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Digitalization of Promotion Through Liaison Officer Assistance for *Tahu Gejrot* and *Es Teler Creamy Buk Tuty* MSMEs at Polbeng Business Expo Chapter II

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Abstract

Polbeng Business Expo Chapter II, held at State Polytechnic of Bengkalis on 20–22 May 2025, provided a promotional platform for local Micro, Small, and Medium Enterprises (MSMEs). This study aims to describe the digitalization of promotion through Liaison Officer (LO) assistance for Tahu Gejrot and Es Teler Creamy Buk Tuty, encompassing preparation, implementation, and project completion. A descriptive qualitative approach was applied through direct observation, interviews with the business owners, and activity documentation. The assistance process included compiling business profiles, producing two profile videos, creating thirty promotional videos and thirty digital product catalogs, and conducting one month of digital marketing before the expo. Promotional content was distributed through Instagram, Facebook, TikTok, and WhatsApp Status, supported by two paid influencer collaborations using local Bengkalis accounts. During the three-day exhibition, Tahu Gejrot sold 44 portions and generated IDR 440,000, while Es Teler Creamy Buk Tuty sold 97 portions and generated IDR 970,000. The findings show that LO assistance functioned not only as an operational communication bridge between organizers and tenants but also as an integrated promotional facilitator combining content production, multi-platform dissemination, paid promotion, and sales documentation. This structured assistance increased product visibility, strengthened MSME promotional readiness, and supported measurable sales performance during a short-term business exhibition. The study highlights the importance of practical digital mentoring for local MSMEs with limited promotional resources.

Keywords: *Liaison Officer, MSMEs, Digitalization, Digital Marketing, Promotion, Polbeng Business Expo Chapter II*

1. Introduction

Digitalization is the process of utilizing digital technology to improve the effectiveness and efficiency of various activities, including business and marketing. In the context of Micro, Small, and Medium Enterprises (MSMEs), promotional digitalization is carried out through the use of social media, digital platforms, and various marketing technologies to expand market reach, increase product visibility, and strengthen business competitiveness. According to Permadi et al. (2025), MSMEs that adopt digitalization have great opportunities to expand their market, increase sales, and strengthen their competitiveness in the modern era [1]. This happens because digitalization enables MSMEs to reach a wider range of consumers through online channels, improve the effectiveness of promotion and marketing, and manage business information more quickly and measurably. However, many MSME actors still face limitations in optimizing digital promotion, so assistance is needed to help them implement digital-based marketing strategies effectively.

Polbeng Business Expo Chapter II is a continuation of Polbeng Business Expo Chapter I, organized by the 2022 cohort of the International Business Administration Study Program, Politeknik Negeri Bengkalis. It brings together various activities and MSME sales tenants from the Bengkalis area, aiming to promote local MSME products and services while strengthening the relationship between the Politeknik Negeri Bengkalis and the business world. Through an expo, business actors can increase business visibility, build public trust, and reach target consumers more broadly.

In Indonesia, MSMEs are one of the business categories that play an important role in maintaining economic stability, considering that this sector is closely linked to employment absorption and improving community welfare [2]. In Bengkalis Regency, one of the areas that serves as a center of MSME activity is Lapangan Tugu Bengkalis,

where two assisted MSMEs are located: Tahu Gejrot, a Cirebon specialty consisting of fried tofu with a sweet, sour, and spicy sauce, and Es Teler Creamy Buk Tuty, a traditional fruit-based beverage with a creamy texture. These two MSMEs were selected because they are already widely known by the people of Bengkalis and have actively participated in Polbeng Business Expo Chapter I. In the implementation of the expo, the role of the Liaison Officer is very important as a bridge between the organizing committee and the MSME tenants, including conveying schedule and location information, assisting in product presentations to visitors, and accompanying the process of digitalizing product promotion through social media so that the tenants' products become more widely recognized.

