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The Influence of Liaison Officer and Business Consultant on MSMEs Dismsum Mentai and Dapur Sheeqa Development through the Preparation, Implementation, and Accomplishment Stages in the Polbeng Business Expo Chapter II

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Abstract

Micro, Small, and Medium Enterprises (MSMEs) require structured assistance to strengthen marketing, digital adoption, operational readiness, and financial management. This study examines the contribution of Liaison Officers (LOs) and Business Consultants (BCs) to the development of Dimsum Mentai and Dapur Sheeqa through the Preparation, Implementation, and Accomplishment stages of Polbeng Business Expo Chapter II. A qualitative project-based case study approach was employed using direct observation, project documentation, promotional materials, financial reports, and field notes. During the preparation stage, the assistance focused on identifying business needs and developing business profiles, profile and promotional videos, product catalogs, digital marketing plans, QRIS facilities, and financial reporting formats. During implementation, the LOs coordinated communication and operational activities, while the BCs supported product presentation, customer service, digital promotion, business operations, and transaction recording. The accomplishment stage evaluated the outputs and financial performance of both MSMEs. The results show that the assistance improved promotional readiness, digital visibility, cashless payment capability, and financial administration. Dimsum Mentai recorded May 2025 revenue of IDR 26,969,000 and net profit of IDR 14,327,000, while Dapur Sheeqa recorded revenue of IDR 21,307,000 and net profit of IDR 11,805,000. The findings indicate that project-based collaboration between higher education institutions and MSMEs can integrate mentoring, digital transformation, and financial evaluation to support professional business management, competitiveness, and sustainable MSME development.

Keywords: Liaison Officer, Business Consultant, MSMEs, Polbeng Business Expo Chapter II, Digital Marketing.

1. Introduction

Micro, Small, and Medium Enterprises (MSMEs) play a significant role in Indonesia's economic development by contributing to employment creation, poverty reduction, regional economic growth, and national economic resilience. The existence of MSMEs has become increasingly important as they account for a substantial proportion of business entities and continue to demonstrate resilience during periods of economic instability. Despite their strategic contribution, MSMEs continue to encounter numerous challenges that hinder their business growth and competitiveness. These challenges include limited managerial capabilities, inadequate financial management, low digital literacy, weak product branding, restricted market access, and insufficient utilization of digital technology in business operations. Consequently, many MSMEs struggle to expand their businesses and compete in an increasingly competitive market environment.

The rapid advancement of information and communication technology has transformed business practices worldwide. Digital transformation has changed the way businesses communicate with customers, market products, manage financial transactions, and establish competitive advantages. Therefore, MSMEs are expected to adapt by implementing digital marketing strategies, utilizing social media platforms, improving product branding, and integrating digital payment systems into their business activities. However, many MSME owners still rely on

conventional marketing approaches due to limited knowledge and experience in digital business practices. As a result, their market reach remains limited, affecting business sustainability and long-term competitiveness.

According to Prasetyo et al. (2024), the implementation of digital marketing, product innovation, and technological capability significantly enhances MSME performance and business competitiveness. Their study found that MSMEs that effectively utilize digital platforms while continuously developing innovative products are more likely to improve their market reach, customer engagement, and overall business performance. These findings suggest that strengthening digital capabilities and innovation should become strategic priorities for sustainable MSME development.

Similarly, Putra and Kurnia (2025) emphasized that systematic and sustainable mentoring plays a crucial role in strengthening local business strategies in the digital era. Their study revealed that continuous mentoring enhances digital literacy, encourages product innovation, improves business management practices, and increases MSMEs' adaptability to rapidly changing market conditions. Therefore, mentoring activities should not merely focus on theoretical training but should also provide practical assistance that directly addresses business challenges faced by MSMEs.

Business mentoring has become one of the most effective approaches for improving MSME competitiveness because it combines knowledge transfer with practical implementation. Rather than providing short-term training alone, mentoring enables business owners to receive continuous guidance in solving operational problems, developing marketing strategies, improving business management, and adopting digital technology. Mukaromah et al. (2025) demonstrated that mentoring programs focusing on Business Model Canvas (BMC) development and online marketing strategies significantly improved MSME owners' understanding of customer segmentation, value proposition development, digital marketing implementation, and revenue diversification. Their research further showed that structured mentoring contributed to increased sales performance and operational efficiency among participating MSMEs.

Likewise, Ariandi and Rinaldi (2025) explained that digital marketing assistance positively influences MSMEs' capability to utilize digital platforms, create marketing content, manage social media, and analyze customer engagement. Their mentoring program successfully encouraged MSMEs to transition from conventional marketing methods to more structured digital marketing strategies, ultimately improving marketing effectiveness and expanding market reach. These findings indicate that continuous mentoring is essential for strengthening MSME competitiveness in the digital economy.

Higher education institutions also have an important responsibility to contribute to community empowerment through education, research, and community service activities. One practical approach is the implementation of MSME mentoring programs that integrate academic knowledge with real business practices. Such collaboration enables students to apply theoretical knowledge while simultaneously assisting MSMEs in solving business problems. This collaboration not only benefits MSMEs through improved managerial and marketing capabilities but also enhances students' professional competencies and practical experience.

