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The Role of Social Media Marketing to Improve the Brand Image of Cakealamanja and Rujak Jambu Cristal Msmes (Case Study at Polbeng Business Expo Chapter II)

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Abstract

This project aims to provide comprehensive support to Micro, Small, and Medium Enterprises (MSMEs), specifically focusing on the business partners Cakealamanja and Rujak Jambu Cristal. This initiative is realized through active participation in the Polbeng Business Expo Chapter II, with the primary objective of optimizing social media marketing strategies to enhance both brand image and digital competitiveness. The project encompasses a series of practical programs, including the creation of professional business profile videos, engaging promotional content, and informative digital product catalogs. Additionally, it involves structured promotional management across social media, the integration of the Quick Response Code Indonesian Standard (QRIS) digital payment system, and intensive mentoring for business owners in preparing standardized financial reports. Methodologically, this project was systematically executed through three primary stages: project preparation (encompassing observation, needs analysis, and planning), project implementation (focusing on marketing execution and the exhibition), and project completion (evaluation and comprehensive reporting). The findings reveal that social media marketing significantly elevates brand visibility, audience engagement, and consumer awareness for both MSMEs. The strategic distribution of creative promotional content across platforms like Instagram, TikTok, and Facebook successfully captured public attention and increased direct consumer traffic. Furthermore, the adoption of the QRIS payment system substantially improved transaction efficiency, speed, and security during the exhibition, effectively meeting the demands of modern consumers. Managerially, the assistance provided in structured financial reporting empowered the MSME owners to transparently understand their business performance, thereby aiding in future financial decision-making. In conclusion, the Polbeng Business Expo Chapter II served as a highly effective platform for advancing MSMEs through a combination of digital marketing and direct business assistance. Ultimately, this project not only delivered a measurable positive impact on MSME sustainability and economic growth but also significantly strengthened the collaborative synergy among students, business owners, and the broader community.

Keywords: Social Media Marketing, Digital Marketing, MSMEs, Polbeng Business Expo, Product Promotion.

1. Introduction

Indonesia's identity is deeply rooted in its abundant cultural and culinary diversity, which serves as a massive draw for both domestic and international tourists [1]. This regional uniqueness can be strategically promoted through cultural events, such as culinary exhibitions, which act as dynamic platforms to elevate local arts and cuisine. Analytically, these exhibitions represent more than just entertainment; they function as a strategic catalyst for preserving cultural heritage while simultaneously generating economic traction by exposing local richness to a broader, enthusiastic audience [2].

To actively introduce this culinary diversity to the community in Bengkalis, students initiated the Polbeng Business Expo. This event is specifically designed to provide a stage for Micro, Small, and Medium Enterprises (MSMEs) to showcase their creative power and non-culinary or culinary products [3]. From an analytical perspective, the Expo is not merely a promotional event but a vital empowerment ecosystem that bridges the gap between local entrepreneurs and the public, directly facilitating MSME development and fostering stronger community-business relationships [4].

The structural importance of MSMEs cannot be overstated, as they are community-driven initiatives that play a critical role in reducing the unemployment rate in Indonesia [5]. Their ability to absorb labor combined with small

investment capital requirements allows them to remain highly adaptive to fluctuating market conditions. By deeply analyzing their economic footprint, it is evident that MSMEs are the resilient backbone of the Indonesian economy; their flexible nature ensures they can swiftly respond to consumer trends, thereby stabilizing both local and national economic landscapes [6].

Within the broader MSME ecosystem, the culinary sector is uniquely dominant and consistently in high demand among business practitioners. This sector is highly attractive due to low barriers to entry, relatively low production costs, and a constantly growing market [7]. A deeper analysis reveals that food and beverage enterprises thrive because they align perfectly with the modern lifestyle, which prioritizes convenience and efficiency; therefore, culinary MSMEs possess immense potential for sustainable growth provided they maintain product quality, affordability, and continuous innovation [8].

To remain competitive in this modern landscape, MSMEs must leverage rapid advancements in digital technology, particularly through online marketing [9]. Implementing digital marketing strategies such as social media utilization and search engine optimization allows these businesses to expand their reach far beyond local boundaries into regional and national markets. Analytically, the transition to digital marketing is no longer optional but a fundamental survival strategy, as it drastically lowers the cost of customer acquisition while maximizing visibility and direct consumer engagement [10].