Based on the explanation above, the problem formulation in this study is how the digitalization of promotion for the MSMEs Tahu Gejrot and Es Teler Creamy Buk Tuty can be implemented optimally through the assistance of a Liaison Officer at Polbeng Business Expo Chapter II. The general objective of this study is to determine students' ability to assist the digitalization process of MSME tenants' promotion, from preparation, implementation, to the completion of the business exhibition activities. The specific objectives include creating profile and promotional videos, designing a digital catalog, implementing digital marketing strategies, managing MSMEs as tenants, and preparing business profiles and compiling MSMEs sales results during the expo as an indicator of the impact of promotional digitalization on sales performance.

Academically, this study is expected to help the author develop skills in planning, coordinating, and implementing business promotion digitalization. For MSMEs, this mentoring activity provides benefits by expanding promotional reach through digital media, improving business owners' digital literacy, collecting consumer feedback, and gaining a better understanding of online target markets and trends. For other stakeholders, this activity is also expected to support the acceleration of MSME digitalization and strengthen the local digital business ecosystem in Bengkalis.

2. Literature Review

2.1 Digitalization

Digitalization generally refers to the process of using digital technology to transform business processes, human activities, and society as a whole into digital or automated forms [3]. In line with this, Gradillas and Thomas (2025) explain that digitalization is the use of digital technology to transform business processes, products, services, and business models in ways that create added value and innovation. Unlike digitization, which only focuses on converting analog data into digital format, digitalization emphasizes changes in processes and in the way, organizations operate through digital technology [4].

Digitalization provides various benefits for MSME actors, including expanding market reach, reducing promotional costs, improving communication with customers, and increasing business operational efficiency [5]. In addition, the use of digital technology enables MSMEs to market their products through various digital platforms, reach consumers more widely, strengthen customer relationships, and enhance competitiveness in the digital economy era [6].

2.2 Digital Marketing and Digital Promotion

Digital marketing and digital promotion are marketing strategies that use digital technology and the internet to deliver information and promote products or services to consumers more widely, quickly, and effectively. Rizky et al. (2025) explain that digital marketing plays an important role in the growth of MSMEs because it can expand market reach, increase product visibility, and help business owners reach consumers more effectively through digital technology [7]. In line with this, digital promotion is a form of digital marketing that focuses on promotional activities through digital platforms to convey product information to the target market. The use of digital promotion helps MSMEs carry out marketing activities that are more effective, efficient, and aligned with changes in consumer behavior in the digital era [8].

Social media platforms such as Instagram, WhatsApp, Tiktok, and Facebook allow for real-time interaction with consumers, facilitating two-way communication channels that enhance customer relationships and loyalty. Interactions through digital platforms also help MSMEs increase business visibility, expand market access, and strengthen competitiveness in the digital economy era [9]. The implementation of digital marketing through digital

promotion strategies is one of the important steps for MSMEs to increase promotion effectiveness, expand consumer reach, and support business growth in the digital era.

2.3 Micro, Small, and Medium Enterprises (MSMEs)

MSME stands for Micro, Small, and Medium Enterprises, which are businesses categorized based on their size, investment, and turnover. Micro, Small, and Medium Enterprises (MSMEs) are businesses classified based on their size, investment, and turnover. According to Khasanah (2023), MSMEs play an important role in increasing economic growth, absorbing labor, and distributing development outcomes to help meet the daily needs of society in the future [10]. Therefore, MSMEs are one of the strategic sectors in the Indonesian economy because they contribute to job creation, increase community income, reduce social inequality, and encourage national economic growth [11].

The development of digital technology provides great opportunities for MSMEs to grow and become more competitive. Simangunsong (2022) explains that the use of digital technology, improved market access, product innovation, and support from various parties give MSMEs opportunities to develop. The use of digital technology, especially in promotional and marketing activities, can help MSMEs expand market reach, increase product visibility, and build broader relationships with consumers [12].

However, although digitalization offers various opportunities, many MSME actors still do not fully benefit from it. According to Nugroho and Susilo (2025), one of the main obstacles in MSME development is limited ability to manage businesses and expand marketing activities. In addition, MSMEs face challenges such as limited capital, human resources, and less than optimal use of technology. As a result, some MSMEs experience difficulties in improving competitiveness and reaching a wider market [13].