One example of this collaborative initiative is the Polbeng Business Expo Chapter II, organized by Politeknik Negeri Bengkalis. This program serves as a platform for promoting MSME products while providing direct mentoring and business consultation by students. The Polbeng Business Expo Chapter II featured 118 tenant exhibitors representing a wide range of business sectors during the three-day event held from May 20 to 22, 2025. The activity encouraged collaboration between educational institutions and local entrepreneurs to strengthen MSME competitiveness through business development, digital marketing implementation, product promotion, business profile preparation, branding improvement, and the adoption of QRIS as a digital payment system. Consequently, the Business Expo functioned not merely as an exhibition but also as an integrated community empowerment program that supported sustainable MSME development.

In the implementation of the Polbeng Business Expo Chapter II, students were assigned two important responsibilities, namely as Liaison Officers (LOs) and Business Consultants (BCs). Liaison Officers served as communication coordinators between the organizing committee and MSME owners by facilitating communication, coordinating administrative matters, monitoring participant readiness, and ensuring that every activity proceeded effectively throughout the event. Meanwhile, Business Consultants were responsible for providing business consultation, identifying business problems, preparing business profiles, developing

promotional media, optimizing digital marketing strategies, and recommending business improvement initiatives according to each MSME's characteristics and needs.

Micro, Small, and Medium Enterprises (MSMEs) play a significant role in promoting economic growth, creating employment opportunities, and enhancing the competitiveness of local products. However, many MSMEs continue to face challenges related to marketing, business management, and the adoption of digital technology. To address these challenges, effective assistance is needed through the roles of Liaison Officers (LOs) and Business Consultants, who not only facilitate coordination during business events but also provide guidance and strategic solutions for business development. In Polbeng Business Expo Chapter II, these roles were implemented to support Dimsum Mentai and Dapur Sheeqa throughout three stages: preparation, implementation, and completion. During the preparation stage, assistance focused on promotional planning, marketing strategy development, and operational readiness. During the implementation stage, support was provided through activity coordination, customer service, and the execution of marketing strategies. Finally, the completion stage involved evaluating the outcomes of the event, preparing reports, and providing recommendations for future business improvement. Therefore, this study aims to examine the influence of Liaison Officers and Business Consultants on the development of Dimsum Mentai and Dapur Sheeqa through the preparation, implementation, and completion stages of Polbeng Business Expo Chapter II.

2. Literature Review

2.1. Micro, Small, and Medium Enterprises (MSMEs)

Micro, Small, and Medium Enterprises (MSMEs) are one of the main pillars of Indonesia's economy because they contribute significantly to employment creation, poverty reduction, regional economic growth, and national economic resilience. In the era of digital transformation, MSMEs are expected to enhance their competitiveness through the adoption of technology, innovation, and effective business management. However, many MSMEs continue to face various challenges, including limited managerial capabilities, low digital literacy, weak product branding, and restricted market access. These constraints reduce their competitiveness and hinder sustainable business growth.

According to Herawati et al. (2023), the implementation of digital marketing significantly improves the marketing performance of MSMEs by increasing customer engagement, expanding market reach, and strengthening business competitiveness. The study also emphasizes that digital marketing enables MSMEs to adapt to changing consumer behavior and achieve sustainable business growth. According to Arista and Hermawan (2025), digital marketing, intellectual capital, product innovation, and competitive advantage have a significant positive influence on MSME performance. Their findings indicate that MSMEs capable of utilizing digital technology and continuously developing product innovation achieve better business performance and stronger competitiveness.

According to OECD (2023), continuous business advisory and mentoring services strengthen managerial capabilities, improve strategic planning, facilitate innovation, and enhance the long-term competitiveness of MSMEs.

2.2. Liaison Officer

A Liaison Officer (LO) is responsible for establishing effective communication and coordination among stakeholders to ensure that organizational activities are carried out efficiently. In the context of the Polbeng Business Expo Chapter II, the Liaison Officer acts as the communication bridge between the organizing committee and MSMEs. The responsibilities include disseminating information, coordinating schedules, assisting administrative processes, monitoring MSME readiness, and resolving operational issues throughout the event.

The effectiveness of coordination is closely associated with the quality of business assistance because effective communication enables MSMEs to obtain accurate information and timely support whenever challenges arise. Estefan et al. (2024) found that entrepreneurial training and business development programs significantly improve managerial skills, business productivity, and the sustainability of MSMEs.

2.3. Business Consultant

A Business Consultant plays an important role in assisting entrepreneurs by identifying business problems, analyzing business opportunities, recommending appropriate business strategies, and encouraging innovation. Within the Polbeng Business Expo Chapter II, Business Consultants provide direct assistance to MSMEs by preparing business profiles, developing promotional media, optimizing digital marketing strategies, strengthening product branding, and facilitating the implementation of QRIS as a digital payment system.

According to Mole et al. (2023), business consultants play a significant role in improving MSME performance by assisting entrepreneurs in strategic planning, problem-solving, business decision-making, and organizational development. Their study found that continuous business consulting enables MSMEs to strengthen their competitiveness, improve managerial capabilities, and achieve sustainable business growth.

2.4. Preparation, Implementation, and Accomplishment (PIA)

Preparation, Implementation, and Accomplishment (PIA) constitute a systematic framework used to plan, implement, and evaluate a program comprehensively. The Preparation stage includes conducting observations, establishing communication with MSMEs, identifying business needs, preparing business profiles, developing promotional media, and designing marketing strategies before program implementation. The Implementation stage refers to the execution of all planned activities. During this stage, Liaison Officers coordinate communication and operational activities, while Business Consultants provide mentoring in digital marketing, branding, customer engagement, and business development. The Accomplishment stage focuses on evaluating mentoring outcomes through activity documentation, program effectiveness assessment, identification of achievements and challenges, and the formulation of recommendations for future program improvement. According to Raliby and Ulinuha (2025), continuous evaluation through a structured mentoring model is essential for measuring MSME readiness, improving business performance, and ensuring the sustainability of mentoring programs.