Alongside digital marketing, the modernization of payment systems is a crucial variable for MSME success, highlighted by the implementation of the QRIS digital payment standard. Designed by Bank Indonesia, QRIS facilitates quick, safe, and efficient transactions through mobile QR code scanning, reducing the reliance on cash. The deeper analytical significance of QRIS lies in its role in driving financial inclusion; by streamlining the checkout process, it removes transactional friction, builds consumer trust, and fundamentally professionalizes the operational capacity of small vendors[11].

The project specifically focuses on empowering Cakealamanja, a local MSME founded in 2020 that produces innovative food and beverages, notably its flagship natural date milk (Susu Kurma Hanin) [12]. Dates offer immense health benefits, containing essential nutrients like vitamin A, potassium, and antioxidants that aid digestion and improve immune health. Analytically, Cakealamanja represents the resilient and adaptive nature of modern local businesses; their survival since 2020 and their proactive, though under-optimized, use of Instagram and WhatsApp highlight a strong foundational potential that is ripe for targeted digital scaling [13].

To provide a diversified product landscape at the expo, the project also integrates Rujak Jambu Cristal, an MSME established in 2021 that sells fresh crystal guava fruit salad [14]. Crystal guava is highly valued for its crunchy texture, natural sweetness, and high vitamin C and digestive fiber content, which boost immunity and protect against free radicals. From a market analysis standpoint, including Rujak Jambu Cristal creates a strategic product contrast against typical heavy culinary foods, catering to health-conscious consumers and showcasing the creative versatility of local ingredient processing [13].

The core research problem identifies how the Polbeng Business Expo Chapter II was executed for these two specific MSMEs, with highly structured operational objectives [15]. The specific goals include creating business profile and promotional videos, digital product catalogs, executing social media campaigns, implementing QRIS, and generating financial reports. Analytically, these objectives represent a comprehensive blueprint for digital transformation; by providing these specific deliverables, the project transitions the MSMEs from traditional operational models into modernized, digitally literate enterprises capable of sustained commercial tracking [16].

Ultimately, the implementation of this project scheduled for May 20 to 22, 2025, at the State Polytechnic of Bengkalis carries profound, multi-layered significance. It directly aids entrepreneurs in developing superior marketing strategies, provides the author with practical entrepreneurial experience, and serves as a future academic reference. Analyzing its broader impact reveals a highly symbiotic relationship: the project not only elevates the market presence of the MSMEs but also actively cements the State Polytechnic of Bengkalis's reputation as an institutional pillar dedicated to real-world local economic development.

2. Method Research

2.1 Project Preparation Plan

This project preparation plan is very necessary because it will explain the stages starting from field surveys to preparations that will be carried out until accomplishment. The following is a project preparation plan for Polbeng Business Expo Chapter II activities at Cakealamanja and Rujak Jambu Cristal.



Figure 1 Flowchart of The Project Preparation

The event organization process for MSMEs participating in the Polbeng Business Expo consists of a strategic, six-step preparation phase designed to maximize tenant success. Initially, potential tenants are selected through site surveys and interviewed to gather essential business information for designing tailored business profile videos. This is directly followed by planning engaging promotional video concepts and designing visually appealing digital product catalogs to effectively market the tenants' products prior to the event. To ensure consistent outreach, a structured social media marketing strategy is developed, carefully detailing content types and posting schedules to attract potential visitors. Finally, the process secures operational efficiency during the exhibition by assisting tenants with QRIS registration for seamless cashless transactions and establishing a systematic financial reporting format to accurately record all income and expenses.

2.2 Project Implementation Plan

At this stage, project activities began to be implemented according to the plan that had been prepared previously. Project implementation focused on various activities related to product marketing, ranging from creating tenant business profiles to preparing financial reports during the exhibition.