To address these challenges, a technology based MSME development strategy is needed. Judijanto et al. (2023) explain that the application of technological innovation can be a strategy to improve the competitiveness of small and medium enterprises through the use of digital platforms for marketing, business management, and expanding market access. In addition, improving human resource competencies through technology training, product innovation development, and collaboration between business actors, the government, and other related parties are also important strategies in creating a business ecosystem that supports MSME sustainability and encourages local economic growth [14].

2.4 Liaison Officer (LO) Assistance

According to Elfen and Nugroho (2025), a Liaison Officer (LO) is an official responsible for ensuring effective coordination between event organizers, partners, and participants [15]. The LO plays a role as a communication bridge between the organization and external parties through coordination activities and the effective delivery of information. This role aims to build good relationships and support the smooth implementation of events [16].

In event marketing, the Liaison Officer is also responsible for establishing relationships with related parties, coordinating event needs, and ensuring that communication between parties runs effectively [17]. In addition, the Liaison Officer is an important part of event management because this role bridges communication, maintains cooperative relationships, and helps fulfill the needs of all involved parties during the event [18]. After the event ends, the LO usually conducts an evaluation to collect feedback from participants and other relevant parties, and this information is very important for future improvement.

2.5 Business Expo

A Business Expo is an exhibition activity that serves as a medium for promotion, marketing, education, and business networking for business actors. Through the implementation of a Business Expo, MSME actors can introduce their products to the public and potential consumers, thereby increasing product visibility and expanding market reach [19]. In addition, a Business Expo also serves as an educational platform that can improve the knowledge, skills, and competitiveness of MSME actors, while also expanding business networks, increasing the number of customers, and boosting sales turnover [20].

Moreover, a Business Expo facilitates business matching activities by bringing business actors together with potential buyers and business partners directly, thereby creating opportunities for cooperation, increasing sales, and supporting the development of the MICE industry [21]. Therefore, a Business Expo is not only an exhibition of products but also a strategic platform to strengthen business competitiveness, expand market access, and encourage sustainable business growth.

3. Research Methods

This study used a descriptive qualitative approach, carried out through the author's direct involvement as a Liaison Officer in the Polbeng Business Expo Chapter II. The exhibition was held on 20–22 May 2025 at Politeknik Negeri Bengkalis, with preparation taking place for approximately three months beforehand. The objects of assistance were two MSMEs located in the Lapangan Tugu Bengkalis area, namely Tahu Gejrot on Jalan Jenderal Sudirman and Es Teler Creamy Buk Tuty on Jalan Ahmad Yani. Data were collected through direct observation, interviews with the MSME owners, and documentation of activities during the assistance process. The implementation of this study consisted of three main stages: project preparation, project implementation, and project completion.

3.1 Preparation Process

The preparation stage began with the selection and confirmation of MSME tenants, a survey of booth locations, and the delivery of schedule information and activity layout to the tenants. After that, the author prepared the concept for the Polbeng Business Expo Chapter II activity profile, the concept for MSME profile videos and promotional videos, the concept for a product catalog in flyer form, and the concept for a digital marketing strategy through free and paid social media. Alley et al. (2023), who stated that the pre-implementation stage includes needs assessment, planning, stakeholder engagement, and capacity building as essential foundations for successful program implementation [22].

3.2 Implementation Process

The implementation stage included a direct survey of the tenant locations to assess accessibility and the surrounding environment of the booths; the preparation of the expo activity profile containing the background, agenda, and participants; the production of MSME profile videos presenting business information, products, and contact details; the production of product promotional videos through the processes of filming, adding visual effects, and background music; the preparation of a product catalog containing product descriptions, images, and prices; the implementation of promotions through Instagram, Facebook, TikTok, and WhatsApp Status, using both free content and paid content in collaboration with local Bengkalis influencers. Scott et al. (2024), who explained that successful implementation depends on the organization's ability to adjust implementation strategies according to the readiness of each activity, enabling obstacles to be anticipated and activities to be carried out effectively [23].

3.3 Accomplishment Process

The project completion stage involved preparing a final implementation report that covered the entire process, from planning and preparation to the completion of the Polbeng Business Expo Chapter II activities. The report was compiled based on actual field conditions without data manipulation.

