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A Study on the MSMEs Growth of Cemilan Lepak and 30°C at POLBENG Business Expo Chapter II

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Abstract

Polbeng Business Expo Chapter II is an event organized by International Business Administration students of the Class of 2022 as a practical application of business theories learned in lectures. The event aims to enhance students' entrepreneurial and business management skills while supporting the development of local MSMEs. This final project involved 133 participants showcasing various products and services, mainly in the food and beverage sector, to create a competitive business environment. The activities included planning and budgeting, securing sponsors and participants, coordination with supervisors and the community, as well as exhibitions, competitions, and digital promotions. The results of the analysis show that the public's perception of Polbeng Business Expo Chapter II is in the high category, with 89.1% of respondents having a high perception, 5.9% having a moderate perception, and 4.9% having a low perception. Through this project, students faced real business challenges and successfully improved their practical skills in project management, marketing, negotiation, financial management, and digital promotion.

Keywords: *MSMEs, Expo, Digital Marketing, Business Growth Perception, QRIS.*

1. Introduction

Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in Indonesia's economic development by creating employment opportunities, increasing household income, and supporting regional economic growth. In addition to contributing significantly to the national economy, MSMEs have demonstrated resilience during periods of economic uncertainty. However, many MSMEs continue to face challenges related to limited market access, weak branding, insufficient financial management, and low adoption of digital technology[1].

Therefore, various initiatives are required to strengthen their competitiveness and promote sustainable business growth. The rapid development of digital technology has transformed the way businesses market products and interact with consumers. Digital marketing has become an effective strategy for expanding market reach, improving customer engagement, and increasing business competitiveness [2]. Likewise, digital payment systems such as Quick Response Code Indonesian Standard (QRIS) provide MSMEs with a more efficient, secure, and convenient transaction method. The integration of digital marketing, digital payment systems, and proper financial reporting enables MSMEs to improve operational performance while adapting to changes in consumer behavior [3].

As part of its communicate to entrepreneurship education and community engagement, the Internasional Business Administration Study Program at the State Polytechnic of Bengkalis organization the Polbeng Business Expo Chapter II. The event served as a practical platform where students applied business knowledge while assisting local MSMEs in improving their marketing performance and business management. The expo involved 133 MSMEs from various sector and featured business exhibitions, digital promotion, financial literacy activities, business matching, competitions, and the implementation of QRIS-based payment system [4].

This study focuses on two participating MSMEs, namely Cemilan Lepak and 30°C, both operating in the food and beverage sector in Bengkalis. The project provided assistance in developing business profile videos, creating promotional content and product catalogs, preparing financial statements, and implementing QRIS as a digital payment method. These activities were expected to enhance the businesses' visibility, strengthen their financial management, and improve customer convenience during the expo [5].

In addition to documenting the implementation of these business development activities, this research also evaluates public perception of Polbeng Business Expo Chapter II using a quantitative descriptions approach [6]. Understanding visitors' perception is important because positive public responses indicate the effectiveness of the expo in promoting entrepreneurship, supporting MSMEs, and to analyze the implementation of MSME development activities. Therefore, this study aims to analyze the implementation of MSME development activities for Cemilan Lepak and 30°C while examining public perception of Polbeng Business Expo Chapter II as an entrepreneurship development program [7].

2. Research Methods

2.1. Project Parapation Plan

A project preparation plan is an initial plan that must be prepared before the project is described in the project preparation plan flowchart below:



Figure 1. *Flowchart of Project Preparation*

The preparation stage included developing a business profile video concept, designing a digital marketing strategy through Instagram by producing 30 promotional videos before the expo, preparing 30 tenant product catalogs, creating tenants' financial reports, and setting up the QRIS payment system to support effective promotion, financial management, and sales transactions.

2.2. Project Implementation Plan

The Expo activity plan "A Study on the MSMEs Growth of Cemilan Lepak and 30°C at POLBENG Business Expo Chapter II" is one of a series of activities carried out during the event, illustrated in the flow chart of the project implementation plan below:

