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: 24624-24636
P-ISSN: 2963-9298, e-ISSN: 2963-914X

Increasing Savory Potatoes and Queen Mango Bengkalis Msme's Performance Through Entrepreneurship, And Digital Marketing at Polbeng Business Expo Chapter II

Umi Kurnia Wati[1], Muhammad Fuad Asrofillah[2]
[12]Jurusan Administrasi Niaga, Program Studi Administrasi Bisnis Internasional, Politeknik Negeri Bengkalis
[1]kurniawatiumi94@gmail.com , [2]fuadasrofillah@polbeng.ac.id

Abstract

Micro, Small, and Medium Enterprises (MSMEs) serve as a fundamental pillar for Indonesia's economic development, particularly by driving job creation and bolstering regional economic stability. Despite their importance, many culinary-focused MSMEs in Bengkalis Regency encounter significant obstacles regarding effective entrepreneurship practices and the integration of digital marketing tools. This research investigates the strategic implementation of entrepreneurship and digital marketing tactics utilized during the Polbeng Business Expo, assessing their impact on the performance of two local ventures: Savory Potatoes and Queen Mango. Adopting a descriptive qualitative approach, this study employs data gathered through direct observation, documentation, and the analysis of sales records collected throughout the three-day exhibition period. The analysis focuses on critical entrepreneurial competencies, including product innovation, opportunity identification, and customer service excellence, while simultaneously evaluating digital marketing strategies such as social media campaigns and the adoption of modern digital payment systems. The findings demonstrate that the deliberate application of these strategies significantly improved sales performance, broadened customer reach, and enhanced product visibility. The successful integration of entrepreneurial initiatives with robust digital marketing within a structured event environment effectively strengthened the competitiveness of these MSMEs. Ultimately, this research offers actionable insights for future MSME development, providing a scalable framework that supports sustainable local economic growth and improved market resilience within the vibrant Bengkalis Regency area.

Keywords: *MSMEs, Entrepreneurship, Digital Marketing, Business Performance, Polbeng Business Expo.*

1. Introduction

Indonesia is a country endowed with abundant natural resources and rich cultural diversity, which create wide opportunities for economic development across various regions [1]. One of the most important sectors is Micro, Small, and Medium Enterprises (MSMEs), which play a strategic role in strengthening the national economy by generating employment, reducing poverty, and ensuring regional economic resilience as a backbone of development [2].

The culinary sector, in particular, has experienced rapid expansion due to shifting consumer behaviors, urbanization, and the pervasive influence of digital media [3]. To succeed in this highly competitive landscape, MSME actors must now develop effective strategies in marketing, innovation, and customer engagement to maintain business sustainability and compete effectively in the modern market [4].

Digital transformation has significantly reshaped business practices, allowing MSMEs to reach broader markets efficiently at lower costs. Digital media, including social media platforms, online marketplaces, and digital payment systems, has been proven to increase sales, build brand awareness, and foster customer loyalty, providing essential opportunities to overcome geographical limitations [5].

Despite these opportunities, many MSMEs face challenges such as limited digital literacy, a lack of content creation skills, and weak financial management [6]. These internal and external constraints often hinder growth,

making research into strategic development and sustainable adaptation essential for the survival and competitiveness of small businesses [7].

In Bengkalis Regency, MSMEs are vital to the local economy, yet they often struggle with marketing limitations, low digital platform usage, and lack of public awareness regarding local brands [8]. Targeted strategic interventions are required to strengthen their entrepreneurial capabilities and optimize their digital marketing efforts to improve overall performance [9].

Local ventures like 'Savory Potatoes' and 'Queen Mango' possess strong market potential but require structured support to compete effectively [10]. The Polbeng Business Expo serves as a strategic platform for these MSMEs to apply entrepreneurial practices, such as innovation and customer service, while utilizing digital tools to enhance product visibility and sales [11].

This research aims to analyze how entrepreneurship and digital marketing strategies implemented during the exhibition improve MSME performance [12]. The study focuses on two core areas: the successful organization of the Polbeng Business Expo Chapter II and the impact of digital marketing content on the performance of participating MSMEs[13].

The project objectives include organizing a successful exhibition while implementing effective branding and marketing strategies. Specific deliverables include producing business profile videos, creating digital catalogs, publishing 30 promotional videos, implementing QRIS as a digital payment solution, and providing comprehensive financial reports for all participating tenants[14].