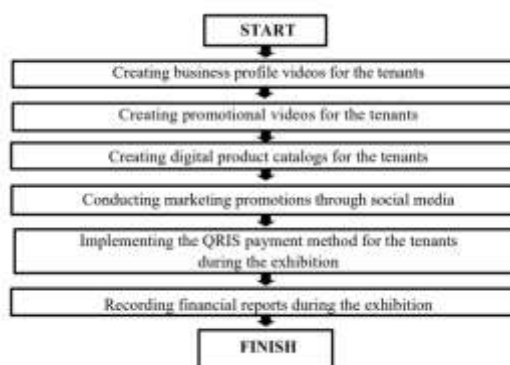


Figure 2 Flowchart of Implementation

The project implementation to support MSME tenants at the Polbeng Business Expo consisted of a comprehensive approach covering digital marketing and operational assistance. Initially, informative business profile videos and engaging promotional videos were produced using CapCut, utilizing voice-overs, music, and appealing visuals to highlight each tenant's business background, unique characteristics, and featured products. Alongside these videos,

neatly designed digital product catalogs detailing product photos, names, prices, and descriptions were created. These digital assets were then strategically distributed across various social media platforms according to a regular posting schedule to maximize audience reach and attract potential visitors prior to the event. During the exhibition itself, tenants were guided in implementing the QRIS payment system to facilitate efficient and convenient transactions for both buyers and sellers. Finally, all cash and cashless sales were meticulously recorded throughout the event, serving as the foundation for compiling the tenants' final financial reports.

2.3 Project Accomplishment Plan

The project implementation plan is depicted through a flow chart that describes the stages in completing the project.

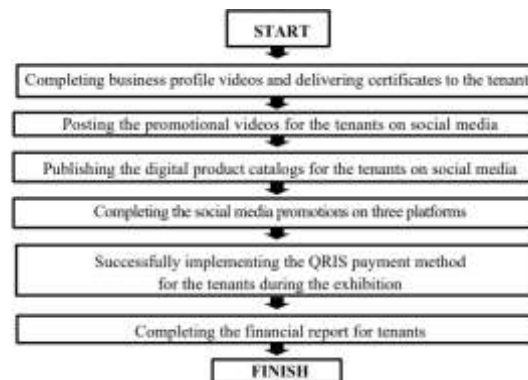


Figure 3 Flowchart of Project Accomplishment

The project accomplishments successfully fulfilled all planned objectives, starting with the completion of business profile videos as a primary output and the awarding of appreciation certificates to the participating tenants. As part of a consistent marketing strategy, promotional videos and digital product catalogs were successfully published on schedule across three major social media platforms Instagram, TikTok, and Facebook effectively introducing the tenants' products to a wider audience. During the exhibition, the QRIS payment method was seamlessly implemented, which significantly streamlined the transaction process and improved overall convenience for visitors. Concluding the project, comprehensive financial reports detailing sales, income, and expenses were successfully compiled for the tenants based on the transaction data collected throughout the event.

2.4 Project Reporting Plan

This flowchart aims to facilitate the flow of completing activities systematically. The project reporting plan can be seen in the flow diagram below.



Figure 4 Flowchart of Project Reporting

The project reporting phase involves the preparation of two key documents to evaluate the overall success of the initiative. First, a detailed logbook is maintained to systematically track all social media marketing and promotional activities conducted throughout a 30-day period. Second, comprehensive financial reports are compiled to record daily transactions, total income, and expenses. These financial records are essential for evaluating the overall profit or loss, assessing the efficiency of fund utilization, and determining the final outcomes of the project implementation.

2.5 Schedule And Budgeting of The Project

The schedule for the exhibition project will be organized in a detailed and well- structured table. Each step will be listed with a clear timeline, ensuring that all activities run according to the plan and deadline.

Table 1 Project Implementation Schedule

No	Activity	Activity Month						
		Nov	Dec	Jan	Feb	March	April	May
	Project Preparation							
1	Conducting interviews with tenant owners and designing the concept for business profile videos							
2	Planning the concept for promotional videos							
3	Planning visual designs for product catalogs							
4	Planning strategies for posting marketing promotions through social media							
5	Preparing the QRIS payment method for tenants							
6	Preparing the financial report during exhibition							
	Project Implementation							
1	Creating business profile videos for the tenants							
2	Creating promotional videos for the tenants							
3	Creating digital product catalogs for the tenants							
4	Conducting marketing promotions through social media							
5	Implementing the QRIS payment method for tenants during the exhibition							
6	Recording financial reports during the exhibition							
	Project Accomplishment							
1	Completing business profile videos and delivering certificates to the tenants							
2	Posting the promotional videos for tenants on social media							
3	Publishing the digital product catalogs for the tenants on social media							
4	Completing the social media promotions on these platforms							
5	Successfully implementing the QRIS payment method for tenants during the exhibition							
6	Completing the financial report for the tenants							
	Project Reporting							
1	Lookback of social media marketing activities during the 30-day promotion period							
2	Financial reports of the Cakraman and Rujak Jambu Cristal MSMEs							