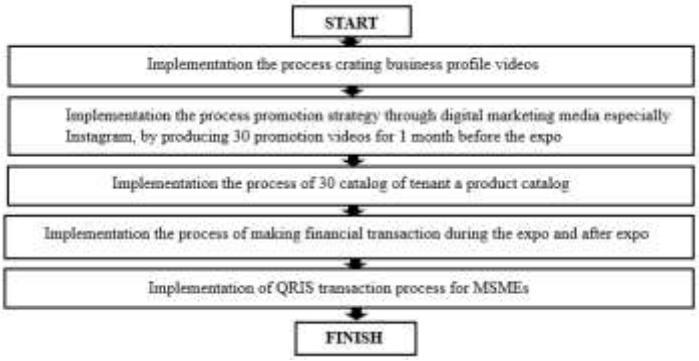


Figure 2. Project Implementation Plan

Developing the project involved creating business profile videos by collecting business information, determining appropriate themes, and producing high-quality visual content to effectively introduce tenants to potential customers. In addition, digital marketing strategies were implemented through social media by producing promotional content, interacting with consumers, and publishing engaging posts to increase product visibility and strengthen customer relationships. Product catalogs were also designed by presenting product descriptions, prices, and attractive images while highlighting the uniqueness of each tenant to support promotion and facilitate

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consumer purchasing decisions. Furthermore, financial reports were prepared by recording tenants' income and expenses for 30 days before and three days after the exhibition to ensure accurate and efficient financial management. Finally, the Quick Response Code Indonesian Standard (QRIS) payment system was implemented to facilitate cashless transactions, improve customer convenience, and enhance the overall shopping experience during the Polbeng Business Expo Chapter II.

2.3. Project Completion Plan

Project completion planning is depicted in a flowchart. This flow diagram aims to facilitate the flow of completing activities systematically. The project completion plan can be seen in the flowchart below:

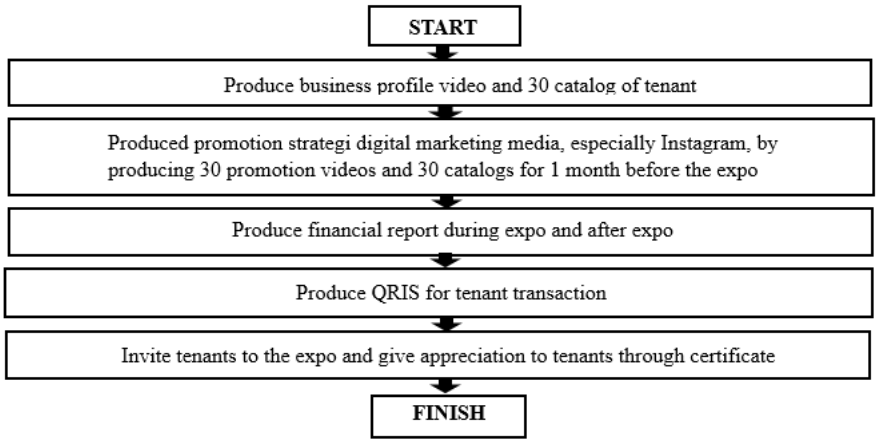


Figure 3. Project Implementation Plan

The project involved creating 30 product catalogs and 30 promotional videos to showcase MSME products and services, while providing each tenant with a business profile containing information about their history, vision, mission, and products. Digital marketing through social media was implemented to increase tenant visibility and attract a wider audience by delivering engaging promotional content. In addition, financial statements were prepared 30 days before and 3 days after the exhibition to ensure accurate and efficient financial recording, while the QRIS payment system was implemented to facilitate digital transactions and improve customer convenience. Furthermore, tenants were encouraged to participate in future expos and were awarded certificates as recognition of their contribution and cooperation in the event.

2.4. Project Report Plan

In this section, we will discuss the report of exhibition activities and the costs incurred during exhibition activities. The content of the project to be reported can be seen in the flow section below. It can be seen in the flow chart below:



Figure 4. Project Report Plan

Activity reports are made in the form of descriptive reports based on the activities carried out. This report covers the entire process of activities, starting from planning. preparation, until the completion of the Polbeng Business Expo activities. Reports are compiled based on what has been implemented and must be in accordance with reality, without being fabricated.

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Table 1 Schedule Implementation Final Report

No	Activity	Activity Month					
		Nov	Dec	Jan	Feb	Mar	Apr
	PROJECT PREPARATION						
1	Preparing concept business profile video						
2	Preparing 30 promotion strategy through digital marketing media (Social Media) through instagram						
3	Preparing concept of 30 catalogs of tenant a product						
4	Creating the financial reports of tenant						
5	Preparing sales through QRIS for MSMEs						
	PROJECT IMPLEMENTION						
1	Implementation the process creating business profile video						
2	Implementation the process 30 promotion strategy through digital marketing media (Social Media) through instagram						
3	Implementation the process of 30 catalogs of tenant a product catalog						
4	Implementation the process of making financial transaction during the expo and after expo						
5	Implementation of QRIS transaction process for MSMEs						
	PROJECT ACCOMPLISMENT						
1	Invite tenants to the expo and give appreciation to tenants through certificate						
2	Produce profile videos and 30 catalogs of MSMEs						
3	Produce 30 promotion strategy through digital marketing media (Social Media) through instagram						
4	Produce financial report during expo and after the expo						
5	Produce QRIS for MSMEs						
	PROJECT REPORTING						
1	Project implementation report.						
2	Project implementation schedule						
3	Financial reporting of project implementation						

The implementation schedule of the expo project, the marketing department will create a table detailing the implementation schedule with details ranging from planning to implementation and final revision of the final project.