This project holds significance for multiple stakeholders: it assists entrepreneurs in market expansion and brand recognition, provides the author with practical experience in event and business management, and enables the State Polytechnic of Bengkalis to support regional economic growth through direct community engagement [15].

Finally, the project is scheduled to take place at the courtyard of the State Polytechnic of Bengkalis on Bathin Alam Street. The Polbeng Business Expo Chapter II will be held over three days, beginning on May 20, 2025, to foster local MSME development and achieve sustainable economic objectives [16].

2. Research Methods

2.1 Project Preparation

A project preparation plan is essential for outlining the activities that must be arranged prior to a main event, as the execution of any project cannot run effectively without proper foresight. To ensure a successful implementation, this preparation plan details the comprehensive sequence of steps ranging from the initial field survey to all subsequent logistical arrangements that will serve as the foundational guide for the upcoming Polbeng Business Expo Chapter II.

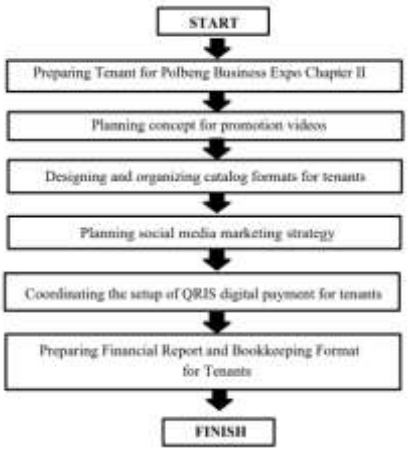


Figure 1 Flowchart of the Project Preparation

DOI: https://doi.org/10.31004/riggs.v5i2.12339
Lisensi: Creative Commons Attribution 4.0 International (CC BY 4.0)

Organizing the Polbeng Business Expo Chapter II involves a comprehensive six-step preparation process to ensure participating MSMEs are fully equipped for success. The process begins with personalized one-on-one consultations to align with each tenant's specific needs, followed by the development of engaging promotional video concepts and the design of clear, professional product catalogs. To maximize market reach, a targeted social media marketing strategy is planned, detailing appropriate platforms, content, and posting schedules. Finally, the preparation ensures operational efficiency during the event by coordinating active QRIS digital payment systems for seamless cashless transactions and establishing standardized financial reporting and bookkeeping templates for accurate daily sales tracking.

2.2 Project Implementation

The project plan, titled "Increasing Savory Potatoes and Queen Mango Bengkalis MSME's Performance through Entrepreneurship, and Digital Marketing at Polbeng Business Expo Chapter II," encompasses a comprehensive series of activities carried out during the event, all of which are systematically illustrated in the project implementation flow diagram provided below.

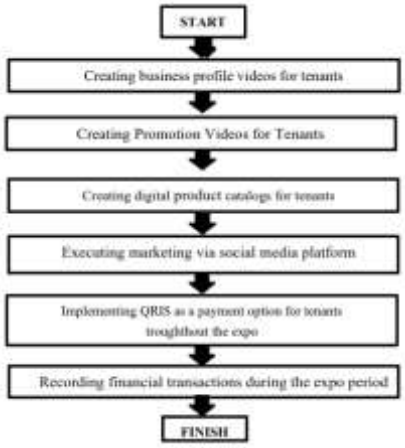


Figure 2 Flowchart of Project Implementation

The project implementation follows a systematic flowchart comprising six key stages aimed at boosting tenant performance and operational efficiency. It begins with the creation of engaging business profile and promotional videos using Capcut to highlight the tenants' backgrounds and best products. Simultaneously, attractive digital product catalogs are designed using Canva and shared prior to the event to attract potential visitors. This effort is amplified by an active social media marketing campaign designed to maximize product visibility and audience engagement before and during the exhibition. Throughout the expo, a QRIS payment system is successfully implemented and prominently displayed at the booths to facilitate seamless cashless transactions. Finally, all cash and digital sales are meticulously documented in a simple table to generate accurate and comprehensive financial reports for each tenant.

2.3 Project Accomplishment

Project achievement plan for the Implementation of Polbeng Business Expo, the project completion plan can be seen in the flowchart attached below.