2.5. MSMEs Development

MSME development refers to continuous efforts aimed at improving business performance, managerial capability, innovation, marketing effectiveness, and long-term business sustainability. Such development can be achieved through business mentoring, digital transformation, strategic collaboration, and technology adoption. Kahveci (2025) emphasized that sustainable MSME development depends on the integration of digital strategy, technology adoption, and continuous organizational improvement to strengthen long-term competitive advantage. Mittal et al. (2025) found that information technology and digitalization significantly enhance MSME competitiveness by improving operational efficiency, organizational performance, and business growth. Furthermore, Jurnalita (2024) concluded that digital transformation contributes positively to MSME competitiveness and economic growth by increasing productivity, expanding market access, and improving business sustainability.

2.6. Profile of the Dimsum Mentai and Dapur Sheeqa MSMEs

2.6.1. Dimsum Mentai Profile

MSMEs Dimsum Mentai is a business specializing in steamed chicken meat wrapped in spring roll or dumpling skin, then served with a mentai sauce that is first roasted with a blow torch, resulting in a spicy creamy flavor and deliciousness. The business has been operating since August 27, 2023, and Dimsum Mentai is often nicknamed in Bengkalis city as Dimsum Mentai Bengkalis because it is the only dimsum that has a direct stall in Bengkalis.

This Dimsum Mentai MSMEs business has become one of the successful businesses in the city of Bengkalis due to the unique flavors of its products and also maintaining high quality in its dimsum. The Mentai Dimsum SME offers various flavors such as Mentai Dimsum, Volcano Dimsum, Cheese Dimsum, and Mix Dimsum. Moreover, Mentai Dimsum also provides Party Size Dimsum and Dimsum Cake for certain events, which must be ordered well in advance.

2.6.2. Dapur Sheeqa Profile

Dapur Sheeqa MSMEs is a business that sells various foods such as cireng and filled lumpia. Dapur Sheeqa was established on February 13, 2020, in Bengkalis city. During the expo, Dapur Sheeqa only provided Cireng and filled lumpia because, essentially, the best-selling foods at Dapur Sheeqa in Bengkalis city are cireng and filled lumpia. These two foods come in various flavors for cireng, there are spicy shredded chicken, savory shredded chicken, cheese, teriyaki chicken, bolognese chicken, liver gizzard, meatball sausage, and sweet potato chicken, while for filled lumpia, there are spicy shredded chicken, teriyaki shredded chicken, sweet potato chicken, and liver gizzard.

This MSMEs business has also become one of the successful businesses in Bengkalis City due to its affordable prices and pocket-friendly options, which are suitable for young people who want to enjoy good food at reasonable prices. The location is also strategic as it allows for a relaxed hangout with friends in the seating area provided by the MSMEs Dapur Sheeqa stall.

3. Research Methods

This study employed a qualitative project-based case study approach conducted through the activities of Polbeng Business Expo Chapter II, focusing on two participating MSMEs, namely Dimsum Mentai and Dapur Sheeqa. The study aimed to analyze the influence of Liaison Officers (LOs) and Business Consultants on the development of these MSMEs through three project stages: preparation, implementation, and completion. Data were collected through direct observation, documentation of project activities, financial reports, promotional materials, and field notes. The collected data were then analyzed using descriptive qualitative analysis.

The preparation stage involved coordinating with the MSMEs, identifying their business needs, and developing business assistance strategies. During this stage, the Liaison Officers and Business Consultants assisted in preparing promotional materials, including business profiles, product catalogs, promotional videos, and social media content. They also supported operational readiness, digital marketing planning, and the implementation of digital payment systems to improve the MSMEs' readiness before participating in the expo.

The implementation stage focused on providing direct assistance throughout Polbeng Business Expo Chapter II. Liaison Officers facilitated communication and coordination between the organizing committee and the MSMEs, while Business Consultants provided guidance on product presentation, customer service, promotional strategies, and business operations. Digital marketing activities were continuously carried out through social media platforms, accompanied by business support to enhance customer engagement and improve sales performance during the event.

The Accomplishment stage consisted of evaluating the project outcomes and documenting the achievements of the participating MSMEs. This stage included preparing activity reports, financial reports, promotional documentation, and evaluating the effectiveness of the assistance provided. The findings from each stage were analyzed to assess how the roles of Liaison Officers and Business Consultants contributed to improving business operations, marketing performance, customer engagement, and the overall development of Dimsum Mentai and Dapur Sheeqa.

4. Results and Discussions

This chapter presents the results of the project implementation and discusses the influence of Liaison Officers and Business Consultants on the development of Dimsum Mentai and Dapur Sheeqa through the preparation, implementation, and accomplishment stages of the Polbeng Business Expo Chapter II. The discussion highlights the activities carried out at each stage, including digital marketing strategies, operational digitalization, business assistance, and financial performance analysis to evaluate the impact of the project on the participating MSMEs.

