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Digital Marketing and QRIS Implementation for Culinary MSME Promotion

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Abstract

The rapid growth of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia's culinary sector calls for structured promotional platforms that connect local businesses with wider markets. This study reports the implementation of Polbeng Business Expo Chapter II, a three-day exhibition held in Bengkalis in May 2025, focusing on the liaison officer and business consultant roles assigned to two culinary MSMEs, Bakso Mama Via and Rujak Indah. The project applied the marketing mix framework (4P and 7P) together with digital marketing content business profile videos, promotional videos, digital catalogs, and the QRIS cashless payment system to strengthen the two MSMEs' market visibility and transaction efficiency. A descriptive, project-based case study method was used, covering preparation, implementation, accomplishment, and reporting stages, supported by documentation and simple financial recording. The results show that both MSMEs obtained a stronger brand identity and wider digital exposure through social media promotion, although their sales performance during the expo diverged: Rujak Indah recorded a revenue increase from the pre-expo period, while Bakso Mama Via experienced a decline. These findings indicate that structured promotional assistance and digital payment adoption can enhance MSME competitiveness, even though sales outcomes remain influenced by product type, location, and consumer preference to choices.

Keywords: Business Expo, MSMEs, Digital Marketing, QRIS, Promotion Strategy.

1. Introduction

Business exhibitions function as highly strategic promotional platforms that allow business actors to not only introduce their products to a targeted audience but also to build long-term brand awareness and closely observe competitors and shifting market trends in real-time [1]. For micro, small, and medium enterprises (MSMEs) operating within the highly competitive culinary sector, these platforms are particularly invaluable. These small-scale culinary businesses typically operate with severely limited promotional budgets and lack the resources for large-scale marketing campaigns. Consequently, exhibition platforms provide a rare and cost-effective opportunity to reach a significantly wider market demographic. Furthermore, beyond mere exposure, these events often provide participants with structured mentoring and hands-on guidance from dedicated liaison officers and experienced business consultants, equipping MSME owners with critical entrepreneurial skills and marketing knowledge they might not otherwise acquire in their daily operations.

In the broader macroeconomic context of Indonesia, MSMEs play a fundamentally central role in driving the national economy, serving as the backbone for opening widespread employment opportunities, and consistently encouraging grassroots innovation and local wealth creation across various regions [2]. Their substantial economic contribution is particularly visible and deeply rooted in the culinary sector. In recent years, shifting urban lifestyles, characterized by increasingly busy schedules and dynamic mobility, have significantly increased public reliance on practical, ready-to-eat food and beverage options. Within this fast-paced consumer environment, product quality, strict hygiene and cleanliness, and excellent customer service have emerged as critical, non-negotiable success factors for small culinary businesses to survive and thrive. This reality is strongly reflected in the daily operations of Bakso Mama Via and Rujak Indah, the two specific culinary MSMEs assisted in this project, which must balance authentic local taste with modern consumer expectations.

A robust body of prior studies has extensively examined how digital platforms and technology adoption systematically support and enhance MSME marketing performance in a digitized global economy. For instance, an open innovation platform specifically designed for SME digital transformation projects demonstrated that utilizing structured digital tools helps businesses effectively identify viable solutions, streamline their operational

processes, and implement industry best practices during their transition to digitalization [3]. Furthermore, a comprehensive scoping review focusing on technology-marketing integration among service-oriented SMEs in emerging economies found that marketing strategies prioritizing customer personalization, direct bidirectional engagement, and continuous digital availability are highly effective in building loyalty [4]. Likewise, e-commerce adoption studies utilizing the multifaceted Technology-Organization-Environment (TOE) framework confirm that comprehensive digitalization significantly improves overall SME marketing performance. This improvement manifests not only in the rapid expansion of the customer base but also in the enhanced cost-effectiveness of promotional campaigns [5]. Complementary empirical evidence further reinforces this notion, showing that MSMEs that actively and consistently utilize digital marketing tools alongside creative social media content experience highly measurable and sustained increases in both actual sales revenue and overall customer engagement metrics[6], [7].