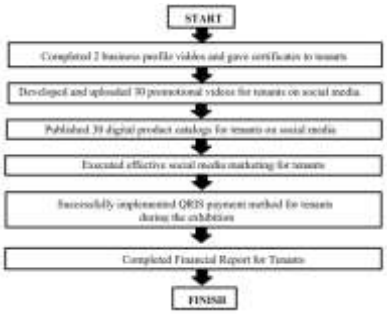


Figure 3 Flowchart of Project Accomplishment

DOI: https://doi.org/10.31004/riggs.v5i2.12339
Lisensi: Creative Commons Attribution 4.0 International (CC BY 4.0)

The project's accomplishments highlight the successful execution of all planned activities, beginning with the completion and publication of two business profile videos and the awarding of certificates of appreciation to the participating tenants. To maximize visibility and attract visitors leading up to the expo, an effective social media marketing campaign was executed, which included the creation and regular uploading of 30 promotional videos and 30 comprehensive digital product catalogs detailing product variants and prices. During the exhibition, the QRIS payment method was successfully implemented to ensure fast, easy, and convenient cashless transactions for both tenants and customers. Finally, the project concluded with thorough bookkeeping and the completion of detailed financial reports for both tenants, documenting all sales, income, and expenses to serve as a valuable tool for future business evaluation and decision-making.

2.4 Schedule and Budget of The Project

In this section we will discuss expo activity reports and costs incurred during expo activities. The contents of the project to be reported can be seen in the flow section below.

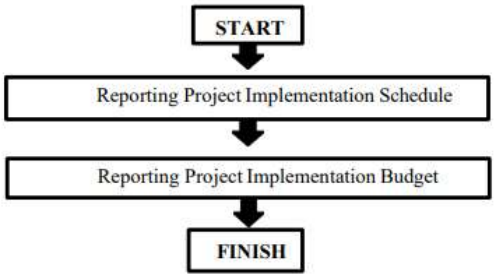


Figure 4 Flowchart Reporting

The project implementation schedule and budget are systematically structured to ensure efficient resource management, smooth workflow coordination, and timely completion of all project milestones spanning from November to May. The project timeline is meticulously divided into conceptual preparation, active implementation, and final accomplishment phases covering all digital media creation, marketing, payment setups, and financial reporting tasks to minimize delays and accurately monitor progress. Supporting this timeline is a highly cost-effective operational budget totaling IDR 220,000, which encompasses three days of lunch expenses (IDR 60,000), QRIS printing costs to enable cashless transactions (IDR 20,000), internet vouchers to maintain digital connectivity and online promotions (IDR 50,000), and booth rental costs for product displays and sales activities (IDR 90,000), providing a transparent financial framework for the entire expo project.

Table 1 Details of Project Implementation Budget

No	Description		Total
1	Tree-day Lunch	Rp	60.000
2	Print QRIS	Rp	20.000
3	Internet Voucher	Rp	50.000
5	Stand Rental	Rp	90.000
	SUM	Rp	220.000

3. Results and Discussions

3.1 Polbeng Expo & MSME Profile

The Polbeng Business Expo is an event organized as a final project by 6th-semester students from the 22nd cohort of the International Business Administration Study Program. Scheduled to take place from May 20 to 22, 2025, the expo is designed with two primary objectives: empowering local and regional Micro, Small, and Medium Enterprises (MSMEs) from Bengkalis and beyond, and engaging the community through diverse entertainment activities, including fashion shows, children's competitions, and culinary showcases.

DOI: https://doi.org/10.31004/riggs.v5i2.12339
Lisensi: Creative Commons Attribution 4.0 International (CC BY 4.0)

Figure 5 Polbeng Business Expo Chapter II Profile

To ensure the smooth and effective execution of the event, the author as an International Business Administration student from the class of 2022 established a structured committee framework. This organizational structure was specifically designed to streamline coordination between Liaison Officers (LO) and tenant coordinators, facilitating an organized confirmation process for participating tenant owners. By providing a clear division of responsibilities, the structure enabled the team to efficiently manage technical operations, such as booth arrangements and event continuity, ensuring that the entire Polbeng Business Expo proceeded in an orderly, well-directed manner that aligned with its planned objectives.