4.1. Preparation of Dimsum Mentai and Dapur Sheeqa for the Polbeng Business Expo Chapter II

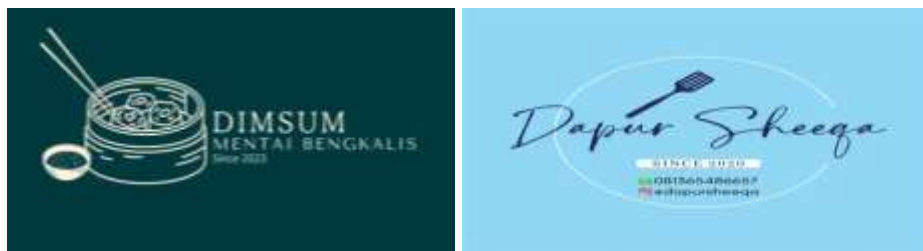
The preparation of the business profile concept for the Polbeng Business Expo Chapter II was carried out to provide a clear overview of the event as a promotional platform for MSMEs while serving as an opportunity for students to apply their knowledge and skills. The business profile concept includes information on the objectives of the event, the implementation process, and the form of collaboration between Politeknik Negeri Bengkalis,

participating MSMEs, and students in supporting business development through promotional activities and sustainable business assistance.



The Polbeng Business Expo Chapter II, themed "Local Innovation, Global Impact," was organized by students of the International Business Administration Study Program, Department of Business Administration, Politeknik Negeri Bengkalis. The event served as a platform for students to apply the business knowledge and skills they had acquired throughout their academic studies while collaborating with local micro, small, and medium enterprises (MSMEs). Furthermore, the expo provided opportunities to showcase business innovations, strengthen students' entrepreneurial competencies, and support the development of participating MSMEs through various forms of assistance, including marketing, digitalization, and the roles of Liaison Officers and Business Consultants.

The preparation stage for Dimsum Mentai and Dapur Sheeqa focused on equipping both MSMEs with essential business development tools to support their participation in the Polbeng Business Expo Chapter II. The preparations included the development of a business profile video, promotional videos, product catalogs, paid social media promotional content, QRIS digital payment facilities, and financial reports. These preparations were intended to strengthen the MSMEs' branding, enhance the effectiveness of digital marketing, facilitate cashless transactions, and improve financial management prior to the expo.



Through the various preparation activities that had been carried out, Dimsum Mentai and Dapur Sheeqa were ready to participate in the Polbeng Business Expo Chapter II. Both MSMEs were well-prepared to present their products more professionally, attract potential customers, expand their market reach, and take advantage of the opportunities provided by the expo to support their business growth and long-term sustainability.

4.2. Implementation of Dimsum Mentai and Dapur Sheeqa for the Polbeng Business Expo Chapter II

The implementation of the Polbeng Business Expo Chapter II profile development began with the systematic collection of comprehensive information regarding the event, including its background, objectives, organizational structure, and overall implementation. The collected information was then organized into a structured event profile that provides a comprehensive overview of the exhibition while highlighting its role as a collaborative platform connecting students and MSMEs. The resulting profile serves as an effective promotional and informational medium that enhances stakeholders' understanding of the event and its contribution to supporting local MSME development.



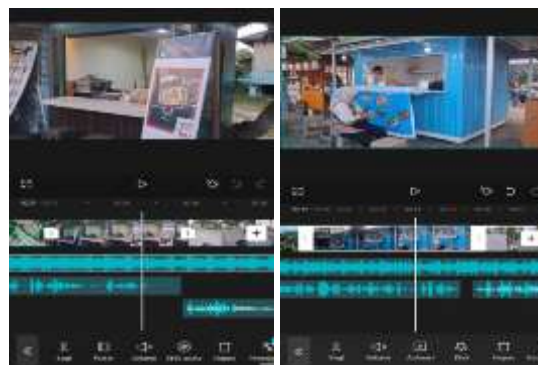
The completed event profile was subsequently utilized as an official promotional and informational medium during the Polbeng Business Expo Chapter II. The profile provides comprehensive information regarding the background, objectives, series of activities, and overall implementation of the exhibition, enabling participants, visitors, and other stakeholders to gain a clear understanding of the event. In addition, the event profile supports the effective dissemination of information and serves as documentation representing the overall implementation of the Polbeng Business Expo Chapter II.

The implementation of the business profile development for Dimsum Mentai and Dapur Sheeqa began with the systematic collection of comprehensive information about each MSME, including its business background, products, operational activities, target market, and unique selling points. The collected information was then organized into structured business profiles that provide a comprehensive overview of each enterprise while highlighting its product characteristics and business potential. The resulting business profiles function as promotional and informational media that enhance the visibility and credibility of both MSMEs while supporting their participation in the Polbeng Business Expo Chapter II.



The completed business profiles were subsequently utilized as official promotional and informational media during the Polbeng Business Expo Chapter II. They provided comprehensive information regarding the background, products, operational activities, and unique characteristics of Dimsum Mentai and Dapur Sheeqa, enabling visitors and other stakeholders to gain a better understanding of each MSME. In addition, the business profiles served as supporting documentation that represented the identity and business potential of the participating MSMEs throughout the exhibition.

1. Implementation Business Profile Video for Dimsum Mentai and Dapur Sheeqa MSMEs



The implementation of business profile video development for Dimsum Mentai and Dapur Sheeqa was carried out through a structured process consisting of several stages, including data collection, visual documentation, video recording, and content preparation. The visual documentation included footage of Bengkalis City, directions to the MSMEs' business locations, as well as representative business activities and products. The collected materials were then edited into business profile videos that present comprehensive information regarding the business background, products, and operational activities of each MSME. The completed business profile videos were subsequently utilized as promotional media during the Polbeng Business Expo Chapter II and disseminated through digital platforms to increase the visibility of the participating MSMEs.