Despite this rapidly growing body of empirical evidence regarding the benefits of digitalization, currently published research rarely documents the granular, operational, day-to-day processes through which student liaison officers and professional business consultants actively translate abstract marketing-mix theory into concrete, functional promotional assets. There is a distinct gap in the academic literature detailing the grassroots creation of materials such as engaging profile videos, interactive digital catalogs, and the integration of cashless payment systems for small culinary MSMEs participating in a live, high-pressure exhibition environment. This study specifically addresses that critical literature gap by comprehensively reporting on the practical implementation of the Polbeng Business Expo Chapter II. During this specialized event, Bakso Mama Via and Rujak Indah were intensively assisted through the application of the traditional 4P and extended 7P marketing mix frameworks, the strategic creation of digital promotional content, and the vital adoption of QRIS (Quick Response Code Indonesian Standard) for seamless digital transactions. Ultimately, the primary purpose of this study is to meticulously describe how these targeted interventions were designed and implemented on the ground, and to critically evaluate their immediate effects on the two MSMEs' brand visibility, customer engagement levels, and overall financial performance both in the lead-up to and during the expo itself.

To build upon this foundation, the integration of structured educational frameworks into community-based enterprise development has proven absolutely essential for bridging the often-wide gap between theoretical academic concepts and practical, on-the-ground market realities. Higher education institutions are increasingly leveraging student-led community engagement programs as a dynamic mechanism to actively transfer crucial operational competencies such as strategic marketing and financial management to traditional vendors. This hands-on, experiential learning model serves a dual purpose: it not only transforms participating students into active, capable agents of regional economic development, but it also provides historically resource-constrained micro-enterprises with the highly customized, professional support necessary to successfully navigate increasingly complex modern retail environments. By acting as dedicated liaison officers and business consultants, students directly embed academic rigor into the daily operations of these small businesses, fostering an environment of mutual growth and practical problem-solving.

Furthermore, the rapid and irreversible evolution of consumer behavior in post-pandemic retail markets heavily demands that traditional food vendors adapt quickly to multifaceted, multichannel marketing environments. Traditional word-of-mouth promotion, while historically sufficient for sustaining neighborhood micro-enterprises, no longer suffices in capturing and retaining the attention of today's highly fragmented, digitally native demographics. Consumers now expect constant digital engagement, visual stimulation, and immediate accessibility. By systematically bridging traditional culinary arts with modern promotional channels like targeted social media algorithms, micro-entrepreneurs can effectively mitigate long-standing geographical limitations. This strategic shift allows them to establish a highly resilient, interactive digital footprint comprising videos and digital catalogs that continuously generates customer interest and outlasts the temporary physical exposure provided by short-term exhibition events.

In addition to expanding promotional outreach, the modernization of payment infrastructures represents a vital, non-negotiable pillar for contemporary MSME sustainability and operational efficiency. The widespread governmental push toward holistic digital financial inclusion across developing economies profoundly underscores the immediate necessity of adopting interoperable, quick-response payment methods, such as the QRIS system. Transitioning away from vulnerable, cash-only operations significantly minimizes transaction friction, particularly during high-traffic events, while concurrently enhancing daily cash flow transparency for business owners. Moreover, this digital transition directly aligns these micro-businesses with the evolving payment preferences of an increasingly cashless, convenience-driven urban consumer base, thereby drastically reducing operational risks, human error, and security concerns heavily associated with physical cash handling in crowded market environments.

Finally, evaluating the direct correlation between localized marketing interventions and tangible, short-term financial performance remains a crucial yet exceptionally complex endeavor within small business research. While heightened digital visibility, expansive social media engagement, and expanded customer reach serve as immediate, measurable positive indicators of marketing success, actual sales conversion during short-term exhibitions is notoriously volatile. Such conversions are often heavily influenced by unpredictable extraneous variables, including venue foot traffic distribution, highly specific booth placement, localized pricing elasticity, and immediate situational product appeal such as a consumer's preference for refreshing snacks over hot meals in a crowded, warm venue. Consequently, meticulously documenting both the operational successes and the structural, environmental challenges faced by participants like Bakso Mama Via and Rujak Indah provides a uniquely balanced, realistic, and highly valuable academic blueprint for refining future small business mentoring initiatives and university-led business expos.

To effectively translate these theoretical marketing frameworks into tangible commercial assets, the strategic implementation of a rigorous, highly disciplined digital content schedule is paramount. Shifting away from static, traditional printed brochures to a dynamic array of multimedia assets including professionally narrated business profile videos, engaging short-form promotional clips, and visually optimized digital catalogs drastically enhances an MSME's digital resonance. When these customized assets are distributed systematically over a sustained period, such as a continuous 30-day pre-event campaign, they effectively leverage social media algorithms on platforms like Instagram, Facebook, and TikTok to maximize organic reach. This deliberate, high-frequency digital cadence moves beyond fragmented marketing attempts; it actively builds crucial pre-event momentum, stimulates consumer curiosity, and cultivates a sustained digital narrative that transforms passive online viewers into active, engaged, and physically present customers during the exhibition.