Within the committee's organizational structure for the Polbeng Business Expo Chapter II, the author serves a strategic role as a member of the core committee, bearing direct responsibility for overseeing the event's planning, coordination, and evaluation processes. This pivotal position ensures the effective management of the entire series of activities, with the complete organizational hierarchy detailed in Figure 6 below



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.

Within this committee structure, the author served as Treasurer 1, taking on the critical responsibility of managing all financial aspects of the event, including budgeting, fundraising, and maintaining transparent records of income and expenses. Despite facing challenges such as delayed fund disbursements and unexpected costs, the author successfully navigated these issues through effective team coordination to ensure the expo's financial stability and overall success. A prime example of the businesses supported by this event is Savory Potatoes, a local MSME founded by Ivan Fadillah on April 1, 2024, in Bengkalis. Offering a variety of affordable, high-quality snacks such as Potato Curly, Twist Potato, and Potato Stick Savory Potatoes not only satisfies customer tastes with fresh, crispy products but also actively contributes to the local economy and job creation through continuous business innovation.

DOI: https://doi.org/10.31004/riggs.v5i2.12339
Lisensi: Creative Commons Attribution 4.0 International (CC BY 4.0)



Figure 7 Savory Potatoes Outlet

Despite being a relatively new venture, Savory Potatoes has successfully captured the attention of its primary target market, Generation Z, by offering appealing flavors at affordable prices that strongly drive consumer purchase interest. Another prominent MSME supported by this project is Queen Mango Bengkalis, a healthy beverage brand established by Riska Armayani in July 2023. Originally started as a side venture during her studies out of a passion for culinary entrepreneurship, the brand focuses on producing fresh, high-quality fruit juices that retain both delicious flavor and nutritional value. Through Queen Mango, Riska aims not only to generate additional income and hone her entrepreneurial skills but also to expand her market reach and inspire fellow students to pursue business ventures early on.



Figure 8 Queen Mango Outlet

Riska's enthusiasm in developing her business does not stop at one point. In 2024, thanks to strong customer interest, Riska’s Queen Mango business managed to gain more attention and began expanding its reach to a wider market.

3.2 Project Preparation

The author’s project preparation for the Polbeng Business Expo Chapter II focused on equipping the two mentored MSMEs, Savory Potatoes and Queen Mango Bengkalis, with essential digital promotional assets to maximize their visibility and market reach. This phase involved conceptualizing business profile videos that featured the owners explaining their brand backgrounds, alongside creating dynamic promotional videos aligned with current digital trends to highlight unique product variations and fresh ingredients. Additionally, the author designed clear, responsive digital product catalogs using Canva to effectively present items across various screen sizes for online buyers. These efforts were driven by a strategic social media marketing plan launched one month prior to the exhibition, featuring regular content creation, professional product photography, and consistent scheduling to significantly boost public awareness for both MSMEs leading up to the event.

DOI: https://doi.org/10.31004/riggs.v5i2.12339
Lisensi: Creative Commons Attribution 4.0 International (CC BY 4.0)



Figure 9 MSMEs Media Social

In the final preparation stages, the author ensured the operational readiness of the participating MSMEs by establishing efficient digital payment and financial tracking systems. For MSMEs equipped with QRIS, preparations involved testing the codes for functionality, displaying them prominently at the booths for easy consumer access, and ensuring staff were adequately prepared to assist with the digital transaction process. Simultaneously, the author designed and provided a user-friendly bookkeeping format tailored for the tenants to neatly track daily sales, income, and expenses throughout the expo. By offering brief guidance on how to systematically record product details, quantities sold, prices, and payment methods, this initiative ensured that MSME owners could accurately document their daily transactions, ultimately streamlining the creation of final financial reports and enabling a thorough evaluation of their sales performance.

3.3 Project Implementation

At this stage, the author developed comprehensive business profile videos for the MSME tenants as a key promotional activity. These profiles concisely detail the origins of each business, the types of products offered, pricing structures, physical locations, and the owners' motivations for establishing their enterprises. All information is presented clearly and systematically to ensure it is easily understood by the general public and prospective business partners.



Figure 10 Editing Process of Videos Profile MSMEs

During the implementation phase of the Polbeng Business Expo Chapter II, the author executed targeted promotional activities by producing short, engaging videos for each participating MSME tenant. Designed specifically for seamless distribution on Instagram, these videos highlighted essential product information, pricing details, unique selling propositions, and official announcements regarding the tenants' participation in the expo.

