Department of Digital Business
**Journal of Artificial Intelligence and Digital Business (RIGGS)**
Homepage: https://journal.ilmudata.co.id/index.php/RIGGS
Vol. 5 No. 2 (2026) pp: 23340-23352
P-ISSN: 2963-9298, e-ISSN: 2963-914X

# A Study on The Msmes Growth of Teh Es Meriah and Young Seafood at Polbeng Business Expo Chapter II

Scindy Putri Febrianti Awia Citra[1], M. Alkadri Perdana[2]
[1,2]Jurusan Administrasi Niaga, Program Studi Administrasi Bisnis Internasional, Politeknik Negeri Bengkalis
[1]scindyputri5@gmail.com , [2] alkadriperdana@polbeng.ac.id

***Abstrak***

*Micro, Small, and Medium Enterprises (MSMEs) play a vital role in supporting sustainable local economic growth, creating jobs, and improving community welfare. This study aims to analyze the development of MSMEs through the strategic integration of digital marketing and structured financial management, focusing on the specific case studies of Teh Es Meriah and Young Seafood during the POLBENG Business Expo Chapter II. This project was conducted at the State Polytechnic of Bengkalis in May 2025 using a practical, project-based learning approach to successfully bridge academic theory with real-world business challenges.The key project activities included producing engaging business profile videos, creating targeted digital marketing content, designing professional product catalogs, implementing QRIS as a modern digital payment system, and preparing systematic bookkeeping and financial reports before and during the intensive expo event. The research team gathered reliable primary data through direct field observation, documentation, and real-time financial transaction records.The results demonstrate that digital marketing strategies, supported by highly attractive promotional media, significantly increased consumer interest, target market reach, brand awareness, and overall sales performance. Furthermore, the implementation of QRIS greatly improved transaction efficiency, reduced human error, and enhanced financial recording accuracy. Ultimately, this comprehensive integration of digital marketing and disciplined financial management provides a scalable, highly effective model that positively contributes to sustainable MSME growth, operational independence, and competitiveness in today's rapidly evolving digital economy.*

***Keywords:*** *MSMEs, Digital Marketing, Financial Management, QRIS.*

## 1. Introduction

In the current era of globalization, economic development serves as a primary benchmark of a government's success in managing a nation [1]. Economic growth is an urgent priority because it directly correlates with rising household incomes, poverty reduction, and the overall improvement of community welfare. Within the Indonesian economic landscape, Micro, Small, and Medium Enterprises (MSMEs) act as the backbone of the national economy. These enterprises possess a highly strategic and critical role, not only in generating local employment but also in maintaining economic resilience during global financial fluctuations [2].

As times change and market competition intensifies, MSME owners are constantly demanded to be more creative and adaptive in executing their business processes [3]. To survive and thrive, these businesses cannot rely solely on traditional methods; they must actively upgrade their sales systems and continuously innovate their product offerings to align with shifting consumer preferences. Fortunately, Indonesia’s rich abundance of raw materials provides a highly favorable environment, making product development and supply chain management relatively accessible and cost-effective for local entrepreneurs who wish to diversify [4].

Recognizing the vital need for platforms that bridge academia and industry, the International Business Administration Study Program at Bengkalis State Polytechnic (Polbeng) is organizing a large-scale event called the Polbeng Business Expo [5]. Centered at the campus location on Jalan Bathin Alam, Sungai Alam, Bengkalis, this expo is designed to serve as a strategic business center where local entrepreneurs can showcase their brands. To foster community engagement and attract a diverse crowd, the event will also host various supporting activities, including educational competitions for kindergarten and preschool children [6].

In today's digital-first market, implementing traditional marketing is no longer sufficient to secure a competitive edge. Digital marketing, which involves the strategic utilization of electronic data and modern applications to plan, price, promote, and distribute products, has become an absolute necessity for modern MSMEs [7]. By leveraging these digital tools, businesses can create mutually beneficial exchanges that satisfy both individual customer desires and organizational goals, allowing them to reach a much broader audience and build stronger brand equity during high-profile events like the upcoming expo [8].

The first MSME selected as the object of this research is "Es Teh Meriah," a local beverage brand situated on Jalan Lembaga. This business specializes in serving traditional tea-based drinks enhanced with refreshing ice and a wide variety of flavors, such as fresh lemon and orange, which are highly favored by Indonesian consumers [9]. With its unique brand identity and refreshing product lineup, Es Teh Meriah is positioned as an exceptionally appealing business concept, especially in a bustling, crowded environment like the Polbeng Business Expo where visitors are constantly seeking refreshing beverages [10].