Beyond digital marketing and payment infrastructure, the foundational establishment of standardized financial literacy practices acts as the ultimate guarantor of long-term MSME sustainability. Often, traditional culinary micro-enterprises operate without formal financial boundaries, frequently conflating personal funds with business revenue, which heavily obscures true profitability and hinders scalable growth. By introducing simplified yet rigorous academic accounting practices specifically the collaborative creation of basic balance sheets, daily income statements, and standardized cash ledgers business owners are empowered to transparently track their exact operational margins. This customized educational intervention demystifies complex economic principles, transforming abstract budgeting and internal control theories into actionable, daily administrative habits. Ultimately, equipping these vendors with comprehensive financial documentation tools not only allows for accurate economic impact assessments during high-paced expos, but it fundamentally re-engineers their commercial mindset toward continuous, data-driven business management.

2. Research Methods

To achieve its research objectives, this study employed a descriptive, project-based case study methodology, which allows for an in-depth, contextual examination of real-world business interventions. The overarching project was physically carried out within the academic and entrepreneurial ecosystem of the State Polytechnic of Bengkalis campus. It involved a rigorous and extensive preparation period spanning six months, from November 2024 to April 2025, ensuring all strategic elements were meticulously planned prior to execution. This preparatory phase culminated in the actual implementation phase, which took place during the highly anticipated, three-day Polbeng Business Expo Chapter II held from 20 to 22 May 2025. The primary unit of analysis for this qualitative investigation consisted of two distinct local culinary MSMEs: Bakso Mama Via and Rujak Indah. To bridge the gap between academic theory and practical application, each of these MSMEs was closely assisted by a dedicated student representative. These students took on dual, hands-on roles, functioning simultaneously as communicative liaison officers and strategic business consultants tailored to the specific operational needs of the enterprises.

Empirical data for this study were systematically collected through a combination of continuous direct assistance and the rigorous documentation of each participating MSME's varied promotional activities. This hands-on approach included maintaining a comprehensive daily logbook that meticulously tracked the frequency, timing, and visual content of digital catalog and promotional video uploads across major social media platforms, specifically Instagram, Facebook, and TikTok. By tracking these digital footprints, the researchers could directly evaluate the consistency and reach of the marketing interventions. Furthermore, qualitative and quantitative data gathering was highly complemented by the introduction of simple yet structured financial recording practices. Working collaboratively alongside the business owners, the student consultants prepared essential financial documents such as daily cash ledgers, foundational balance sheets, and rudimentary income statements. This collaborative financial documentation not only captured the economic impact of the expo but also aimed to instill long-term financial literacy and sustainable administrative habits within the participating MSMEs.

Structurally, the execution of the project systematically followed four distinct and interrelated stages. The initial *preparation stage* was highly productive, resulting in the creation of a professional business profile video and the formulation of a robust marketing-mix strategy heavily grounded in both the traditional 4P and extended 7P academic concepts [8], [9]. Additionally, this phase generated a substantial volume of content, comprising 30 high-quality digital catalogs and 30 engaging promotional videos, all meticulously designed following well-established promotion-mix frameworks and visual catalog design principles [10], [11], [12]. Furthermore, a QRIS cashless payment channel was formally established for both MSMEs, adhering strictly to recognized QRIS implementation practices to facilitate seamless and modern transactions[13]. Subsequently, the *implementation stage* encompassed critical operational tasks such as finalizing the determination of MSME participation, aggressively promoting the upcoming expo to the wider local community, efficiently coordinating student and volunteer human resources, and actively lobbying potential corporate sponsors and private donors for event support. Following the event, the *accomplishment stage* focused on finalizing all previously drafted profile descriptions, marketing copy, video edits, and digital catalog materials, while also producing official tenant appreciation certificates to formally acknowledge the MSMEs' active participation. Finally, the *reporting stage* concluded the project, consisting of drafting a comprehensive overarching activity report alongside a detailed financial report, both meticulously prepared with direct reference to standard academic and industry financial management practices [14].