This initiative aimed to introduce the MSME products to a wider demographic prior to the exhibition, thereby encouraging potential consumers to attend the event and visit the respective booths. To maximize impact, these promotional videos were published consistently over a one-month period leading up to the expo, with the primary objective of generating public interest and stimulating purchase intentions toward the featured products.

DOI: https://doi.org/10.31004/riggs.v5i2.12339
Lisensi: Creative Commons Attribution 4.0 International (CC BY 4.0)



Figure 11 Editing Process of Promotion Videos

The author developed and distributed digital product catalogs for both Savory Potatoes and Queen Mango Bengkalis. These catalogs featured concise and essential information, including product names, available variants, and pricing structures. To maximize consumer engagement, the digital materials were designed with an attractive, easily navigable visual layout that aligned seamlessly with each MSME's specific brand identity.

During the Polbeng Business Expo Chapter II, these digital catalogs served as crucial supplementary promotional media and reliable reference guides for event visitors. By helping potential customers easily understand the product offerings, the catalogs significantly enhanced the overall effectiveness of the tenants' promotional activities.



Figure 12 Promotion Catalogs Process

To expand the promotional reach and effectively engage potential visitors, the author utilized Instagram and WhatsApp as the primary digital marketing platforms. Dedicated accounts were established for both Savory Potatoes and Queen Mango Bengkalis. Over a continuous 30-day period leading up to the exhibition, promotional content comprising short videos and digital catalogs was uploaded daily. This consistent posting schedule was strategically designed to boost brand awareness, capture the attention of prospective consumers, and establish a strong, active digital presence for both MSMEs. The following figures display the marketing promotions executed for Savory Potatoes and Queen Mango Bengkalis through their respective social media channels.

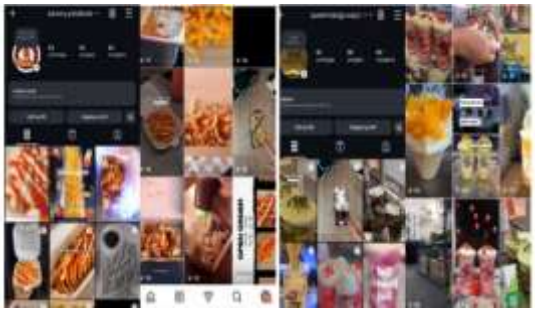


Figure 13 Promotion's Savory Potatoes and Queen Mango on Instagram

Following the execution of the social media campaigns via Instagram and WhatsApp, the author conducted a comprehensive analysis of the promotional outcomes. This evaluation utilized Instagram Insights and WhatsApp interaction metrics to measure campaign effectiveness, audience reach, and content engagement levels. The

DOI: https://doi.org/10.31004/riggs.v5i2.12339
Lisensi: Creative Commons Attribution 4.0 International (CC BY 4.0)

primary objective of this analysis was to determine the efficacy of these platforms in capturing new audiences, stimulating user interaction, and elevating brand awareness for the featured MSME products. To facilitate cashless transactions for both tenants and consumers, the QRIS (Quick Response Code Indonesian Standard) payment method was implemented throughout the exhibition. QRIS is a standardized digital payment framework designed to streamline non-cash transactions by consolidating various electronic payment service providers into a single, unified QR code. During the event, unique QRIS codes were prominently displayed at each booth to ensure practical and efficient purchasing processes. This initiative aimed to accelerate MSME digitalization, optimize transaction efficiency, and reduce reliance on physical cash. Furthermore, the integration of QRIS enhances transaction security, improves the accuracy of financial bookkeeping, and elevates overall consumer convenience. Ultimately, this implementation plays a crucial role in building consumer trust and fostering the broader adoption of digital payment systems among MSMEs, particularly within exhibition environments.



Figure 14 Qris of Savory Potatoes and Queen Mango Bengkalis MSMEs

During the Polbeng Business Expo held from May 20 to 22, 2025, financial data was meticulously documented to evaluate sales performance and ensure transparent transaction management through both cash and QRIS payments. The Savory Potatoes MSME demonstrated positive sales growth, successfully selling 93 product units comprising Potato Stick, Potato Twist, and Potato Curly. Over the three-day exhibition, the venture generated a total gross revenue of IDR 888,000, with daily earnings peaking on the first day at IDR 366,000, followed by IDR 310,000 and IDR 212,000 on the subsequent days.