The second business under study is "Young Seafood," a popular culinary enterprise located on Jalan Antara Ujung. This brand offers an appetizing selection of seafood-based snacks, including savory fishcakes (otak-otak), dumplings, and other seafood variants, served either baked or deep-fried to perfection. By focusing on high-quality raw materials, attractive presentation, and customizable portion sizes, Young Seafood has successfully built a loyal customer base among local snack lovers, making it an excellent candidate to demonstrate the power of targeted promotional strategies at the expo [11].

This research focuses specifically on how customized digital marketing strategies can be designed and executed for both Es Teh Meriah and Young Seafood to drive customer interest and maximize sales at the Polbeng Business Expo. The author chose these two specific MSMEs to help them gain wider recognition within the Bengkalis community while boosting their profitability [12]. Ultimately, the success of this project is expected to yield mutual benefits, paving the way for the author’s academic success while generating a positive, tangible economic impact on the business owners and the wider community [13].

To ensure the study remains highly structured and focused, two primary business challenges have been identified regarding the growth and operational management of Es Teh Meriah and Young Seafood during the event. The first challenge addresses how these MSMEs can systematically operate, manage, and structure their day-to-day financial statements [14]. The second challenge focuses on how to run and optimize the actual business operations of these MSMEs efficiently, ensuring smooth workflow, inventory management, and customer service throughout the duration of the exhibition [15].

To address the identified challenges, the project outlines several specific, measurable objectives designed to upgrade the operational and marketing capabilities of both businesses. Specifically, the project aims to create professional company profile videos and produce 60 digital marketing videos (30 for each business) to enhance their online promotional campaigns. Additionally, the author will design 60 comprehensive product catalogs, compile structured bookkeeping reports before the expo, prepare detailed final financial statements, and implement QRIS digital payment systems to facilitate seamless, cashless transactions [15].

This project carries immense value for all involved stakeholders, offering the author a chance to apply academic knowledge in a real-world setting, providing MSMEs with operational innovations, and strengthening Polbeng’s reputation as an institution that supports local economic development. This three-day collaborative project is scheduled to take place during the even semester in May 2025. The entire event will be officially hosted in the highly accessible and strategic courtyard of the Commercial Administration Building at Bengkalis State Polytechnic [16].

## 2. Method Research

### 2.1. Project Preparation

Prepare and implement the Polbeng Business Expo project plan, including preparation, implementation, achievement of objectives, and reporting of the project budget.

DOI: https://doi.org/10.31004/riggs.v5i2.12338
Lisensi: Creative Commons Attribution 4.0 International (CC BY 4.0)




Figure 1 Project Preparation Plan

To enhance the promotional strategies and operational efficiency of the MSMEs Es Teh Meriah and Young Seafood, a comprehensive support initiative was implemented during the Polbeng Business Expo. This involved developing professional business profile videos to highlight their unique values, alongside producing a total of 60 targeted digital marketing videos to boost brand awareness and market reach. Furthermore, detailed product catalogs were designed to clearly present product variants, pricing, and advantages to potential customers. To ensure sound financial management, meticulous bookkeeping records and in-depth financial reports were compiled to track expo transactions, analyze profitability, and guide future development. Finally, the implementation of a QRIS digital payment system modernized customer transactions, improving overall security, efficiency, and adaptability to current digital trends.

2.2. Project implementation

The Polbeng Business Expo, featuring case studies of the MSMEs Teh Es Meriah and Young Seafood, is designed as one of the main activities of this event. This project aims to support MSME development through an effective promotional platform while presenting an engaging culinary experience for visitors. The stages of this initiative are illustrated in the project implementation flowchart below:

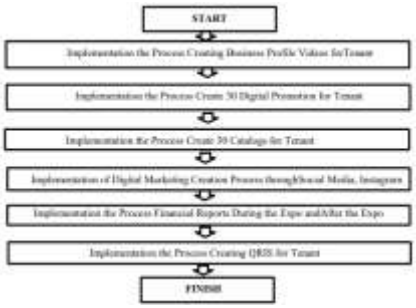



Figure 2 Implementation Plan Chart

The implementation process for the participating MSMEs involves a comprehensive digital and operational strategy, beginning with the creation of compelling business profile videos to establish their core values and credibility. This is closely supported by the production of targeted digital promotional videos and active social media marketing on platforms like TikTok and Instagram to highlight featured products and expand market reach. Furthermore, detailed digital and physical product catalogs are designed to clearly present the available offerings to potential customers. To ensure operational efficiency and transparency, meticulous financial reporting is conducted for the periods before and during the expo, aiding in strategic decision-making and boosting business credibility. Finally, the integration of the QRIS payment system facilitates fast, secure, and cashless transactions, ensuring the MSMEs are fully equipped to serve visitors practically and efficiently throughout the event.