3. Results and Discussions

3.1 Polbeng Business Expo Profile and Promotion

The Polbeng Business Expo Chapter II serves as a comprehensive public event meticulously organized by sixth-semester students of the International Business Administration Program, specifically the class of 2022. This massive collaborative effort involved a total of 133 distinct MSMEs, all strategically managed and guided by students across three separate academic classes. As is commonly observed with trade shows that are generally targeted at specific industries and interested consumer audiences [15], the expo creatively combined traditional MSME commercial exhibitions with highly engaging entertainment activities. Features such as local fashion shows, live music performances, and singing competitions were integrated into the schedule, successfully transforming the three-day event into a vibrant community festival open to the general public. Promotion for this multifaceted event was carried out through a hybrid strategy utilizing both printed brochures distributed locally and targeted social media channels. This dual-channel approach was deliberately designed to communicate event details clearly and attractively to a highly diverse demographic, ranging from local schoolchildren and college students to the general public and other regional MSMEs. Ultimately, this well-executed promotional strategy played a crucial role in reinforcing the highly professional, community-oriented, and inclusive image of the organizing academic institution.

In addition to the vibrant entertainment features and hybrid promotional strategies, the Polbeng Business Expo Chapter II provided a critical, highly structured experiential learning model for the student organizers involved. By stepping into hands-on, dual roles as dedicated liaison officers and strategic business consultants, these students directly translated abstract academic theories into actionable market interventions, effectively transforming into active agents of regional economic development and micro-enterprise modernization. Concurrently, for the 133 participating MSMEs, this collaborative exhibition platform served as an exceptionally cost-effective commercial opportunity. It not only enabled resource-constrained micro-enterprises such as Bakso Mama Via and Rujak Indah to present their distinct culinary offerings to a significantly wider, highly targeted audience, but also equipped them with a dynamic real-time environment to closely observe competitor strategies, analyze shifting consumer preferences, and gain invaluable entrepreneurial skills alongside their student mentors.

3.2 Business Profiles and Marketing Mix Implementation

Bakso Mama Via, initially established in 2015 and located on Jalan Pramuka, and Rujak Indah, established in 2017 on Jalan Rimba Sekampung, are both authentic, home-style culinary businesses. Historically, these two micro-enterprises have relied heavily on standard communication platforms such as WhatsApp, Facebook, and Instagram for localized, direct-to-consumer marketing without the use of third-party delivery intermediaries. During this project, the marketing management for both MSMEs was methodically approached as an ongoing planning, implementation, and evaluation process specifically aimed at creating and maintaining mutually beneficial exchanges with their respective target markets [8]. The traditional 4P marketing mix (Product, Price, Place, Promotion) was rigorously applied. This involved maintaining strict product quality and distinctive authentic flavors, setting competitive market-oriented prices, strategically arranging the physical booth location and layout to maximize visual appeal and foot traffic, and effectively combining face-to-face direct interaction with aggressive online promotion [16]. This strategic integration is highly consistent with established promotion-

mix theory, which firmly holds that a synchronized combination of traditional advertising, direct personalized interaction, and modern digital media is absolutely necessary to successfully build widespread customer awareness and stimulate actual purchase interest in a crowded marketplace [17].

The strategic shift from relying purely on localized word-of-mouth recommendations and standard direct-messaging platforms to adopting a structured, modern marketing mix framework represented a fundamental operational milestone for these small culinary enterprises. Historically, micro-businesses operating within traditional food sectors have relied almost exclusively on passive, geographically bound communication channels; however, such conventional promotional approaches are no longer sufficient to capture and maintain the sustained attention of digitally native consumer demographics who actively navigate heavily saturated online environments. By systematically synthesizing their authentic culinary craftsmanship with modernized promotional channels rigorously integrating the core dimensions of product quality, market-oriented pricing, strategic booth placement, and synchronized promotional campaigns both Bakso Mama Via and Rujak Indah successfully mitigated long-standing geographical and market reach limitations. Consequently, this methodical marketing-mix application enabled these micro-enterprises to transcend their localized neighborhood customer bases and lay the groundwork for a dynamic, resilient digital footprint capable of driving long-term brand awareness and commercial viability.

3.3 Digital Promotional Content

To dramatically enhance their digital footprint, a comprehensive suite of media assets including detailed profile videos, 30 short-form promotional videos, and 30 visually appealing digital catalogs was produced for each MSME between 20 April and 19 May 2025. These materials were exclusively distributed through highly popular social media algorithms on Instagram, Facebook, and TikTok, rather than relying on traditional printed catalogs. This deliberate shift reflects the superior practicality, cost-effectiveness, and expansive reach of interactive online catalog formats in the modern digital era [18]. The video content creation process was highly structured, combining careful script development, professional product filming techniques, and skillfully edited voice-over narration specifically designed to capture and retain audience engagement. This aligns seamlessly with contemporary marketing findings indicating that dynamic visual video content is an exceptionally effective tool for instantly capturing consumer attention and significantly strengthening overall product promotion [19]. Furthermore, the project's daily publication logbook demonstrates a highly disciplined and consistent posting activity across the full 30-day period leading directly up to the expo. This consistent digital cadence indicates a sustained, strategic promotional effort aimed at building momentum, rather than relying on a fragmented or one-off marketing attempt.