The project schedule is systematically structured with a clear timeline running from November to May, ensuring that all phases from initial preparation to final reporting are executed effectively and completed within the designated timeframe. To support this operational timeline, a comprehensive budget has been prepared to detail all necessary funding required for the successful implementation of the Polbeng Business Expo Chapter II specifically for the Cakealamanja and Rujak Jambu Cristal MSMEs.

Table 2 Cost Estimated of Project

No	Item	Total
1	Banner	IDR 35,000
2	Stand Banner	IDR 90,000
3	Print and Laminating	IDR 80,000
4	Rental Fee	IDR 225,000
5	Voucher Internet	IDR 150,000
6	Standing Akrilik	IDR 70,000
TOTAL		IDR 690,000

Based on the provided estimation, the project's financial requirements are clearly aligned with its operational needs. The total budget of **IDR 690,000** comprehensively covers all necessary materials and supporting expenses to guarantee a smooth implementation. Ultimately, this meticulous financial planning is designed to promote the efficient and well-controlled utilization of funds throughout the entire duration of the project.

3. Result And Discussion

3.1 Business Profile Overview of Polbeng Business Expo Chapter II and MSME Tenants

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 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



Figure 9 Rujak Jambu Cristal Products

3.2 Project Preparation

The project preparation carried out by the author for the Polbeng Business Expo Chapter II aligned with the assigned duties and student responsibilities. This phase focused on supporting two MSMEs, Cakealamanja and Rujak Jambu Cristal, ensuring their readiness for the exhibition and maximizing their brand promotion through various media and supporting tools.

Interviews with the MSME owners were conducted to gain a comprehensive understanding of each business, including its background, product characteristics, and competitive advantages. The information gathered covered corporate identity, production processes, and the unique value propositions intended for potential customers. Based on these findings, business profile video concepts were designed to match the distinct character of each MSME. Consequently, these videos functioned not only as informational media but also as strategic tools to build a professional brand image.

This phase involved planning promotional video concepts to craft marketing messages that emphasized the strengths of each MSME's products. The concepts focused on delivering concise, engaging, and easily understandable information to target audiences. This planning provided clear guidance for subsequent video production, ensuring alignment with the intended marketing objectives.



Figure 10 Promotion's Cakealamanja and Rujak Jambu Cristal on Instagram

Visual design planning for digital product catalogs was undertaken to support the tenants' promotional needs. This stage established structured catalog design concepts that served as blueprints for final production during the implementation phase. Proper preparation ensured that the product information and visual layouts were highly organized and professional.

Social media promotional planning involved establishing a structured posting schedule and content distribution strategy. This approach ensured the consistent publication of promotional materials prior to the exhibition, which aimed to increase public awareness for Cakealamanja, Rujak Jambu Cristal, and the Polbeng Business Expo Chapter II. To execute this strategy, three primary platforms were selected: Instagram, TikTok, and Facebook.

Following the verification and preparation of these documents, the materials were organized for submission to the bank during the implementation stage. With the completion of this preparation phase, the tenants were deemed administratively ready to proceed with the registration and issuance of QRIS as a non-cash payment method for the Polbeng Business Expo Chapter II.

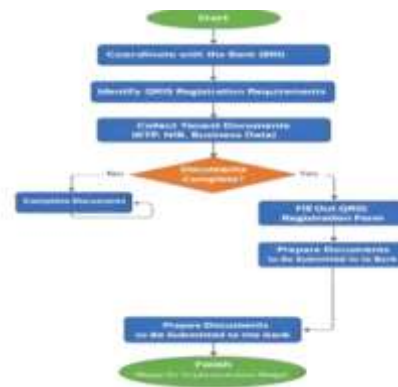


Figure 11 QRIS Registration Preparation Stage

The preparation of financial reporting mechanisms focused on developing structured, user-friendly transaction recording formats for the tenants. These formats served as practical guidelines to streamline the logging of daily financial activities, thereby ensuring transparency and financial accountability both during the exhibition and throughout post-event evaluations.