2.3. Project Accomplisment

Project completion planning is explained through a flowchart. This diagram is designed to ensure that the flow of activity completion takes place systematically and structured. The stages of the project completion plan can be seen in the following flowchart,

DOI: https://doi.org/10.31004/riggs.v5i2.12338
Lisensi: Creative Commons Attribution 4.0 International (CC BY 4.0)




Figure 3 Project Accomplishment plan

The final stages of the project implementation focused on tenant appreciation, financial transparency, and operational efficiency. To acknowledge their active participation and encourage future business growth, tenant certificates were awarded to the MSMEs as a token of appreciation. Simultaneously, a comprehensive financial report was compiled to detail the project's income, expenditures, and overall budget allocation, thereby ensuring efficient fund management and providing transparency to all stakeholders. Finally, the successful registration and activation of the QRIS payment system equipped the tenants with a secure, cashless transaction method, which significantly improved transaction efficiency and supported increased sales throughout the exhibition.

2.4. Schedule and Budget of the project

The project reporting plan aims to document and communicate the progress, performance, and outcomes of the project in a structured and transparent manner. It ensures that all stakeholders are informed about project activities, achievements, challenges, and corrective actions.

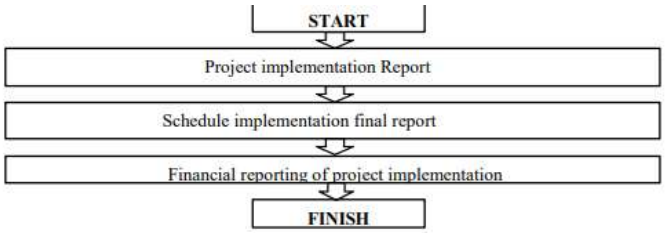



Figure 4 Schedule and Budget of the Project

The final documentation phase involves the preparation of a comprehensive Project Implementation Report and a structured Project Implementation Schedule. Specifically centered on the project titled 'A Study on the MSMEs Growth of Teh Es Meriah and Young Seafood at POLBENG Business Expo Chapter II,' the report thoroughly documents the entire project lifecycle from inception to completion. It details the core objectives, applied methodologies, progress milestones, operational challenges faced, and the ultimate results achieved. Together with the project schedule and financial reporting, this final documentation ensures a transparent, well-organized evaluation of the expo's execution and its overall impact on the participating MSMEs.

DOI: https://doi.org/10.31004/riggs.v5i2.12338
Lisensi: Creative Commons Attribution 4.0 International (CC BY 4.0)

Table 1 Project Implementation Schedule

| No | Activities | Activity Month | | | | | |
|---|---|---|---|---|---|---|---|
| | | Nov | Dec | Jan | Feb | Mar | Apr |
| | **PROJECT PREPARATION** | | | | | | |
| 1 | Develop two professional business profile videos for Es Teh Meriah and Young Seafood | | | | | | |
| 2 | Produce digital marketing videos for Es Teh Meriah and digital marketing videos for Young Seafood to enhance their promotional strategies. | | | | | | |
| 3 | Design comprehensive product catalogs, consisting of catalogs for Es Teh Meriah and catalogs for Young Seafood. | | | | | | |
| 4 | Compile a detailed bookkeeping report to document financial transactions during the expo. | | | | | | |
| 5 | Prepare a comprehensive financial report for the businesses Es Teh Meriah and Young Seafood. | | | | | | |
| 6 | Implement QRIS payment systems for the two small and medium enterprises (MSMEs) | | | | | | |
| | **PROJECT IMPLEMENTATION** | | | | | | |
| 1 | Profile MSMEs | | | | | | |
| 2 | Video for the second promotion of MSME | | | | | | |
| 3 | Catalogues for MSME | | | | | | |
| 4 | Post marketing media promotions through social media such as tiktok and instagram | | | | | | |
| 5<br>6 | Financial report 1 month before and 3 days of Expo activities<br>Payment via QRIS | | | | | | |
| | **PROJECT ACCOMPLISHMENT** | | | | | | |
| 1 | Accomplishment of project Activities | | | | | | |
| 2 | Accomplishment of project Finance | | | | | | |
| | **SCHEDULE AND BUDGET OF THE PROJECT** | | | | | | |
| 1 | Project implementation Report | | | | | | |
| 2 | Schedule implementation final report | | | | | | |
| 3 | Financial reporting of project implementation | | | | | | |

The budget in this project report will be presented in a table that includes all financial resources required to run the Polbeng Business Expo project for MSMEs.