2. Implementation Promotional Video for Dimsum Mentai and Dapur Sheeqa MSMEs



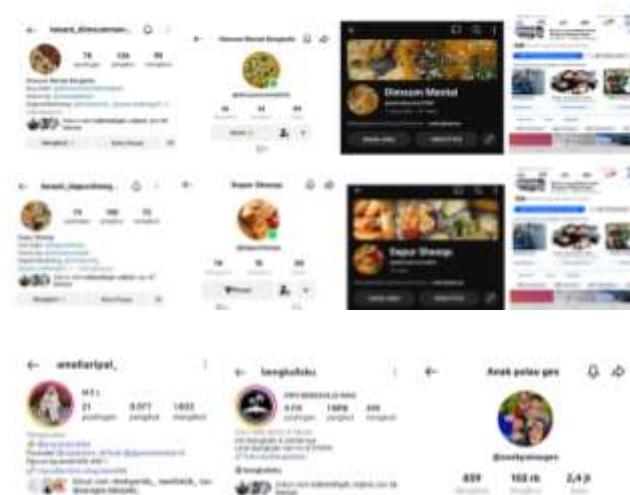
The implementation of promotional video development for Dimsum Mentai and Dapur Sheeqa was conducted through a structured process involving video recording, content editing, and final production. The videos were designed to present the products, business activities, and unique characteristics of each MSME in an informative and visually engaging manner. The completed promotional videos were utilized during the Polbeng Business Expo Chapter II and disseminated through digital platforms to support the promotional activities of the participating MSMEs.

3. Implementation Product Catalog for Dimsum Mentai and Dapur Sheeqa MSMEs



The implementation of product catalog brochure development for Dimsum Mentai and Dapur Sheeqa was carried out through a structured process involving graphic design and layout arrangement. The catalogs included essential product information, such as product descriptions, prices, product variations, and contact details, presented in a clear and systematic format. Canva was utilized as the primary design tool to produce visually consistent catalogs by incorporating the branding elements of each MSME, including logos, colors, and typography. The completed product catalog brochures were subsequently utilized as promotional media during the Polbeng Business Expo Chapter II, providing visitors with comprehensive information about the products offered by the participating MSMEs.

4. Implementation Post Marketing Promotion Through Free Social Media and Paid Cont



The implementation of digital marketing strategies for Dimsum Mentai and Dapur Sheeqa was conducted through a structured planning and execution process to support the promotional activities of the participating MSMEs. The strategy involved the utilization of four digital platforms, namely Instagram, Facebook, TikTok, and YouTube, as the primary channels for content dissemination and audience engagement. In addition, promotional activities were supported through paid content collaborations with selected local social media accounts to expand promotional reach and increase the visibility of the MSMEs. The digital marketing content was subsequently published throughout the implementation of the Polbeng Business Expo Chapter II to support product promotion and public awareness of the participating MSMEs.

5. Implementation Qris payment method for Dimsum Mentai and Dapur Sheeqa MSMEs

The implementation of QRIS registration was carried out in collaboration with Bank Syariah Indonesia (BSI). The process began with the preparation and submission of the required administrative documents, followed by the verification process conducted by the bank. Upon completion of the verification process, the QRIS merchant account was activated and integrated into the payment systems of Dimsum Mentai and Dapur Sheeqa. This implementation enabled both MSMEs to provide a digital payment method that supports more efficient cashless transactions during the Polbeng Business Expo Chapter II.

Steps to Create BSI QRIS:

- Document Preparation: Prepare your ID card (KTP), Family Card (KK) number, photo of your business place, Tax Number (NPWP) (optional), and BSI account number.
- Online Registration: Visit the website <https://qrismrprod.bankbsi.co.id/qrisonboarding/> or <https://bit.ly/DAFTARBSIQRIS..>
- Data Entry: Enter your personal information, full address, store/merchant name, business category, and active phone number/email.
- Upload Documents: Upload a photo of your ID card, business photo, and bank book cover.
- Verification & Approval: BSI will verify your documents. Monitor the registration status using the submission ticket number.

QRIS Reception: Once approved, the merchant will receive an email/SMS, and the QRIS is ready to use, including access to the BSI Merchant App.

6. Implementation Sales Report and Financial Report for Dimsum Mentai and Dapur Sheeqa MSMEs

The implementation of sales reporting and financial report preparation for Dimsum Mentai and Dapur Sheeqa was conducted through the systematic recording of sales transactions and the compilation and presentation of financial statements, including the income statement, statement of changes in equity, and balance sheet. The sales report provided detailed information on sales performance during the business operation period and served as the primary basis for preparing the financial statements. In addition, financial performance analysis was carried out using financial ratio measurements, including Return on Assets (ROA), Return on Equity (ROE), Net Profit Margin

(NPM), and Gross Profit Margin (GPM). This process aimed to provide a comprehensive overview of sales performance, financial performance, changes in owners' equity, and the financial position of both MSMEs. The prepared sales reports, financial statements, and financial ratio analysis supported financial monitoring, business performance evaluation, and informed decision-making for more effective and sustainable business management.

4.3. Accomplishment of Dimsum Mentai and Dapur Sheeqa for the Polbeng Business Expo Chapter II

The accomplishment of the business profile for Polbeng Business Expo Chapter II was reflected in the preparation and development of standardized business profiles for participating MSMEs. Each business profile contained essential information, including the business background, products, services, and brand identity, to support the presentation of MSMEs during the exhibition. The business profiles served as an information and promotional medium that enabled visitors to obtain a comprehensive understanding of each participating MSME. Their implementation also contributed to improving the organization of the exhibition by providing consistent and structured business information, thereby supporting the overall execution of Polbeng Business Expo Chapter II.