Table 2 Details of Project Implementation Budget

No	Item	Amount/ Volume	Unit	Unit Price	Total
A. MARKET AND PROMOTION					
1	Banners 90 x 120 cm	15	Pieces	Rp 100,000	Rp 1,500,000
2	Banners 200 x 100 cm	5	Pieces	Rp 200,000	Rp 1,000,000
3	Flyer	800	Pieces	Rp 1,500	Rp 1,200,000
4	Social media and online advertising			Rp 1,000,000	Rp 1,000,000
TOTAL					Rp 4,700,000
B. EQUIPMENT					
1	Tents Rental	60	Pieces/ 3 days	Rp 1,500,000	Rp 90,000,000
2	Table Rental	50	Units/ 3 days	Rp 18,000	Rp 900,000
3	Chairs Rental	120	Units/ 3 days	Rp 12,000	Rp 1,440,000
4	Generator Rental	6	Pieces	Rp 250,000	Rp 1,500,000
5	Equipment shipping costs				Rp 1,000,000
TOTAL					Rp 94,840,000
C. SUPPLIES					
1	Small 6 mm Mine Rope	17	Roll	Rp 23,000	Rp 391,000
2	5 meter of wood	20	Pieces	Rp 97,000	Rp 1,940,000
3	Double-Sided tape	13	Roll	Rp 13,000	Rp 169,000
4	Plastic Trash 100 x 120 cm	150	Pcs	Rp 9,000	Rp 1,350,000
5	Name Tag	90	Person	Rp 15,000	Rp 1,350,000
6	Nightingale	30	Pieces	Rp 7,500	Rp 225,000
7	Diesel Oil	100	Liters/ 3 days	Rp 10,000	Rp 1,000,000
TOTAL					Rp 6,451,000
D. OTHER FEES					
1	Photo Booth Rental	1	Person/ 3 days	Rp 1,200,000	Rp 1,200,000
2	Photographer Rental	1	Person/ 3 days	Rp 800,000	Rp 800,000
3	Electricity cost		3 days	Rp 4,000,000	Rp 4,000,000
4	Wipes	25	Pack	Rp 13,000	Rp 325,000
5	Proposal Making	30	Pieces	Rp 10,000	Rp 300,000
6	Letter	5	Sheet	Rp 250	Rp 1,250
7	Certificate	130	Sheet	Rp 3,000	Rp 390,000
8	Unexpected Budget			Rp 2,000,000	Rp 2,000,000
TOTAL					Rp 9,316,250
TOTAL ALL COSTS					Rp 115,307,250

The budget for this project report will be detailed in the form of a detailed table from planning to implementation, all funds required for the implementation of the Polbeng Business Expo project for MSMEs in Digital Media in Indonesia. This budget describes the costs incurred by the implementing party from the preparation stage to the project completion stage.

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2.5. Research Method

This study uses a quantitative descriptive method that aims to determine the public's perception of the Polbeng Business Expo Chapter II event. In this study, perception is understood as the way an individual assesses and responds to an event. According to Kolter and Keller (2019) as quoted in Endah Lestari (2024), consumer perception is the process by which we choose, organize, and consume information to create a meaningful picture of the world. The main point is that perception depends not only on physical stimuli, but also on the relationship of stimuli to the plane that surrounds it. With all of that, a perception will arise. This research was carried out during the exhibition which was held on May 20-22, 2025. The population consists of members of the public who know or have attended the Polbeng Business Expo Chapter II, the exact number cannot be determined, so the population is considered unlimited.

3. Results and Discussions

3.1. Event Polbeng Business Expo Chapter II Profile

The Polbeng Business Expo Chapter is a business exhibition held by the Bengkalis State Polytechnic as a means to introduce micro, small, and medium enterprises (MSMEs) products to the public. The purpose of this expo is to foster entrepreneurial sprit among student through hands-on sales experience, provide oppurtunities for MSMEs to expand their market share and increase sales, and train them in promotional skills, custumer service, and business financial management. In its implementation, this activity is supported by adequate facilities, good committee coordination, and promotional strategis through digital and creative products.