4. Result and Discussion

4.1 Business Profile of MSMEs

The business profiles of the two MSMEs were prepared through direct interviews with the owners, covering the business background, main products, and location. These profiles provide a general overview of each business, including its background, products offered, business location, ownership, and operational management. The information is intended to introduce the characteristics and identity of each MSME as a foundation before discussing the project activities carried out during the expo.

Tahu Gejrot is an MSME established in May 2021 in Bengkalis City, offering a Cirebon specialty dish with a spicy flavor that serves as its main attraction. The business is strategically located in front of Lapangan Tugu Bengkalis and is managed directly by the owner, Bayu Ramadhani Putra, without employees in order to maintain consistency

in taste and product quality. The business was inspired by the owner's desire to introduce the traditional Cirebon food, tahu gejrot, to the people of Bengkalis using a unique family recipe. Its main product is known for its distinctive sweet, sour, and spicy taste, making it popular among customers. Located on Jl. Jend. Sudirman, Lapangan Tugu, Bengkalis, the business is situated in one of the city's culinary centers.

Es Teler Creamy Buk Tuty initially sold various fried snacks in 2022 before shifting its focus to a creamy es teler business in March 2024. The business is managed by Tuty Siska Yanti together with her husband and child and is located on Jalan Ahmad Yani, a culinary area frequently visited by the people of Bengkalis. The business focuses on selling creamy es teler made from fresh ingredients such as avocado, young coconut, jackfruit, and various types of jelly as toppings, resulting in a refreshing drink offered at an affordable price for customers.

4.2 Preparation of MSMEs Assistance

As a Liaison Officer, the author made an initial approach to the two MSMEs to confirm their willingness to participate, followed by a booth location survey and the delivery of information regarding the schedule and exhibition layout so that the tenants could prepare raw materials, equipment, and other sales necessities. This process also included team discussions among the organizers in preparing the expo activity profile, collecting business data such as the year established, address, flagship products, and price list, as well as gathering visual materials in the form of product photos and business logos to support the preparation of the profile and promotional materials.

4.3 Profile Video Production

After obtaining the business profiles of the two MSMEs, the information was then transformed into a profile video. The MSME profile video was prepared to provide prospective visitors with a comprehensive overview of the business identity and credibility. The result of this business profile preparation was the creation of profile content for Tahu Gejrot and Es Teler Creamy Buk Tuty, which presents the owner's business background, flagship products, and the starting period of the business, so that potential buyers can gain more detailed information.

The completion of these two tenant profiles shows the success of the effort to collect relevant and attractive data. This achievement is expected not only to provide useful information for potential customers and visitors, but also to increase the exposure and credibility of both MSMEs in marketing activities.



Figure 1 Tahu Gejrot and Es Teler Creamy Buk Tuty Profile Video

4.4 Promotional Video Production

The promotional videos were designed to highlight product strengths through attractive footage, appropriate background music, and a short, concise duration. A total of thirty product promotional videos were successfully produced according to the target, with various concepts intended to expand the reach and effectiveness of promotion to potential consumers. The production process included setting up the location and lighting, recording, and editing using an application with the addition of visual effects and background music. The videos also included the MSME location so that visitors could easily identify the booth. The purpose of creating these videos was to attract visitors' attention and increase their interest in purchasing the products.



Figure 2 Thirty Videos Promotion Tahu Gejrot and Es Teler Creamy Buk Tuty

4.5 Product Catalog Preparation

The product catalog in flyer form was prepared in a structured way by including the business name, product description, images, price list, address, and ordering contact information. A total of thirty product catalogs were successfully designed with color choices and visual layouts that reflected each MSME's brand identity, making it easier for visitors to understand and remember the products offered.



Figure 3 Thirty Catalogs Tahu Gejrot and Es Teler Creamy Buk Tuty

4.6 Digital Marketing Implementation Across Platform

Promotional content for Tahu Gejrot and Es Teler Creamy Buk Tuty was distributed for one month before the exhibition across four free social media platforms, namely Instagram, Facebook, TikTok, and WhatsApp Status, as well as through two paid promotional contents on Instagram and TikTok in collaboration with local Bengkalis influencer accounts.