Overall, the accomplishment of the business profile development represented an important component of Polbeng Business Expo Chapter II, as it provided a systematic and informative medium for presenting participating MSMEs. By integrating essential business information, product descriptions, and brand identities into a standardized profile, this accomplishment supported the dissemination of business information, improved the quality of MSME presentations during the exhibition, and contributed to the effective implementation of Polbeng Business Expo Chapter II as a platform for promoting local businesses and strengthening collaboration between MSMEs and the wider community.

The accomplishment of Dimsum Mentai and Dapur Sheeqa in participating in Polbeng Business Expo Chapter II reflected the implementation of the Liaison Officer and Business Consultant roles in supporting the preparation and exhibition process. Through these roles, various business development activities were carried out, including the preparation of business profiles, promotional videos, product catalogs, digital marketing strategies, QRIS payment systems, and financial reports to enhance the readiness of both MSMEs for the exhibition.



Overall, the implementation of the Liaison Officer and Business Consultant roles supported the participation of Dimsum Mentai and Dapur Sheeqa in Polbeng Business Expo Chapter II by improving their business readiness, strengthening the presentation of products and business information during the exhibition, and contributing to the objectives of the expo in promoting local MSMEs through a structured and integrated business development approach.

1. Accomplishment Business Profile Video for Dimsum Mentai and Dapur Sheeqa MSMEs



The accomplishment of producing business profiles and profile videos for the participating MSMEs represented an important stage in the preparation process for business promotion. The business profile videos were developed to present comprehensive information about each MSME, including its business background, products, services, and brand identity, in an informative and engaging format. Upon completion, the videos were published through the official YouTube platform to increase digital visibility, improve public accessibility, and strengthen the online presence of the participating MSMEs. The dissemination of these business profile videos through YouTube provided sustainable promotional content that supported future marketing activities and expanded opportunities to reach a wider audience.

2. Accomplishment Promotional Video and Product Catalog for Dimsum Mentai and Dapur Sheeqa MSMEs



The accomplishment of disseminating business profile videos and product catalogs through the Instagram platform reflected the implementation of a digital marketing strategy for Dimsum Mentai and Dapur Sheeqa. The promotional content was systematically published during both the pre-exhibition and post-exhibition periods to introduce the products, communicate the business identity of each MSME, and provide comprehensive product information to potential customers. This activity contributed to increasing the digital visibility of both MSMEs, expanding audience reach, strengthening customer engagement through social media interactions, and ensuring the continuity of promotional activities beyond the exhibition period. Consequently, Instagram served as an effective digital platform for supporting the marketing efforts of Dimsum Mentai and Dapur Sheeqa and enhancing their online business presence.

3. Accomplishment Post Marketing Promotion Paid Content



The accomplishment of implementing a paid content marketing strategy was demonstrated through promotional collaborations with three social media accounts, namely Ameliaripal, Bengkalisku, and Anakpulau Ges, via the Instagram and TikTok platforms. This promotional strategy was carried out to increase the digital visibility of Dimsum Mentai and Dapur Sheeqa by leveraging the audience reach and engagement of local content creators and social media communities. The published promotional content introduced the MSMEs' products, strengthened brand awareness, and expanded the dissemination of business information to a broader audience, thereby supporting the digital marketing efforts of both MSMEs and enhancing their online presence.

4. Accomplishment Qris payment method for Dimsum Mentai and Dapur Sheeqa MSMEs



The accomplishment of implementing the QRIS payment system was demonstrated by Dimsum Mentai and Dapur Sheeqa during the implementation of Polbeng Business Expo Chapter II. The adoption of QRIS enabled both MSMEs to facilitate cashless transactions, providing visitors with a more convenient, efficient, and secure payment method throughout the exhibition. Furthermore, the implementation of QRIS supported the digital transformation of both MSMEs by improving transaction efficiency, promoting the use of digital payment systems, and enhancing the quality of customer service during the event.

5. Accomplishment Sales Report and Financial Report for Dimsum Mentai and Dapur Sheeqa MSMEs

The accomplishment of preparing financial reports for Dimsum Mentai and Dapur Sheeqa was achieved through the systematic preparation of sales reports, financial statements, and financial ratio analysis. The sales reports summarized the total sales generated during the Polbeng Business Expo, providing an overview of the business revenue and overall sales performance throughout the exhibition period. Subsequently, financial statements, including the income statement, statement of changes in equity, and balance sheet, were prepared to evaluate the financial performance and position of both MSMEs. Furthermore, financial ratio analysis, including Return on Assets (ROA), Return on Equity (ROE), Net Profit Margin (NPM), and Gross Profit Margin (GPM), was conducted to assess profitability and financial efficiency. Overall, these reports supported financial monitoring, business performance evaluation, and strategic decision-making for sustainable business growth.