Table 2 Estimated Cost Project

| No | Item | Amount Volume | Unit | Unit Price | Total |
|---|---|---|---|---|---|
| **A. MARKET AND PROMOTION** | | | | | |
| 1 | Banners 90 x 120 cm | 15 | Pieces | Rp100.000 | Rp 1.500.000 |
| 2 | Banners 200 x 100 cm | 5 | Pieces | Rp.200.000 | Rp 1.000.000 |
| 3 | Flyer | 800 | Pieces | Rp 1.500 | Rp 1.200.000 |
| 4 | Social media and onlineadvertising | | | Rp1.000.000 | Rp 1.000.000 |
| **TOTAL** | | | | | Rp 4.700.000 |
| **B. CONSUMPTION** | | | | | |
| 1 | Tents Rental | 60 | Pieces/ Meter | Rp1.300.000 | Rp 80.000.000 |
| 2 | Table Rental | 50 | units/ 3 days | Rp10.000 | Rp 900.000 |
| 3 | Chairs Rental | 120 | units/ 3 days | Rp12.000 | Rp 1.440.000 |
| 4 | Generator Rental | 6 | Pieces | Rp250.000 | Rp 1.500.000 |
| 5 | Equipment shipping costs | | | | Rp 1.000.000 |
| **TOTAL** | | | | | Rp 94.840.000 |
| **C. SUPPLIES** | | | | | |
| 1 | Small 6 mm Mine Rope | 17 | roll | Rp 23.000 | Rp 391.000 |
| 2 | Small 6 mm Mini Rope | 20 | pieces | Rp 97.000 | Rp 1.940.000 |
| 3 | Double-Sided tape | 15 | roll | Rp 13.000 | Rp 195.000 |
| 4 | Plastic Trash 100 x 120 cm | 150 | Pieces | Rp 9.000 | Rp 1.350.000 |
| 5 | Name Tag | 90 | Person | Rp 15.000 | Rp 1.350.000 |
| 6 | Nightingale | 30 | Pieces | Rp 7.500 | Rp 225.000 |
| 7 | Diesel Oil | 100 | Liters | Rp.10.000 | Rp 1.000.000 |
| **TOTAL** | | | | | Rp 6.451.000 |
| **D. OTHER FEES** | | | | | |
| | Photo Booth Rental | 1 | Person/ | Rp1.200.00 | Rp 1.200.000 |
| 1 | | | 3 days | | |
| 2 | Photographer Rental | 1 | Person/ 3 days | Rp 800.000 | Rp 800.000 |
| 3 | Electricity cost | | 3 days | Rp4.000.000 | Rp 4.000.000 |
| No | Item | Amount Volume | Unit | Unit Price | Total |
| 4 | Wipes | 15 | Pack | Rp 15.000 | Rp 225.000 |
| 5 | Proposal Making | 50 | Pieces | Rp 10.000 | Rp 500.000 |
| 6 | Letter | 5 | Sheet | Rp 250 | Rp 1.250 |
| 7 | Certificate | 118 | Sheet | Rp 5.000 | Rp 590.000 |
| 8 | Unexpected Budget | 1 | | Rp2.000.000 | Rp 2.000.000 |
| **TOTAL** | | | | | Rp 9.316.250 |
| **TOTAL ALL COSTS** | | | | | Rp 115.307.250 |

2.5. Estimated of the tenant

The budget for this tenant project will be detailed in a detailed table. This budget is explained in the following.

DOI: https://doi.org/10.31004/riggs.v5i2.12338
Lisensi: Creative Commons Attribution 4.0 International (CC BY 4.0)

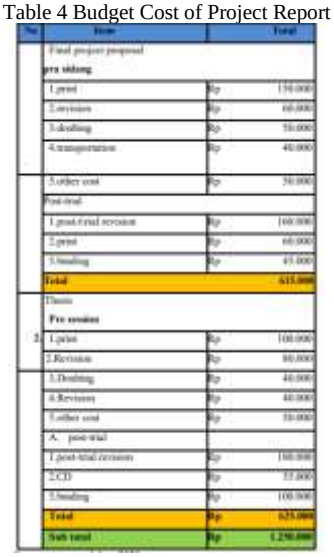
Table 3 Estimated of the tenant

| No | Estimated cost | Price | |
|---|---|---|---|
| 1 | Banner | Rp | 200.000 |
| 2 | Banner stand | Rp | 100.000 |
| 3 | Print catalog | Rp | 100.000 |
| 4 | Transportation | Rp | 100.000 |
| 5 | Decoration | Rp | 200.000 |
| 6 | Qris admin | Rp | 200.000 |
| **Total** | | **Rp 1.100.000** | |

2.6. Estimated cost of project report

Operational costs are essential to complete the final project. After the task is completed, the costs incurred by the implementer mus tbe completed and included in the project report. The following is a break downof the specific costs incurred for this project.