1. Instagram was used to promote the products through reels and catalog features on the feed. The content included product photos, promotional videos, price lists, and operating hours to strengthen brand identity.
2. Facebook was used to reach audiences who were not active on Instagram or TikTok through share features and comment sections.
3. TikTok was used to present short and engaging content by taking advantage of the platform's algorithm and relevant hashtags to increase visibility. This platform is widely used by the public, making it effective for short video content that can spread quickly.
4. WhatsApp Status was used as a medium for direct and personal communication with customers.

In addition to promotion on free platforms, the author, as the Liaison Officer, also implemented a paid promotional strategy. Paid content on Instagram was published through the accounts @bengkalisku and @ameliaripal_, while paid content on TikTok was published through the account @anakuplauges. Because these accounts have a much larger and more established follower base than the newly created MSME accounts, the paid promotion expanded the reach of Tahu Gejrot and Es Teler Creamy Buk Tuty to audiences that may not have been reached through organic free content alone. This is consistent with previous findings that video-based content supported by influencers can increase MSMEs visibility and audience engagement.



Figure 4 promotion through social media with paid content

4.7 Sales Result of MSMEs Tahu Gejrot and Es Teler Creamy Buk Tuty

As one of the indicators of the impact of digital promotion that has been carried out, the writer also helped in preparing the financial reports of MSMEs by recording daily transactions obtained from sales over the three days of the Polbeng Business Expo Chapter II exhibition, as a result of implementing digital promotion strategies, as shown in the following table.

Table 1 Tahu Gejrot Sales Recapitulation on Expo Day 1 until Day 3

Day	MSMEs	Units Sold	Price (pcs)	Total
1	Tahu Gejrot	8	IDR 10.000	IDR 80.000
2	Tahu Gejrot	20	IDR 10.000	IDR 200.000
3	Tahu Gejrot	16	IDR 10.000	IDR 160.000
Total	Tahu Gejrot	44	-	IDR 440.000

Table 2 Es Teler Creamy Buk Tuty Sales Recapitulation on Expo Day 1 until Day 3

Day	MSMEs	Units Sold	Price (pcs)	Total
1	Es Teler Creamy Buk Tuty	26	IDR 10.000	IDR 260.000
2	Es Teler Creamy Buk Tuty	28	IDR 10.000	IDR 280.000
3	Es Teler Creamy Buk Tuty	43	IDR 10.000	IDR 430.000
Total	Es Teler Creamy Buk Tuty	97	-	IDR 970.000

During the three days exhibition, Tahu Gejrot and Es Teler Creamy Buk Tuty showed different sales results. Tahu Gejrot recorded IDR 80,000 in revenue on Day 1, increasing to IDR 200,000 on Day 2, then decreasing to IDR 160,000 on Day 3, with a total of IDR 440,000 for the three days. Meanwhile, Es Teler earned IDR 260,000 on Day 1, rising to IDR 280,000 on Day 2, and jumping to IDR 430,000 on Day 3, with a total revenue of IDR 970,000. Overall, Es Teler became the MSME with the highest sales and the largest contribution during the exhibition

4.8 Synergy Between Digital Promotion and LO Assistance

Overall, the findings show that the LO assistance functioned as more than a logistical bridge between the organizers and tenants; it integrated content creation, multi-platform digital marketing, and financial documentation into one structured process. The combination of free organic content and paid influencer promotion appears to have contributed to product visibility before the exhibition, while the sales and financial data collected made it possible to conduct a concrete evaluation of each MSMEs performance. These findings are consistent with the view that digital marketing and promotional media, when planned and implemented systematically, can strengthen brand awareness and purchasing decisions for MSMEs participating in exhibitions.

5. Conclusion

This result shows that the support provided by the Liaison Officer for Tahu Gejrot and Es Teler Creamy Buk Tuty at Polbeng Business Expo Chapter II successfully integrated content preparation, multi-platform digital marketing, and financial reporting into a structured promotional process. The business profiles, thirty promotional videos, and thirty product catalogs were produced and distributed through four free social media platforms and two paid influencer collaborations during the one month before the event, which helped support product visibility ahead of the exhibition. During the three-day expo, the two MSMEs showed strong sales performance, respectively. These results indicate that structured LO assistance, which combines digital content creation with multi-platform promotion, can positively support MSME visibility and sales performance during short-term exhibition events.

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