Table 1. Sales Report of Dimsum Mentai MSMEs

No	Day Date	Product	Amount	Price	Total
1.	Tuesday 20-May-2023	Dimsum Mentai	18	1200 20.000 5 Pro	1200 180.000
			18	1200 25.000 6 Pro	1200 360.000
			Total		1200 1.140.000
2.	Wednesday 23-May-2023	Dimsum Mentai	48	1200 20.000 5 Pro	1200 960.000
			12	1200 25.000 6 Pro	1200 300.000
			Total		1200 1.260.000
3	Thursday 22-May-2023	Dimsum Mentai	40	1200 20.000 5 Pro	1200 800.000
			4	1200 25.000 6 Pro	1200 90.000
			Total		1200 890.000

Table 2. Sales Report of Dapur Sheeqa MSMEs

No	Day/Date	Product	Amount	Price	Total
1.	Tuesday 20-May-2023	Gado-gado	17	1200 1.000	20400 000
		Lumpia	10	1200 4.000	12000 000
		Total			32400 000
2.	Wednesday 23-May-2023	Gado-gado	33	1200 1.000	39600 000
		Lumpia	10	1200 3.000	12000 000
		Total			51600 000
3.	Thursday 23-May-2023	Gado-gado	11	1200 1.000	13200 000
		Lumpia	8	1200 3.000	9600 000
		Total			22800 000

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Financial reports are essential for Dimsum Mentai and Dapur Sheeqa in monitoring business performance and financial condition while supporting future business development. The following presents the financial reports for the May 2025 period, including the income statement, statement of changes in equity, and balance sheet, which provide information on financial performance, changes in owners' equity, and the financial position of the MSMEs.

1. Dimsum Mentai MSMEs

a. Income Statement

Income Statement Dimsum Mentai MSMEs May 2025		
Revenue		
Sales	IDR 26,969,000	
Net Revenue		IDR 26,969,000
Cost of Goods Sold (COGS)		
Cost of Inventory of Goods	IDR 11,618,000	
Cost of Sales	IDR 11,618,000	
Gross Profit		IDR 15,351,000
Operating Expenses		
Gas Cost	IDR 284,000	
Electricity Cost	IDR 300,000	
Stall Rent	IDR 300,000	
Equipment Depreciation	IDR 140,000	
Total Operating Expenses	IDR 1,024,000	
Net Profit		IDR 14,327,000

Based on the income statement, Dimsum Mentai MSMEs recorded total sales revenue of IDR 26,969,000 and a cost of goods sold (COGS) of IDR 11,618,000, resulting in a gross profit of IDR 15,351,000. Operating expenses included gas costs of IDR 284,000, electricity costs of IDR 300,000, stall rent of IDR 300,000, and equipment depreciation of IDR 140,000, totaling IDR 1,024,000. After deducting these expenses, the business generated a net profit of IDR 14,327,000, indicating profitable financial performance.

b. Report of Changes in Equity

Report of Changes Equity Dimsum Mentai MSMEs May 2025		
Capital		
Initial Capital	IDR 8,272,000	
Capital Total		IDR 8,272,000
Profit		
Net Profit	IDR 14,327,000	
Profit Total		IDR 14,327,000
Final Capital		IDR 22,599,000

Based on the statement of changes in equity, Dimsum Mentai MSMEs increased its owner's equity from IDR 8,272,000 to IDR 22,599,000, driven by a net profit of IDR 14,327,000 retained in the business. This reflects positive financial performance and effective capital growth.

c. Report of Balance Sheet

Report of Balance Sheet Dimsum Mentai MSMEs May 2025		
Assets		
Current Assets		
Cash	IDR 19,032,000	
Bank Cash	IDR 1,000,000	
Accounts Receivable	IDR 500,000	
Inventory	IDR 200,000	
Total Current Assets	IDR 20,732,000	
Fixed Assets		
Equipment	IDR 3,567,000	
Accumulated Depreciation	IDR 0,000	
Total Fixed Assets	IDR 3,567,000	
Total Assets		IDR 24,299,000
Liabilities and Equity		
Equity		
Initial Capital	IDR 8,272,000	
Net Profit	IDR 14,327,000	
Total Equity	IDR 22,599,000	
Total Liabilities and Equity		IDR 22,599,000

Based on the balance sheet, Dimsum Mentai MSMEs recorded total assets of IDR 22,599,000, consisting of current assets of IDR 19,032,000 and fixed assets of IDR 3,567,000. The business had no liabilities, with total assets fully financed by owner's equity of IDR 22,599,000, indicating a strong financial position and sound financial management.

The analysis of profitability ratios shows that Dimsum Mental MSMEs have very strong financial performance. An ROA and ROE of 63.39% indicates that the company is able to manage its assets and capital effectively to generate profit. An NPM of 53.13% and a GPM of 56.92% indicate high efficiency in production and operational costs. Overall, this business has a high level of profitability and a healthy financial condition.

a. Return on Assets (ROA)

$$\begin{aligned}\text{ROA} &= \frac{\text{Net Profit}}{\text{Total Assets}} \times 100 \% \\ &= \frac{14.327.000}{22.599.000} \times 100 \% = 63,39 \%\end{aligned}$$

b. Return on Equity (ROE)

$$\begin{aligned}\text{ROE} &= \frac{\text{Net Profit}}{\text{Total Equity}} \times 100 \% \\ &= \frac{14.327.000}{22.599.000} \times 100 \% = 63,39 \%\end{aligned}$$

c. Net Profit Margin (NPM)

$$\begin{aligned}\text{NPM} &= \frac{\text{Net Profit}}{\text{Net Sale}} \times 100 \% \\ &= \frac{14.327.000}{26.969.000} \times 100 \% = 53,13 \%\end{aligned}$$

d. Gross Profit Margin (GPM)

$$\begin{aligned}\text{GPM} &= \frac{\text{Gross Profit}}{\text{Net Sale}} \times 100 \% \\ &= \frac{15.351.000}{26.969.000} \times 100 \% = 56,92 \%\end{aligned}$$