Figure 5 Polbeng Business Expo Chapter II Profile

The organizational structure of the Polbeng Business Expo Chapter 2 international business administration committee batch 22 is led by the chairman, secretary, as well as treasurer, field coordinator, public relations and several other division staff.

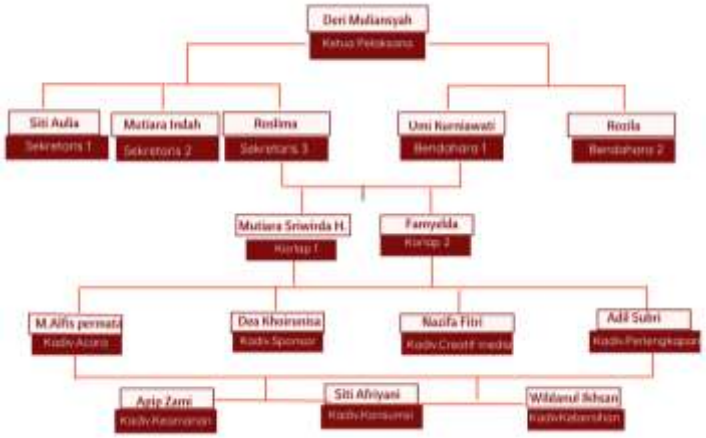


Figure 6. Committee Structure Polbeng Business Expo Chapter II

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Members of the event division are required to have effective communication skills, good time management, and be able to work under pressure to overcome obstacles that may arise during the event. Through dedication and cooperation, this division plays an important role in the success of the Polbeng Business Expo and creates a valuable experience for all participants. The location of the event is the Bengkalis State Polytechnic and there will be several activities involving local students and MSMEs.

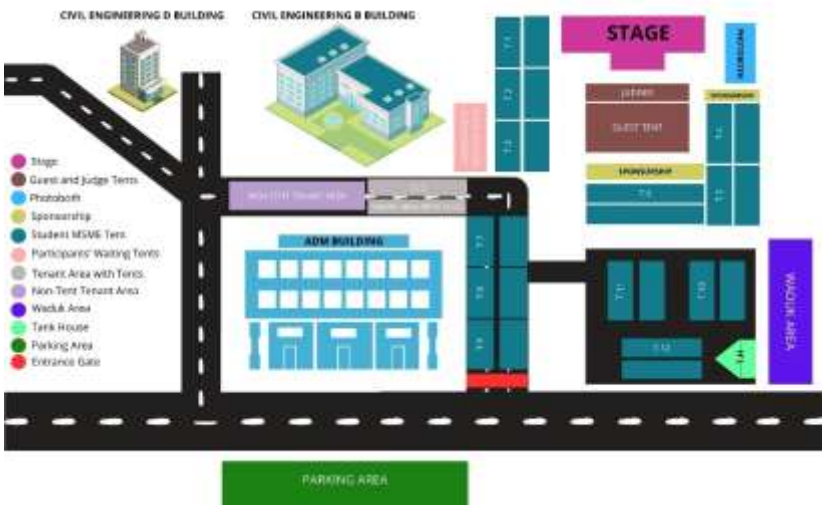


Figure 7 Layout Polbeng Business Expo Chapter II

3.2. Project Preparation

Polbeng Business Expo Chapter 2 provides important guidance to ensure that the entire event preparation process runs in a structured, efficient, and targeted manner. This event is expected to benefit students, MSMEs, and institutions with clear planning starting from goals, scope, work stages, task division, and risk management. Chapter 2 of Polbeng Business Expo is not only an exhibition venue; It also becomes a place to learn, collaborate, and develop business opportunities on campus through professional coordination and execution.

3.3 Project Implementation

The implementation plan of this project serves as a guide to carry out Polbeng Business Expo activities systematically, starting from initial planning to final evaluation. Each step is planned to ensure technical readiness, participant participation, promotion success, and smooth event execution. This activity is expected to be technically successful and provide real benefits for students, MSMEs, and institutions as a form of contribution to the development of business and entrepreneurship networks in the campus environment. This is expected to happen with an organized implementation and good coordination between divisions.

The name "Cemilan Lepak" comes from the nickname given by the owner who plans to open a business with that name. Lepak Snacks is a food street business founded in 2024 by Abil Ashassagafi, inspired by the word "lepak" which comes from the Malay word "belepak". MSMEs Snack Lepak is a business engaged in roadside culinary with various product variants such as abundant bananas, chopchips, green tea, and mojito. One of the business actors wants to create its products by changing conventional promotions to more sophisticated promotions is MSME Cemilan Lepak to expand the offer and increase the reach of advertising.