Similarly, the Queen Mango Bengkalis MSME exhibited strong financial performance, recording total sales of 121 product units across various beverage flavors, including Chocolate, Mango, Dragon Fruit, Avocado, and Strawberry. This resulted in an impressive overall gross revenue of IDR 1,815,000, broken down into IDR 735,000 on the first day, IDR 585,000 on the second day, and IDR 495,000 on the final day. Ultimately, the systematic bookkeeping accurately captured the successful sales trajectories of both MSMEs while highlighting the efficiency and transparency of the digital payment systems implemented during the event.

3.4 Project Accomplishment

The successful completion of this project phase is highlighted by the production of two comprehensive business profile videos for the Savory Potatoes and Queen Mango Bengkalis MSMEs, alongside the awarding of participation certificates. Uploaded to YouTube to maximize public accessibility and customer awareness, these videos detail essential information such as business locations, production processes, unique product features, and the tenants' involvement in the Polbeng Business Expo Chapter II. This milestone is further supported by visual documentation that provides the respective video links and tangible evidence of both MSMEs' valuable contributions to the exhibition.



Figure 15 Savory Potatoes Profile Video

DOI: https://doi.org/10.31004/riggs.v5i2.12339
Lisensi: Creative Commons Attribution 4.0 International (CC BY 4.0)



Figure 16 Queen Mango Bengkalis Profile Video

The picture below is the result of photos and links from uploading profile videos and the contribution of MSMEs Savory Potatoes and Queen Mango Bengkalis at the Polbeng Business Expo Chapter II.



Figure 17 Savory Potatoes at EXPO Day



Figure 18 Queen Mango Bengkalis at EXPO Day

Following the successful completion of the expo, the final step involved presenting certificates to the MSMEs that participated in the Polbeng Business Expo Chapter II.



Figure 19 Certificate to Tenant Owner

The certificate serves as an official recognition from the event organizers, confirming that MSMEs such as Savory Potatoes and Queen Mango Bengkalis actively participated in a campus-level initiative aimed at promoting local business development. Beyond acknowledging their involvement, this certification significantly enhances consumer trust regarding the credibility and quality of their respective businesses.

In accordance with the project plan, a total of 30 promotional videos were successfully produced for each MSME. These videos effectively highlight the diverse range of available products, featuring essential details such as pricing, physical locations, ordering contacts, and social media handles. Each video was professionally edited with engaging visuals and published consistently across social media platforms over the 30-day period leading up to the expo. The direct outcomes and visual evidence of these promotional efforts are illustrated in the following images.

DOI: https://doi.org/10.31004/riggs.v5i2.12339
Lisensi: Creative Commons Attribution 4.0 International (CC BY 4.0)



Figure 20 Videos Promotions of MSMEs

Digital product catalogs for both MSMEs were successfully developed, featuring comprehensive product imagery, pricing, key benefits, and essential contact details, including WhatsApp numbers and Instagram handles. These catalogs were meticulously crafted using graphic design software and subsequently distributed across various social media platforms. The primary objective of these catalogs is to strengthen the brand identities of Savory Potatoes and Queen Mango Bengkalis, reach a broader demographic, and ultimately drive sales growth. Furthermore, they serve as highly effective digital promotional tools, delivering clear and structured product information directly to potential customers. The integration of visually appealing designs significantly enhances consumer engagement and increases the probability of favorable purchasing decisions. The direct results of this digital initiative are illustrated in the following images.



Figure 21 Catalogs of MSMEs

Social media marketing was effectively implemented through each MSME's dedicated social media accounts, serving as the primary promotional strategy prior to the Polbeng Business Expo. For 30 consecutive days leading up to the event, promotional content comprising short videos and digital product catalogs was consistently published. This content featured comprehensive product information, including detailed descriptions, pricing structures, and engaging visual displays.

The consistency of this publication schedule was instrumental in ensuring continuous brand exposure, sustaining audience engagement, and heightening public awareness of the MSMEs' offerings. Furthermore, the use of visually appealing and highly informative content significantly bolstered the digital campaign's ability to reach a broader demographic. All digital marketing activities executed during this promotional period were systematically documented in a logbook, which is included in this project report as concrete evidence of implementation and evaluation.