Table 4 Budget Cost of Project Report



## 3. Result And Discussion

3.1. Event Project 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, the author served on the core committee as the tenant field coordinator. This role involved managing all tenant

DOI: https://doi.org/10.31004/riggs.v5i2.12338
Lisensi: Creative Commons Attribution 4.0 International (CC BY 4.0)

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

Strategic content planning is the initial stage in implementing promotional marketing activities on social media. This process begins with defining clear marketing objectives, such as increasing brand awareness, promoting products, or attracting new customers. Subsequently, a content calendar is prepared to outline post themes, publishing schedules, and the social media platforms to be used, including Facebook, Instagram, and TikTok. Promotional materials such as captions, videos, and images are developed in advance to ensure visual appeal and alignment with the target audience. Through this approach, social media becomes a powerful marketing tool for reaching a broader audience and strengthening relationships with customers. Specifically, the promotion of the Polbeng Business Expo was actively executed through the Instagram platform. The layout of the event is shown in Figure 4.3 below.




Figure 8 Brochure Distribution Via Instagram

In addition to promoting through Instagram, the Polbeng Business Expo was also promoted via the TikTok platform to attract a younger and digitally active audience. TikTok was chosen for its potential to spread content widely and quickly through its sharing features and algorithm system. An example of this promotional activity can be seen in Figure 9 below.

DOI: https://doi.org/10.31004/riggs.v5i2.12338
Lisensi: Creative Commons Attribution 4.0 International (CC BY 4.0)



Figure 9 Brochure Distribution Via Tik Tok

Teh Es Meriah has been operating since 2020 and is managed by Mrs. Putri Jesika. This business focuses on the production and sale of iced tea, risol mayo, and donuts through offline outlets operating in various areas of Bengkalis. One of the most well-known sales locations is situated on Jalan Lembaga, Bengkalis. The production process strictly maintains quality and hygiene to ensure a delicious and safe taste. With its effective sales system, Teh Es Meriah remains a favorite among the Bengkalis community. Despite the emergence of many similar competitors, this business has successfully survived due to its loyal customer base and widespread popularity. The production results can be seen in Figure 10 below.



Figure 10 Teh Es Meriah products

Young Seafood has been operating since 2021 and is managed by Mrs. Serli Putri Mardianis Nitami. This business focuses on the production and online sale of grilled seafood. The production process strictly maintains quality and hygiene to ensure a delicious and safe-to-consume experience. With its effective online sales system, Young Seafood remains a favorite among the Bengkalis community. Despite the emergence of many similar businesses, it has successfully survived due to its loyal customer base and widespread popularity. The production results can be seen in Figure 11 below.



Figure 11 Young Seafood products

3.2. Project Preparation

Thorough planning and comprehensive preparation were essential for the successful execution of the 2025 Polbeng Business Expo Chapter II, themed 'Local Innovation, Global Impact.' The preparatory stages for the participating MSMEs, Es Teh Meriah and Young Seafood, encompassed a robust digital and operational strategy, beginning with the production of professional business profile videos and 60 targeted digital marketing videos to enhance brand identity and online visibility. To effectively showcase their offerings, 60 detailed product catalogs were designed to provide clear and attractive information to visitors. On the operational side, meticulous bookkeeping and comprehensive financial reports were compiled to ensure transparent tracking of transactions and facilitate future profitability analysis. Finally, the integration of QRIS payment systems for both MSMEs equipped them to handle secure, efficient, and cashless transactions, ensuring a seamless and convenient experience for all exhibition attendees.

DOI: https://doi.org/10.31004/riggs.v5i2.12338
Lisensi: Creative Commons Attribution 4.0 International (CC BY 4.0)

3.3. Project Implementation

The creation of business profile videos for the MSMEs Es Teh Meriah and Young Seafood was executed as part of a digital promotion and marketing strategy to increase brand visibility and enhance business attractiveness to consumers. These videos were designed to showcase essential information about each enterprise, including brand identity, product advantages, production processes, raw material quality, and pricing. The content was presented using engaging visuals and an informative storyline to ensure the message was easily understood by the audience. Subsequently, the videos were distributed across digital and social media platforms to support promotional efforts, particularly in preparation for the Polbeng Business Expo. Through these profile videos, it is anticipated that both MSMEs will build a more professional image, increase consumer trust, and stimulate visitors' purchasing interest in their products.



Figure 12 profile vidio Editing Process Teh Es Meriah

The creation of 30 promotional videos for Teh Es Meriah was conducted as part of a comprehensive digital marketing strategy to increase brand awareness and attract consumer interest during the Polbeng Business Expo. Each video was designed with short, engaging content tailored for social media platforms, particularly TikTok and Instagram. These videos highlighted product variations, affordable pricing, ingredient freshness, preparation processes, and an attractive visual presentation. Furthermore, consistent branding elements such as logos, colors, and taglines were applied to strengthen brand identity and improve audience recognition. The production process encompassed content planning, video recording, editing, and scheduling for regular publication. By consistently uploading these promotional videos, Teh Es Meriah successfully maintained audience engagement and increased online interactions, including views, likes, and shares. Ultimately, this promotional activity aimed to enhance the brand's visibility, drive purchasing decisions, and support sales growth throughout the expo period.