3.3 Project Implementation

The project implementation stage was executed in accordance with the previously established plans, aiming to optimize tenant promotion and ensure the seamless operation of the Polbeng Business Expo Chapter II. Throughout this phase, the author played a direct role in developing promotional media, establishing digital payment tools, and managing financial report recordings during the event.

During the implementation phase, business profile videos were produced to visually communicate each tenant's brand story. These videos provided an engaging overview of the business backgrounds, product offerings, and distinct characteristics of each participant. By leveraging this visual medium, the author helped tenants convey their operational information more clearly and dynamically to potential exhibition visitors.

The production of promotional videos focused on highlighting each tenant's flagship products through an engaging visual narrative. During the implementation phase, these videos were developed and deployed as a core element of the marketing activities for the Polbeng Business Expo Chapter II. To optimize reach and drive attendance, this promotional content was strategically published across designated social media platforms during the pre-event campaign window leading up to the exhibition.

During this phase of implementation, digital product catalogs were developed and utilized as primary promotional media to support the tenants. These catalogs served to showcase detailed product descriptions and visuals to potential visitors prior to the exhibition's commencement. Transitioning to a digital catalog format streamlined the dissemination of product information across online platforms, effectively enhancing the pre-event marketing campaign for the Polbeng Business Expo Chapter II.

During the implementation stage, marketing promotions were executed across social media platforms utilizing the previously prepared video content and digital product catalogs. This promotional content was published according to a predetermined schedule throughout the campaign window leading up to the event. These social media initiatives formed a vital component of the broader marketing strategy designed to maximize visibility and drive engagement for the tenants participating in the Polbeng Business Expo Chapter II.

During the exhibition phase, the Quick Response Code Indonesian Standard (QRIS) digital payment system was successfully deployed for the participating tenants. QRIS codes were prominently displayed within each tenant's booth area to facilitate seamless, cashless transactions for visitors. Throughout the event, the author actively assisted tenants in navigating the digital payment system and managing live transactions, ensuring the smooth and reliable operation of the digital payment infrastructure.

Recording Financial Reports during the Exhibition Financial reporting was conducted by each tenant throughout the exhibition period. All sales transactions were recorded systematically, including both cash and non-cash transactions made via QRIS. The recorded data included the number of units sold, unit prices, total sales values, and payment methods.

3.4 Project Accomplishment

The Polbeng Business Expo Chapter II project successfully achieved its planned objectives. Key accomplishments included the seamless execution of all scheduled project activities, the production of professional business profile videos, the strategic publication of promotional content on social media, the dissemination of digital product catalogs, and the official handover of participation certificates to the MSMEs. Additionally, comprehensive financial reports encompassing income statements, statements of changes in equity, and balance sheets were prepared to accurately document and evaluate the financial performance of the participating enterprises.

During the project accomplishment phase, business profile videos for the tenants were successfully finalized to serve as primary promotional media. These videos effectively presented the corporate identity, flagship products, and key operational backgrounds of each MSME. To ensure broad public reach, the videos were published on the YouTube platform, serving as long-term digital marketing assets as well as visual documentation of the Polbeng Business Expo Chapter II activities.

The interface and layout of the business profile video for the Cakealamanja MSME are presented in Figure 18, showcasing a comprehensive overview of the business and its product lineup.



Figure 12 Cakealamanja Profile Video

Furthermore, the business profile video of Rujak Jambu Cristal MSME is presented in Figure 19, which also contains information about the business profile and the products offered.



Figure 13 Rujak Jambu Cristal Profile Video

Complementing the business profile videos, documentation videos were also produced to capture the active participation of the Cakealamanja and Rujak Jambu Cristal MSMEs during the Polbeng Business Expo Chapter II. These videos were designed to highlight the direct involvement of the tenants in the exhibition and to serve as comprehensive supporting evidence of the event's implementation.

The following figures present the digital product catalogs prepared and published for the Cakealamanja MSME, highlighting the visual layout and promotional structure used to engage potential customers.



Figure 14 Catalogs of Cakealamanja MSME

Furthermore, the following images present the digital product catalogs prepared and published for the Rujak Jambu Cristal MSME. These catalogs function as promotional media to display product information and to support marketing activities during the Polbeng Business Expo Chapter II.