Both the Savory Potatoes and Queen Mango Bengkalis MSMEs successfully activated and implemented the QRIS payment system to support transaction activities during the Polbeng Business Expo Chapter II, as well as for their regular daily sales operations. The integration of QRIS facilitated faster, more accurate financial recording and substantially improved overall transaction efficiency. The following image presents visual documentation of the QRIS payment transactions executed by the Savory Potatoes MSME.



Figure 22 Qris Payment Method

DOI: https://doi.org/10.31004/riggs.v5i2.12339
Lisensi: Creative Commons Attribution 4.0 International (CC BY 4.0)

During the May 2025 Polbeng Business Expo Chapter II, comprehensive financial documentation including income statements, changes in equity, and balance sheets was successfully established for the Savory Potatoes and Queen Mango Bengkalis MSMEs, demonstrating significant financial growth and operational stability for both ventures. For the month of May, Savory Potatoes achieved a net profit of IDR 2,038,000 with total equity reaching IDR 9,988,000, while Queen Mango Bengkalis recorded a net profit of IDR 5,056,000 alongside a total equity of IDR 9,296,000, with both businesses maintaining healthy, zero-liability financial positions. A comparative performance analysis revealed that the three-day exhibition substantially accelerated short-term growth, with expo sales contributing 43.6% of the monthly profit for Savory Potatoes and 35.9% for Queen Mango Bengkalis, effectively quadrupling and tripling their respective average daily revenues. Furthermore, the overarching project financial report indicated a highly successful event execution by the organizers, generating a total income of IDR 90,509,000 against total expenditures of IDR 85,841,285, ultimately resulting in a net profit of IDR 4,667,715.

3.5 Discussion

An analysis of Instagram promotional efforts for the Savory Potatoes and Queen Mango Bengkalis MSMEs during the Polbeng Business Expo Chapter II reveals that short video content significantly outperforms static digital catalogs in both reach and engagement. Performance metrics demonstrate that promotional videos garnered substantially higher views 206 and 180 views for the respective MSMEs, compared to just 61 and 67 views for their static catalog posts due to their dynamic visual appeal and ability to retain audience attention. Furthermore, utilizing features like Instagram Reels leverages algorithmic distribution via the Explore page, allowing businesses with limited resources to effectively reach broader, more diverse audiences, including non-followers. Consequently, strategically integrating engaging, short-form video content is highly recommended for MSMEs, as it maximizes brand visibility, stimulates customer interaction, and ensures sustainable long-term competitiveness in the digital marketplace.

4. Conclusion

The Polbeng Business Expo Chapter II successfully enhanced the performance of Savory Potatoes and Queen Mango Bengkalis MSMEs through the effective application of digital marketing and entrepreneurial strategies. Key initiatives such as the creation of business profile videos, promotional videos, digital catalogs, and active social media engagement significantly expanded market reach and built strong brand awareness. Additionally, operational improvements like the implementation of the QRIS digital payment system and structured financial reporting facilitated smoother transactions and better business tracking. Overall, these efforts demonstrated that integrating digital tools with practical business management is a highly effective way to boost the competitiveness of local products. To sustain this momentum, it is recommended that Politeknik Negeri Bengkalis continues to host the expo annually with enhanced pre-event promotions to maximize visitor turnout. Participating MSMEs should maintain their digital marketing momentum by consistently posting engaging content and refining their financial management, specifically by separating daily sales from event-driven revenue to better evaluate business performance. Furthermore, these MSMEs are highly encouraged to participate in future expos to continually expand their market reach, while the author can utilize this hands-on experience to further develop crucial event management and business mentoring skills for future projects.