Figure 13 Video Promotion of Teh Es Meriah

The creation of 30 promotional videos for Young Seafood was implemented as part of a comprehensive digital marketing strategy to enhance brand awareness and attract consumer interest during the Polbeng Business Expo. These promotional videos were designed to present engaging and informative content tailored to social media platforms, particularly Facebook, to effectively reach a wider audience. Each video highlighted product quality, menu variety, affordable pricing, the freshness of the seafood ingredients, and the cooking and serving processes. Furthermore, visual elements were emphasized to showcase both the attractiveness and hygiene of the products. Consistent branding elements, including logos, color schemes, and promotional messages, were systematically applied to strengthen brand identity and improve audience recognition.

DOI: https://doi.org/10.31004/riggs.v5i2.12338
Lisensi: Creative Commons Attribution 4.0 International (CC BY 4.0)



Figure 14 Video Promotion of Young Seafood

As part of a strategic digital marketing effort for the Polbeng Business Expo, thirty promotional catalogs were created for Teh Es Meriah to enhance brand visibility, reinforce product identity, and stimulate consumer purchasing interest. Developed in a digital format for seamless distribution across Instagram, Facebook, and WhatsApp, these catalogs maintained visual consistency by integrating the brand's signature colors, logo, and professional layout to build a recognizable brand image. The promotional content effectively highlighted product freshness and quality through high-quality images and cheerful, youthful captions, while providing clear details on variants, pricing, serving sizes, and unique selling points. By varying themes, color palettes, and promotional messages across the thirty designs, the strategy successfully prevented monotony and sustained audience engagement, ultimately boosting Teh Es Meriah's digital presence, driving expo sales, and establishing a versatile, long-term marketing asset.



Figure 15 Catalogs Promotion of Teh Es Meriah

The creation of 30 digital catalog promotions for Young Seafood was a strategic marketing effort aimed at strengthening brand identity and boosting consumer awareness during the Polbeng Business Expo. Designed for easy distribution across online platforms, each catalog featured clear product details such as menu varieties, pricing, and portion sizes complemented by high-quality images and brand-aligned visual elements that emphasized freshness and quality. By developing 30 distinct designs, the campaign ensured engaging content variation that highlighted different products and promotional messages without appearing repetitive. Ultimately, these promotional catalogs successfully enhanced Young Seafood's digital presence, supported immediate activities during the expo, and established valuable, long-term marketing assets for future business development.



Figure 16 Catalogs Promotion of Young Seafood

Posting marketing promotions across platforms like Instagram, Facebook, and WhatsApp was a vital digital strategy aimed at increasing brand awareness and attracting consumer interest for Teh Es Meriah during the Polbeng Business Expo. The campaign featured a mix of engaging content including digital catalogs, product photographs, and short videos designed with consistent brand colors and typography to highlight the drink's freshness, flavor options, affordable pricing, and cheerful identity. Paired with clear, informative captions, these promotional materials were posted regularly to maintain high visibility and foster audience interaction. Ultimately, this active social media presence successfully enhanced Teh Es Meriah's digital footprint and played a crucial role in driving sales activities throughout the event.

DOI: https://doi.org/10.31004/riggs.v5i2.12338
Lisensi: Creative Commons Attribution 4.0 International (CC BY 4.0)

The financial management and operational preparation for the expo involved comprehensive financial reporting alongside the implementation of a secure QRIS digital payment system for tenants. The financial reporting process began 30 days prior to the event by compiling initial budgets and preparatory expenses into a structured income statement, which was later integrated with final sales revenue and incidental costs collected three days post-expo to produce a comprehensive report comparing planned versus actual financial outcomes. Concurrently, to streamline transactions and enhance visitor convenience, tenants were guided through setting up a QRIS using the BRI Merchant application. This practical setup process required tenants to download the app, register using essential documents such as an ID, a business photo, and a BRI bank account enter their business details, and complete facial verification to generate a fully functional QRIS capable of accepting various digital wallets. Together, these administrative efforts ensured efficient, secure transactions throughout the exhibition while maintaining clear financial accountability.



Figure 17 BRI Merchant Application

3.4. Project Accomplishment

To acknowledge and honor the contributions of the tenants during the exhibition, the committee awarded each participant a certificate of appreciation. Serving as more than just a symbol of respect, these certificates provide official documentation that tenants can use to strengthen their business portfolios. By presenting these awards, the committee aimed to ensure the participants felt valued, ultimately motivating them to further develop their products and actively engage in future promotional events.



Figure 18 certificates of tenant

The financial reporting process was divided into two phases: collecting initial budgets and preparatory expenses 30 days before the exhibition, and gathering final sales data and extra costs three days after. This consolidated data was used to create a comprehensive report comparing planned budgets with actual real-world outcomes.