This intensive, highly structured digital content strategy aligns seamlessly with the rapid evolution of contemporary consumer behavior within post-pandemic retail environments. As urban lifestyles increasingly lean toward dynamic mobility, immediate visual gratification, and continuous digital engagement, traditional culinary vendors are compelled to swiftly adapt to sophisticated, multichannel marketing ecosystems. Rather than relying on transient physical advertisements, the systematic production and strategic dissemination of dynamic media assets encompassing dedicated business profile videos, short-form promotional clips, and interactive digital catalogs allowed Bakso Mama Via and Rujak Indah to directly intersect with modern consumer touchpoints across dominant social networks like Instagram, Facebook, and TikTok. By maintaining a rigorous, highly disciplined 30-day publication cadence leading directly up to the event, the micro-enterprises effectively optimized social media algorithms, cultivated continuous audience anticipation, and successfully bridged the gap between online engagement and foot traffic during the expo. Ultimately, this sustained digital campaign ensured that the created promotional assets established a permanent, highly resilient digital footprint, providing long-term brand equity, sustained online visibility, and enhanced customer recall that extends far beyond the temporary physical duration of the exhibition itself.

3.4 QRIS Implementation and Financial Management

Recognizing the rapid shift toward a cashless society, a QRIS (Quick Response Code Indonesian Standard) payment channel was successfully created and implemented for both MSMEs through the GoPay merchant application. This process closely followed the standard operational procedures of digital onboarding, including official merchant registration, secure QR-code generation, and point-of-sale promotion, which are typical critical steps of QRIS adoption for forward-thinking MSMEs in the digital era [1]. Beyond modernizing transactions, fundamental and simple financial recording practices specifically the creation of basic balance sheets, daily income statements, and standardized cash ledgers were formally introduced and taught to both business owners. This educational intervention is entirely consistent with the fundamental economic principle that effective financial management comprehensively encompasses strategic planning, accurate budgeting, rigorous internal control, and the responsible management of funds directed toward achieving an organization's long-term sustainability goals

[2]. By utilizing these newly introduced tools, the MSME owners were empowered to track their daily sales and commercial transactions during the high-paced expo much more accurately and transparently than they ever had in their standard daily operations.

The strategic implementation of this modern payment infrastructure represents a critical structural pillar for ensuring long-term MSME sustainability and operational modernization within an increasingly digitized commercial landscape. The seamless transition toward digital onboarding facilitated through the GoPay merchant application to generate official, standardized QRIS codes directly aligns these micro-enterprises with national macroeconomic policies and widespread governmental initiatives aimed at fostering comprehensive digital financial inclusion across developing economies. By decisively transitioning away from conventional cash-only transactions, Bakso Mama Via and Rujak Indah effectively minimized operational transaction friction, eliminated point-of-sale bottlenecks during high-density exhibition periods, and seamlessly aligned their payment ecosystems with the evolving preferences of a highly mobile, cashless urban consumer base. Furthermore, adopting QRIS in conjunction with structured financial recording practices such as standardized daily cash ledgers, basic balance sheets, and formal income statements substantially mitigated the inherent operational risks associated with physical cash handling, including human calculation errors, accounting discrepancies, and potential cash loss in chaotic event environments. Ultimately, this dual integration of cashless payment technology and fundamental financial management provided these small culinary vendors with unprecedented cash flow transparency, fostering greater financial literacy and building a resilient operational foundation for long-term business scalability.

3.5 Financial Performance During the Expo

To accurately measure the immediate economic impact of the project, Table 1 directly compares each MSME's recorded income for the baseline period of 20–22 April 2025 (exactly one month prior to the event) against their income during the actual expo period of 20–22 May 2025, alongside the final net profit recorded during the exhibition.