2. Dapur Sheeqa MSMEs
a. Income Statement

Income Statement Dapur Sheeqa MSMEs May 2025		
Revenue		
Sales	IDR. 21,307,000	
Net Revenue		IDR. 21,307,000
Cost of Goods Sold (COGS):		
Initial Inventory of Goods	IDR. 225,000	
Purchases	IDR. 5,334,000	
Direct Labor Cost	IDR. 1,120,000	
Total Production Cost	IDR. 8,759,000	
Ending Inventory of Raw Materials	IDR. 262,000	
Total of COGS		IDR. 8,452,000
Gross Profit		IDR. 12,855,000
Operational Cost:		
Production Gas Cost	IDR. 253,000	
Electricity Cost	IDR. 260,000	
Stall Rent Cost	IDR. 360,000	
Equipment Depreciation Cost	IDR. 177,000	
Total of Operational Cost		IDR. 1,050,000
Net Profit		IDR. 11,805,000

Based on the income statement, Dapur Sheeqa MSMEs recorded total sales revenue of IDR 21,307,000 and a gross profit of IDR 12,855,000. Operating expenses, including gas costs of IDR 253,000, electricity costs of IDR 260,000, stall rent of IDR 360,000, and equipment depreciation of IDR 177,000, totaled IDR 1,050,000. Consequently, the business generated a net profit of IDR 11,805,000, reflecting good financial performance.

b. Report of Change Equity

Report of Changes Equity Dapur Sheeqa MSMEs May 2025		
Capital:		
Initial Capital	IDR. 6,645,000	
Capital Total		IDR. 6,645,000
Profit:		
Net Profit	IDR. 11,805,000	
Profit Total		IDR. 11,805,000
Final Capital		IDR. 18,450,000

Based on the statement of changes in equity, Dapur Sheeqa MSMEs increased its owner's equity from IDR 6,645,000 to IDR 18,450,000, driven by a net profit of IDR 11,805,000 retained in the business. This reflects positive financial performance and effective capital growth.

c. Report of Balance Sheet

Report of Balance Sheet Dapur Sheeqa MSMEs May 2025		
Assets		
Current Assets		
Cash	IDR. 15,502,000	
Bank Cash	IDR. 1,280,000	
Raw Material Inventory	IDR. 262,000	
Account Receivable	IDR. 150,000	
Total of Current Assets		IDR. 17,194,000
Fixed Assets		
Equipment	IDR. 700,000	
Production Equipment	IDR. 685,000	
Accumulated Depreciation of Production Equipment	(IDR. 177,000)	
Total of Fixed Assets		IDR. 1,256,000
Total Assets		IDR. 18,450,000
Liabilities and Equity		
Equity		
Initial Capital	IDR. 6,645,000	
Retained Earnings May 2025	IDR. 11,805,000	
Total of Equity		IDR. 18,450,000
Total of Liabilities and Equity		IDR. 18,450,000

Based on the balance sheet, Dapur Sheeqa MSMEs recorded total assets of IDR 18,450,000, consisting of current assets of IDR 17,194,000 and fixed assets of IDR 1,256,000. The business had no liabilities, with total assets fully financed by owner's equity of IDR 18,450,000, indicating a sound financial position and effective financial management.

The analysis of profitability ratios shows that Dapur Sheeqa MSMEs have very strong financial performance. An ROA and ROE of 63.98% indicates that the business is able to manage its assets and capital effectively to generate profit. An NPM of 55.38% and a GPM of 60.34% indicate high efficiency in production and operational costs. Overall, this business has a high level of profitability and a healthy financial condition.

a. Return on Assets (ROA)

$$\begin{aligned}\text{ROA} &= \frac{\text{Net Profit}}{\text{Total Assets}} \times 100 \% \\ &= \frac{11.805.000}{18.450.000} \times 100 \% = 63,98 \%\end{aligned}$$

b. Return on Equity (ROE)

$$\begin{aligned}\text{ROE} &= \frac{\text{Net Profit}}{\text{Total Equity}} \times 100 \% \\ &= \frac{11.805.000}{18.450.000} \times 100 \% = 63,98 \%\end{aligned}$$

c. Net Profit Margin (NPM)

$$\begin{aligned}\text{NPM} &= \frac{\text{Net Profit}}{\text{Net Sale}} \times 100 \% \\ &= \frac{11.805.000}{21.307.000} \times 100 \% = 55,38 \%\end{aligned}$$

d. Gross Profit Margin (GPM)

$$\begin{aligned}\text{GPM} &= \frac{\text{Gross Profit}}{\text{Net Sale}} \times 100 \% \\ &= \frac{12.855.000}{21.307.000} \times 100 \% = 60,34 \%\end{aligned}$$

5. Conclusions

This study concludes that the roles of Liaison Officers and Business Consultants significantly contributed to the development of Dimsum Mentai and Dapur Sheeqa during the Polbeng Business Expo Chapter II. Through the Preparation, Implementation, and Accomplishment (PIA) stages, both MSMEs successfully improved their business readiness by developing business profiles, promotional videos, product catalogs, digital marketing strategies, QRIS implementation, and financial reports. These activities enhanced product visibility, operational management, and financial performance while increasing business competitiveness. Overall, the collaboration between Politeknik Negeri Bengkalis and local MSMEs demonstrates that project-based business assistance effectively supports digital transformation, business sustainability, and the long-term development of MSMEs.

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