This section details the pre-expo financial records over a one-month period. Teh Es Meriah generated IDR 10,000,000 in revenue with a net profit of IDR 6,671,000, while Young Seafood recorded IDR 3,438,000 in revenue with a net profit of IDR 776,000. Both MSMEs demonstrated strong profitability, effective cost management, and healthy balance sheets entirely financed by equity.

Financial Report During Polbeng Business Expo Over the three-day exhibition, both businesses managed to sustain their profitability. Teh Es Meriah sold 730 units, generating IDR 1,520,000 in revenue and IDR 1,040,000 in net profit. Young Seafood sold 346 units, yielding IDR 691,600 in revenue and IDR 376,600 in net profit. The results highlight the efficient financial management of both MSMEs in covering operational costs during the event.

Comparison of Financial Reports of Two MSMEs The expo had contrasting financial impacts on the two businesses. Teh Es Meriah saw a significant 186.9% increase in average daily revenue, driven by effective promotion and product appeal. Conversely, Young Seafood faced a 57.9% decrease due to intense competition, similar product offerings, and less strategic booth placement. However, both MSMEs successfully gained critical non-financial benefits, including enhanced brand visibility and expanded market networks.

Produce QRIS for Tenant To support cashless payments, QRIS was implemented at the MSME booths. This digital payment method offered fast, secure, and efficient transactions. It successfully minimized the risks associated with

DOI: https://doi.org/10.31004/riggs.v5i2.12338
Lisensi: Creative Commons Attribution 4.0 International (CC BY 4.0)

cash handling, improved financial transparency, and aligned with the digitalization goals of the MSMEs while boosting overall customer satisfaction.



Figure 19

3.5. Project Reporting plan

The Polbeng Business Expo Chapter II, themed "Local Innovation, Global Impact," was successfully held over three consecutive days from May 20 to 22, 2025, to foster cross-sector synergy among educational institutions, industry, and MSMEs while developing the sustainable creative economy. Serving as a strategic platform to showcase local products to enthusiastic visitors and students, the lively event officially commenced with a traditional welcoming dance performed by students from the International Business Administration program. This cultural performance set a respectful and hospitable tone, warmly receiving invited guests, MSME participants, and all attendees to an event dedicated to driving local innovation with a global impact.

The Expo faced several operational challenges, including spatial constraints that hindered layout optimization and limited promotional efforts that resulted in lower external participation. Delayed sponsorship proposals reduced potential funding, while grouping MSME tenants by mentors rather than product types led to redundant offerings and unfair internal competition. Furthermore, scheduling conflicts with lecture hours and placing competitions away from the main stage reduced the overall effectiveness and visitor appeal of the event.

To overcome these challenges in future Expos, the committee plans to secure more strategic locations, intensify promotional activities, and accelerate the submission of sponsorship proposals. Operationally, MSMEs will be grouped by product type to prevent redundancy, event schedules will be adjusted to avoid class conflicts, and all competitions will be centralized on the main stage. These improvements will be backed by stronger internal communication and team management.

To increase event visibility and public awareness, the committee actively collaborated with the media by sending direct invitations and offering interview opportunities. This media coverage effectively highlighted the Expo's objectives, the MSME products, and the various student competitions. As a result, the event successfully strengthened its public image, establishing itself not just as a business exhibition, but as a recognized platform for community empowerment.

A comprehensive and transparent financial report was compiled to track all monetary transactions, comparing the initial budget against actual realizations. The total revenue sourced from committee dues, registration fees, and sponsorships amounted to IDR 90,509,000. Meanwhile, total operational expenses across all divisions (including events, equipment, security, consumption, and side competitions) reached IDR 85,558,435. The project successfully concluded with a remaining surplus of IDR 4,950,565, which was distributed equally among the committee members.

## 4. Conclusion

The research on the MSMEs Teh Es Meriah and Young Seafood at the Polbeng Business Expo Chapter II concludes that both profile catalogs and digital marketing significantly influence visitors' purchasing decisions, especially when combined. The implementation of supporting business tools, such as digital records and the QRIS payment system, further aided their operational management. While the expo served as a strategic platform that provided essential non-financial benefits like expanded brand visibility for both MSMEs, the financial impacts varied. Teh Es Meriah experienced a significant revenue increase due to good product exposure, whereas Young Seafood faced a decline caused by intense competition and suboptimal booth placement. Based on these findings, it is recommended that the MSMEs continuously update their promotional catalogs and digital marketing content while maintaining systematic financial records. The expo organizers are advised to hold the event regularly and provide specialized training in digital marketing and financial management to optimize benefits. Furthermore, the State Polytechnic of Bengkalis is encouraged to keep supporting student involvement in real-world business

DOI: https://doi.org/10.31004/riggs.v5i2.12338
Lisensi: Creative Commons Attribution 4.0 International (CC BY 4.0)

projects to boost local economic development. Finally, future researchers should consider incorporating additional variables such as product quality, pricing, and customer satisfaction and utilize qualitative or mixed methods for a deeper understanding of consumer behavior.