Table 1. Comparison of MSME Income Before and During Polbeng Business Expo Chapter II

MSME	Income 20–22 Apr 2025 (Rp)	Income 20–22 May 2025 (Rp)	Net Profit During Expo (Rp)
Bakso Mama Via	3,150,000	840,000	215,000
Rujak Indah	735,000	1,150,000	400,000

The data reveals a stark divergence in financial outcomes: Bakso Mama Via's income sharply declined from Rp3,150,000 in April to just Rp840,000 during the May expo, whereas Rujak Indah experienced a notable income increase from Rp735,000 to Rp1,150,000 over the same comparison window. Despite these differing revenue trajectories, both businesses successfully generated positive net profits of Rp215,000 and Rp400,000 respectively during the three-day event. This significant divergence in gross income can logically be attributed to external environmental variables such as differences in immediate product appeal (e.g., consumer preference for lighter snacks like Rujak in a hot, crowded venue), localized competitive conditions within the expo, and specific booth location foot traffic, rather than to a failure of the promotional intervention itself. This is because both MSMEs received highly comparable marketing-mix strategies, digital content production, and QRIS support. This observed pattern is highly consistent with the broader academic literature on MSME development, which strongly emphasizes that local economic contribution and overall business sustainability depend on a complex combination of active promotion, strategic product diversification, and unpredictable community-level economic factors [5], [11], [15]. Furthermore, service quality and direct customer satisfaction have also been shown to shape MSME sales outcomes entirely independently of upfront promotional efforts [18], strongly suggesting that Bakso Mama Via's unexpected decline may reflect situational factors well beyond the direct scope of the academic promotional assistance provided. Even so, it is vital to acknowledge that both MSMEs gained substantial, long-lasting non-financial benefits from their active participation in the expo. These included a significantly stronger local brand identity, vastly wider digital exposure across social networks, and a newly expanded market network, all of which support the broader theoretical argument that structured promotional platforms actively contribute to holistic MSME development within the local economy[19].

Ultimately, evaluating the direct, empirical correlation between structured, localized marketing interventions and tangible short-term financial performance remains a crucial yet extraordinarily complex endeavor within micro, small, and medium enterprise (MSME) research. While heightened digital visibility, sustained social media

engagement, and expanded customer reach serve as immediate, highly measurable indicators of successful marketing execution, actual sales conversions within live, high-pressure exhibition settings are rarely linear. Instead, real-time financial outcomes are heavily modulated by an array of unpredictable extraneous variables that operate independently of promotional efforts. In the context of the Polbeng Business Expo, localized environmental factors including venue foot traffic distribution, specific booth layout positioning, pricing elasticity, and immediate situational product appeal (such as consumer preference for light, refreshing dishes like *rujak* over warm meals in a hot, crowded event space) exerted a decisive influence on gross revenue outcomes. Recognizing that digital awareness does not automatically guarantee uniform short-term sales growth underscores the multifaceted nature of small business performance. Consequently, meticulously documenting both the promotional achievements and the structural, situational challenges experienced by participants like Bakso Mama Via and Rujak Indah provides a uniquely balanced, highly realistic, and empirically grounded blueprint for refining future university-led business mentoring initiatives, academic consultancy frameworks, and event management strategies.

4. Conclusion

This comprehensive case study has successfully demonstrated that a highly structured liaison-officer and business-consultant approach one that rigorously combines the traditional 4P and extended 7P marketing mix, high-quality digital promotional content, and modern QRIS payment adoption can significantly strengthen the brand identity and digital visibility of small culinary MSMEs participating in a live business expo. Over an intensive 30-day promotional period, both Bakso Mama Via and Rujak Indah gained highly consistent digital exposure through the strategic deployment of profile videos, engaging promotional clips, and interactive digital catalogs widely shared across Instagram, Facebook, and TikTok. Furthermore, both micro-enterprises successfully adopted QRIS as a modern, cashless payment option, thoroughly supported by the implementation of simple yet effective financial recording practices. However, the concrete financial outcomes during the three-day expo notably diverged; Rujak Indah recorded a commendable income increase, while Bakso Mama Via experienced a decline relative to their pre-expo baseline period. This critical finding indicates that while intensive promotional assistance enhances visibility, it does not act as a standalone guarantee for uniform sales improvement across different MSMEs, as external variables like product-environment fit and booth placement play major roles. Consequently, future implementations of similar academically driven business expos would greatly benefit from stronger overall committee coordination regarding venue layout, a larger and significantly more geographically diverse pool of participating MSMEs to draw broader crowds, a commitment to continued digital promotion that extends well beyond the event itself to sustain momentum, and the much wider, mandatory adoption of QRIS and simple digital bookkeeping among all tenant MSMEs to ensure long-term commercial modernization.

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