Reference

[1] N. Marone, M. Barrington, B. Gunawan, J. McEntee, dan M. Wosnik, "Performance of cross-flow turbines with varying blade materials and unsupported blade span," *Renewable Energy*, vol. 238, hlm. 121925, 2025.
[2] W. Susi, "Pengemba Ngan E-Modul Ber Ba Sis Project Based Learning Bermuatan Socioscientific Issues Pada Pokok Bahasan Sumber Energi," Doctoral Dissertation, Uin Raden Intan Lampung, 2024.
[3] D. Solihin dan Y. Setiyawan, "Pengaruh Harga Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada Toko Sumber Rizki Cilacap Jawa Tengah," *Journal Of Research And Publication Innovation*, vol. 2, no. 4, hlm. 1709–1722, 2024.
[4] A. I. Siregar, "Digital Marketing Dalam Menghadapi Persaingan Bisnis di Era Digital: Kajian Konseptual," *Jurnal Ilmiah Universitas Batanghari Jambi*, vol. 24, no. 3, hlm. 2921–2930, 2024.
[5] R. A. Setiafadi, N. A. Nida, dan M. N. Marom, "The Analysis Study of Association of Intestinal Microbiota and Kidney Disease: A Comprehensive Systematic Review," *The International Journal of Medical Science and Health Research*, vol. 4, no. 1, hlm. 19–38, 2024.
[6] F. Ramadhan dan D. Nugroho, "Efektivitas Instagram Reels sebagai media promosi digital UMKM," *Jurnal Jejak Digital*, vol. 3, no. 1, hlm. 20–30, 2024.
[7] A. R. Putri, D. Pratama, dan R. Nugraha, "Pengaruh penggunaan Instagram Reels terhadap brand awareness UMKM di media sosial," *Jurnal PIKAT*, vol. 5, no. 1, hlm. 33–44, 2024.
[8] D. I. Pertiwi, N. Nurbaiti, dan B. Dharma, "Strategi Pedagang Tradisional Pakaian Fashion Muslim dalam Menghadapi Transformasi Digital Bisnis," *Ganaya: Jurnal Ilmu Sosial dan Humaniora*, vol. 7, no. 3, hlm. 282–293, 2024.

DOI: https://doi.org/10.31004/riggs.v5i2.12339
Lisensi: Creative Commons Attribution 4.0 International (CC BY 4.0)

[9] A. Lelimawarti, M. A. Miradji, dan S. P. Estiasih, "Analysis Of Msmes Development Through Capital, Quality of Human Resources, And Mentality of Business Actors," *International Journal of Economics, Business and Accounting Research (Ijebar)*, vol. 8, no. 2, 2024.
[10] E. Kristia dan M. A. Ahmadi, "Implementasi QRIS sebagai Alternatif Pembayaran Non Tunai pada Kalangan Usaha Mikro, Kecil, dan Menengah (UMKM): Peluang dan Tantangan," *PENG: Jurnal Ekonomi dan Manajemen*, vol. 2, no. 1, hlm. 1014–1024, 2024.
[11] H. A. Hasibuan dan R. Azhar, "Strategi Manajemen Pemasaran Dalam Meningkatkan Daya Saing Usaha Di Era Digital," *Jurnal Pendidikan dan Dakwah*, vol. 1, no. 2, hlm. 212–238, 2024.
[12] B. Dharma, Y. Ramadhani, dan R. Reitandi, "Pentingnya laporan keuangan untuk menilai kinerja suatu perusahaan," *El-Mujtama: Jurnal Pengabdian Masyarakat*, vol. 4, no. 1, hlm. 137–143, 2024.
[13] S. Arlinda dan J. Hendro, "Penerapan Digital Marketing Dalam Menarik Minat Beli Produk UMKM Kecamatan Grogol Petamburan Jakarta Barat," *Ikraith-Ekonomika*, vol. 7, no. 2, hlm. 184–192, 2024.
[14] J. Wirawan dan A. P. Willim, "The Effect of Board Diversity and Financial Stability on Financial Performance of Banking Sector in Indonesian Stock Exchange," *Journal of Asian Multicultural Research for Economy and Management Study*, vol. 4, no. 4, hlm. 8–18, 2023.
[15] R. Tresnasari dan Z. Zulganef, "Increasing MSME performance through institutional strengthening, entrepreneurship, and digital marketing," *International Journal of Research in Community Services*, vol. 4, no. 1, hlm. 11–17, 2023.
[16] H. P. Rahayu dan M. A. F. Habib, "Strategi Pemasaran Novi Ulvia Mua Dalam Meningkatkan Omset Penjualan," *Jurnal Ilmiah Edunomika*, vol. 8, no. 1, 2023.

DOI: https://doi.org/10.31004/riggs.v5i2.12339
Lisensi: Creative Commons Attribution 4.0 International (CC BY 4.0)