## References

[1] R. U. Saraswati *dkk.*, "Memahami Strategi Financial Management Bagi Siswa SMK Bina Patriot," *Nusantara Mengabdi Kepada Negeri*, vol. 1, no. 2, hlm. 43–52, 2024.
[2] L. S. Saragih, A. E. Putriku, S. D. Sari, Y. N. Laia, dan Y. Syahputra, "Pemanfaatan Digital Marketing Sebagai Media Pemasaran Dalam Upaya Meningkatkan Kontribusi Ekspor UMKM di Era 4.0," *Jurnal Strategi Bisnis Teknologi*, vol. 1, no. 3, hlm. 63–72, 2024.
[3] E. Sambodja, H. N. Prayitna, dan E. Ersanti, "Penerapan Marketing Mix (4P) dan Analisis SWOT Terhadap Branding Produk Didukung dengan Manajemen Keuangan Kreatif pada UMKM Industri Kerajinan Batok Kelapa," *Edusight Jurnal Pengabdian Masyarakat*, vol. 1, no. 2, 2024.
[4] O. Prayogi, "Peran Kritis Manajemen Keuangan Dalam Meningkatkan Kesejahteraan Keluarga: Sebuah Tinjauan Literatur," *Jurnal Manajemen Dan Bisnis*, 2024.
[5] N. Lini, B. Efendi, H. Purwanto, dan A. Yudianto, "Pengaruh Kualitas Produk, Lokasi, Promosi, Kepuasan Pelanggan, Dan Kualitas Pelayanan, Terhadap Keputusan Pembelian," *MAGNA: Journal of Economics, Management, and Business*, vol. 3, no. 2, hlm. 23–30, 2024.
[6] P. Henisa dan H. Samosir, "Rancang Bangun Aplikasi Katalog Barang pada PDAM Tirta Prabujaya Kota Prabumulih Berbasis Web," *Indonesian Journal of Information Technology and Computer Science*, vol. 2, no. 01, hlm. 136–141, 2024.
[7] M. Agustino, K. Kustaji, F. Noor, dan M. Citrapati, "Pendampingan Pembuatan Katalog Produk pada UMKM Batik Sekar Rinambat sebagai Media Pemasaran: Assistance in Creating Product Catalogs for UMKM Batik Sekar Rinambat as a Marketing Tool," *PengabdianMu: Jurnal Ilmiah Pengabdian kepada Masyarakat*, vol. 9, no. 3, hlm. 502–509, 2024.
[8] D. Sulastri, K. Delawati, dan D. E. Hidayaty, "Strategi Marketing Pada UMKM Snack Bu Iyam," *Marketgram Journal*, vol. 1, no. 2, hlm. 114–121, 2023.
[9] R. Saleh, H. Permana, N. Q. Susilawati, dan Z. Azman, "Inovasi Komunikasi Pemasaran Terpadu UMKM Bitata Food," *JKG (Jurnal Komunikasi Global)*, 2023.
[10] J. Rahadi, A. Agrecia, V. G. Valecia, dan F. A. Nofirda, "Pengaruh Penggunaan QRIS terhadap Perilaku Konsumen," *Jurnal Pendidikan Tambusai*, vol. 7, no. 3, hlm. 31088–31093, 2023.
[11] F. Muttaqien, "Pembukuan Sederhana Bagi UMKM," *Indonesia Berdaya*, 2023.
[12] I. Priscilia, "Pengaruh Kualitas Pelayanan, Marketing Mix Dan Sertifikasi Halal Terhadap Keputusan Pemebelian Dengan Minat Beli Sebagai Variabel Intervening (Studi Kasus Kedai Pempek Kawasan 26 Ilir Palembang)," 2023.
[13] N. J. P. MANIK, "Pengaruh Identitas Merek dan Gaya Hidup Terhadap Keputusan Pembelian Produk Fast Food Kfc Di Kota Medan," 2023.
[14] E. Mardanugraha dan J. Akhmad, "Ketahanan UMKM di Indonesia menghadapi Resesi Ekonomi," *Jurnal Ekonomi dan Pembangunan*, vol. 30, no. 2, hlm. 101–114, 2023.
[15] Y. Tresnawati dan K. Prasetyo, "Pemanfaatan digital marketing bagi usaha mikro kecil dan menengah bisnis kuliner," *Journal of New Media and Communication*, 2022.
[16] K. Nurjaman, "Pemberdayaan E-Commerce di Kalangan Pelaku UMKM di Indonesia," *Jurnal Abdimas Peradaban*, 2022.

DOI: https://doi.org/10.31004/riggs.v5i2.12338
Lisensi: Creative Commons Attribution 4.0 International (CC BY 4.0)