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Figure 8. Cemilan Lepal Product

The name 30°C comes from the nickname given by the owner who plans to open a business with that name. 30°C is a food street business founded in 2023 by Riki Umami Sanaz Ulfitria, inspired by the weather in Bengkalis with an average temperature of 30°C. 30°C MSMEs are businesses engaged in roadside drinks with various product variants such as original iced tea, lemon tea, lychee tea, taro late, red velvet latte, Blue Curacao Soda and others. One of the businesses that wants to create their products by changing conventional promotions to more sophisticated promotions is 30°C MSMEs to expand sales and increase sales.



Figure 9. 30°C Product

3.4 Project Accomplishment

An important activity of the Polbeng Business Expo Chapter II was recognizing tenants who actively participated in the event by presenting them with certificates of appreciation. These certificates were awarded as a form of acknowledgment for the tenants' valuable contributions to the success of the exhibition and to motivate MSME entrepreneurs to continue developing their businesses.

To ensure a well-organized closing ceremony, the certificates were designed and prepared before the event began. In addition to expressing appreciation, the certificates serve as official documentation that tenants can include in their business portfolios. This initiative also strengthens collaboration between the event organizers and local MSMEs while encouraging participants to enhance their confidence and competitiveness for future business opportunities.

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Figure 10. Certificate of Tenant

In an effort to expand the reach of publications and improve the image of the method, Polbeng Business Expo Chapter 2 paid great attention to media participation. Inviting various media to cover the exhibition is one effective strategy. The media was also given the opportunity to interview the Chairman of the Committee to get comprehensive information about the purpose of the event, the concept carried out, and the expected benefits, especially for the participating MSMEs.



Figure 11. Event News

With the presence of the media, the public can better understand the role of Polbeng Business Expo Chapter 2 as a forum to support the development of local MSMEs. The publications generated from this coverage were instrumental in promoting the event, which included specific competencies for children in kindergartens, primary schools, and junior high schools, as well as the MSMEs involved. This makes the event more interesting for the wider community. In this context, Polbeng Business Expo Chapter 2 is not just a business exhibition, it is also a place known for empowerment, which increases a positive view of the organizers and all participants.

The financial report of the Polbeng Business Expo Chapter II was prepared to document all financial transactions conducted throughout the event, covering both income and expenditures from the planning stage to the closing ceremony. The report includes financial resources obtained from sponsors and tenant participation fees, as well as operational expenses such as booth rental, decoration, and other logistical costs. In addition, it compares the planned budget with actual expenditures to evaluate the efficiency of financial management. The report was compiled systematically and transparently to provide a clear overview of the project's financial performance and to serve as a reference for improving the financial management of future events.

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Table 3 Financial Report of Polbeng Business Expo

Events in Conjunction with the Expo					
1	Spelling Bee			Rp	5.010.000
2	Fashion Show			Rp	6.191.500
3	Ranking 1			Rp	3.171.305
4	Colouring			Rp	5.118.480
5	Singing Competition			Rp	3.552.000
TOTAL				Rp	23.043.285
TOTAL EXPENSES				Rp	85.558.435
C. TOTAL EXPENDITURE DETAILS					
1	TOTAL INCOME			Rp	90.509.000
2	TOTAL EXPENSES			Rp	85.558.435
TOTAL REMAINING FUNDS				Rp	4.950.565

4. Conclusion

The implementation of Polbeng Business Expo Chapter II successfully achieved its objectives of supporting the promotion and development of Micro, Small, and Medium Enterprises (MSMEs) while providing students with practical experience in entrepreneurship and project management. The project activities, including the development of business profile videos, product catalogs, digital marketing campaigns, financial reports, and the implementation of the QRIS payment system, contributed to improving the visibility of participating MSMEs, strengthening financial management practices, and facilitating digital transactions throughout the exhibition. Furthermore, the project enhanced students' competencies in project planning, marketing, financial management, communication, teamwork, and problem-solving through direct involvement in organizing and managing the exhibition. The evaluation results also demonstrate that the event was positively perceived by the public, with 89.1% of respondents indicating a high level of perception toward the implementation of Polbeng Business Expo Chapter II. These findings indicate that the event effectively fulfilled its role as a platform for promoting local MSMEs while fostering collaboration between higher education institutions, business practitioners, and the community. Overall, the project demonstrates that the integration of digital marketing, structured financial management, and digital payment systems can improve the competitiveness and business performance of MSMEs such as Cemilan Lepak and 30°C. Therefore, Polbeng Business Expo has strong potential to be continuously developed as an annual entrepreneurship program that supports sustainable MSME growth, encourages innovation and digital transformation, and contributes to local economic development through stronger collaboration among universities, MSMEs, and the wider community.

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