, and all multimedia assets were neatly organized and stored in a Google Drive folder.



Figure 16 Drive File Display

Following the conclusion of the Polbeng business exhibition, the final step of the project was to award certificates of appreciation to the participating MSMEs. This gesture served as a formal token of gratitude for their active support and valuable contribution to the overall success of the project.

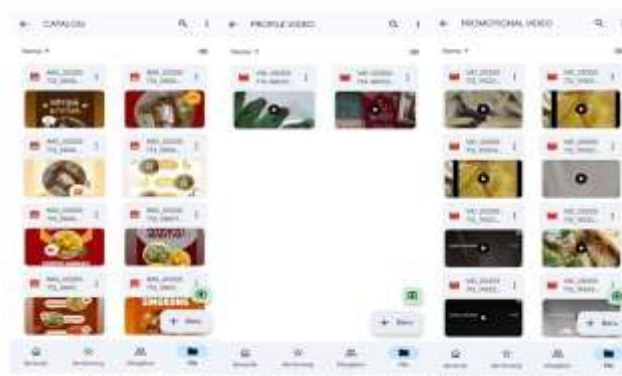


Figure 17 Display of Profile Videos, Promotional Videos, and Catalogs

To further enhance digital promotion, engaging profile videos were created for every participating tenant. These videos were designed to effectively communicate each business's identity, flagship products, and unique characteristics to the public. By presenting this information visually, the videos helped strengthen tenant branding and consumer appeal. All profile videos were successfully uploaded and published on YouTube.



Figure 18 Certificate for tenants

This section highlights the video documentation captured during the expo. It serves as a visual record of the exhibition activities, showcasing the implementation of the event and the active participation of the MSME tenants.



Figure 19 Profil Videos Tenants

3.5 Project Reporting Plan

The Polbeng Business Expo 2025 was held from May 20 to 22, 2025, at the Bengkalis State Polytechnic under the theme "Local Innovation, Global Impact." The event aimed to bridge students, MSMEs, and the community to foster a creative and sustainable business ecosystem, providing a platform to showcase local innovations to a broader market.

The expo ran for three full days (May 20–22) and successfully attracted enthusiastic participation from both MSME tenants and visitors. Beyond the main MSME product exhibitions, the event featured various engaging supporting competitions to enliven the atmosphere. These included a fashion show, singing competition, coloring contest, Rank 1, and a spelling bee, all of which successfully strengthened cross-sector collaboration and boosted the local creative economy.

Financial reporting was conducted to meticulously track all revenues, costs, and fund utilization, ensuring transparency, efficiency, and accountability for the project. Total Income: The project successfully gathered IDR 90,509,000 from various sources, including class dues, event and tenant registrations, and sponsorships. Total Expenses: A total of IDR 85,558,435 was spent on event necessities. This included logistics (tents, main stage, decorations), equipment, cleaning, consumption, sponsorship travel, creative media, administration, and funding for the supporting competitions. Financial Balance: After deducting all expenses from the income, the event concluded with a positive remaining balance of IDR 4,950,565, demonstrating highly effective and well-executed fund management.

3.6 Research Result

Based on a survey of 100 respondents, all ten statement items evaluating digital promotion and customer decisions scored high mean values above 4.00 (ranging from 4.03 to 4.31). This shows that customers strongly agree that the digital promotions are visually appealing, easy to understand, and highly informative. Additionally, the low standard deviation across all items indicates strong consistency in the respondents' positive feedback.

To ensure the questionnaire items accurately measured the intended variables, a Pearson correlation analysis was conducted. All six items for Digital Promotion (X1–X6) and four items for Purchase Decision (Y1–Y4) yielded calculated r -values significantly higher than the critical table r -value of 0.196, with a significance level of $p < 0.001$. This confirms that every question item is statistically valid and suitable for the study.

The internal consistency of the research instrument was assessed using Cronbach's Alpha. The Digital Promotion variable (6 items) achieved a Cronbach's Alpha of 0.936, and the Purchase Decision variable (4 items) achieved an alpha of 0.917. Because both scores are well above the standard 0.60 reliability threshold, the research instrument is classified as highly reliable and consistent for repeated use.

A Pearson correlation analysis was executed to measure the relationship between digital promotion and consumer purchasing decisions. The test yielded a correlation coefficient of $r = 0.882$ with a significance level of $p < 0.001$. This demonstrates a very strong, positive, and statistically significant relationship, meaning that as digital promotion becomes more effective, consumer purchasing decisions increase accordingly.

Simple linear regression was utilized to determine the direct influence of digital promotion on purchase decisions. The model summary revealed an R-Square value of 0.778, indicating that digital promotion explains 77.8% of the variance in customer decisions, with the remaining 22.2% coming from outside factors. The ANOVA test confirmed the regression model is highly valid ($F = 343.109$, $p = 0.000$), and the coefficients show that digital promotion has a significant positive impact with a coefficient of 0.586 ($t = 18.523$, $p = 0.000$).

The statistical analysis confirms that digital promotion is a highly effective tool for driving sales for both MSMEs. The research instrument proved to be both valid and highly reliable, and the regression tests successfully demonstrated that digital promotion exerts a powerful, positive, and statistically significant influence on customer buying choices, contributing to 77.8% of the overall purchase decisions for Keripik Aminah and Es Doger Mak Andak.

4. Conclusion

The POLBENG Business Expo Chapter II, held from May 20 to 22, 2025, successfully empowered local MSMEs like Keripik Aminah and Es Doger Mak Andak by integrating commerce with regional student competitions, utilizing business profile videos to effectively introduce product advantages and stimulate visitor purchasing interest. The implementation of digital promotional videos and structured product catalogs significantly expanded marketing reach and simplified consumer decision-making, which directly boosted sales transactions and brand visibility at the booths. Furthermore, empirical tests validated that the pre-expo digital marketing campaign had a highly positive, statistically significant correlation with consumer purchasing decisions, while the simultaneous integration of systematic financial reporting and QRIS cashless payments modernized transactions, providing these micro-enterprises with crucial operational efficiency and clear financial clarity. To elevate future iterations of the expo, organizers should strengthen committee coordination through structured communication and clear task distribution, while optimizing promotional reach by merging targeted digital campaigns with physical, direct-marketing strategies. Additionally, the physical experience should be improved by expanding the exhibition area, upgrading technical infrastructure, and creating a more strategic booth layout for visitor comfort. Finally, the event's impact should be scaled by actively recruiting MSMEs from wider, underserved regions and establishing sustainable stakeholder networks with industry and government bodies, backed by robust communication services and dedicated information centers to support seamless collaboration during the event.

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