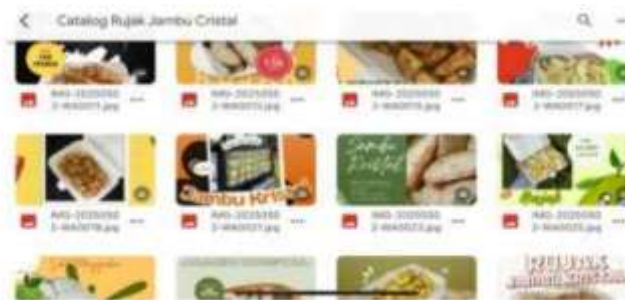


Figure 15 Catalogs of Rujak Jambu Cristal MSME

3.5 Project Reporting

This section presents the comprehensive logbook documenting the social media marketing activities executed for the Cakealamanja and Rujak Jambu Cristal MSMEs throughout the 30-day pre-event promotional campaign. This logbook serves as a structured record of daily operational tasks, detailing the content publication schedules, media distribution workflows, and promotional strategies implemented across the selected digital platforms.

The performance analysis of promotional videos and digital catalogs for the MSMEs Cakealamanja and Rujak Jambu Cristal reveals distinct, consistent roles for TikTok, Instagram, and Facebook in shaping brand perception and audience reach. Across both businesses and content types, TikTok emerged as the primary engine for expanding brand awareness, consistently driving the highest view counts and overwhelmingly attracting new audiences, with non-follower reach ranging from 90% to 100%. Meanwhile, Instagram proved highly effective at sustaining community engagement, securing the highest interaction rates across the board from existing followers. In contrast, Facebook offered limited additional exposure, functioning purely as a minor, complementary supporting channel for both brands.

Based on a 30-day performance analysis of promotional videos and digital catalogs for the MSMEs Cakealamanja and Rujak Jambu Cristal, each social media platform plays a distinct, complementary role in expanding audience reach and shaping brand perception. TikTok stands out as the most powerful tool for driving broad brand awareness and capturing new audiences, generating the highest view counts and non-follower exposure, particularly through its digital catalogs. Conversely, Instagram excels at sustaining community interaction and deepening follower engagement through video content, while Facebook provides limited exposure, functioning purely as a secondary supporting channel. Ultimately, strategic execution of videos and catalogs on TikTok and Instagram demonstrates strong potential for significantly accelerating overall brand visibility.

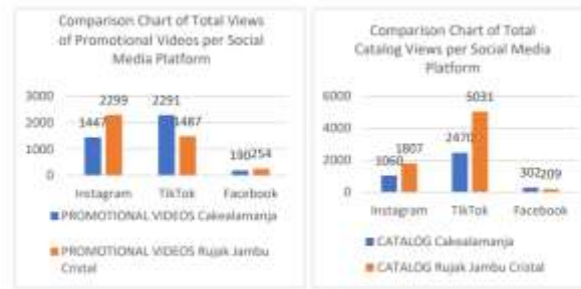


Figure 16 Total Views of Promotional Videos per Social Media Platform

4. Conclusions

The Polbeng Business Expo Chapter II successfully provided Cakealamaanja and Rujak Jambu Cristal MSMEs with valuable opportunities to expand their market reach and directly engage with the public, heavily supported by the author's role as Tenant Field Coordinator in delivering promotional materials and implementing QRIS digital payments. Financially, both businesses demonstrated excellent health and profitability during May 2025, accumulating significant net profits and maintaining a stable, liability-free capital structure funded entirely by owner equity. In terms of digital marketing performance, the analysis concluded that TikTok serves as the most effective platform for capturing new audiences through videos and catalogs, while Instagram remains essential for cultivating follower engagement, and Facebook provides limited, supplementary exposure. For future event optimization, it is recommended that the expo organizing committee establish a clearer division of labor based on competency, implement professional management training, and carefully evaluate strategic locations and weather-favorable timing to maximize product visibility. Concurrently, the MSMEs are advised to center their digital promotion strategy on TikTok to capture new audiences while consistently leveraging Instagram to sustain current customer engagement and Facebook as a minor supporting channel. Furthermore, maintaining a consistent output of high-quality, visually appealing videos and digital catalogs is strongly urged to continuously enhance promotional effectiveness and reinforce a strong brand image.

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