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## Analysis of Entrepreneurship Skills of *Nini Kebab* and *Keripik Pak Rahul* MSMEs at Polbeng Business Expo Chapter II

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### **Abstract**

*This study analyzes the entrepreneurship skills demonstrated by two Micro, Small, and Medium Enterprises (MSMEs), namely Nini Kebab and Keripik Pak Rahul, during their participation in the Polbeng Business Expo Chapter II. MSMEs play a strategic role in Indonesia's economic development by contributing to employment creation, income distribution, and regional economic resilience. However, increasing competition, digital transformation, and changing consumer behavior require MSME actors to continuously strengthen their entrepreneurial competencies. This research aims to examine how creativity, communication, and promotional skills are applied in a real-market simulation context through an experiential learning platform. A descriptive quantitative approach was employed by distributing structured questionnaires to 100 respondents who interacted directly with the MSMEs during the expo. Data were analyzed using descriptive statistics with the assistance of SPSS. The findings indicate that both MSMEs demonstrate good overall entrepreneurship skills, with communication skills receiving the highest average score, followed by creativity and promotional skills. Nini Kebab showed stronger performance in digital promotion and customer engagement, while Keripik Pak Rahul demonstrated consistency in service quality and operational management. The results highlight the importance of experiential learning activities, such as business expos, in strengthening practical entrepreneurial skills among MSMEs. This study contributes to entrepreneurship education literature by providing contextual evidence of skill application within a campus-based business expo and offers practical implications for MSME development programs and future expo design.*

**Keywords:** MSMEs, Entrepreneurship Skills, Business Expo, Digital Marketing

### **1. Introduction**

Micro, Small, and Medium Enterprises (MSMEs) play a vital role in supporting economic growth, employment creation, and income distribution, particularly in developing countries such as Indonesia. MSMEs contribute significantly to national economic resilience by absorbing labor and fostering local innovation. In Indonesia, MSMEs account for the majority of business units and serve as an important foundation for community-based economic development. Despite their strategic importance, MSMEs continue to face complex challenges related to market competition, technological change, and shifting consumer behavior.

In recent years, rapid digital transformation and intensified competition have placed increasing pressure on MSMEs to strengthen their entrepreneurial capabilities. The ability to survive and grow is no longer determined solely by product quality or price competitiveness, but also by the entrepreneurial skills of business owners. Entrepreneurship skills enable MSME actors to recognize opportunities, adapt to environmental changes, and manage limited resources effectively. Without adequate entrepreneurial competence, MSMEs may struggle to respond to dynamic market demands, even when business opportunities are available.

Entrepreneurship skills are commonly conceptualized as a combination of creativity, communication, and promotional capability. Creativity supports innovation and differentiation, allowing MSMEs to develop products that stand out in competitive markets. Communication skills facilitate effective interaction with customers, build trust, and enhance service quality. Promotional skills, particularly in the digital era, enable MSMEs to reach wider markets and communicate value propositions efficiently. Previous studies have demonstrated that these skills significantly influence MSME performance, competitiveness, and sustainability.

From an educational and developmental perspective, experiential learning has been recognized as an effective approach for strengthening entrepreneurship skills. Experiential learning emphasizes learning through direct experience, reflection, and experimentation rather than passive knowledge acquisition. In entrepreneurship contexts, experiential learning activities such as business simulations, project-based learning, and business expos provide opportunities for entrepreneurs to apply theoretical knowledge in real or semi-real market environments. Such activities allow participants to gain practical insights that are difficult to obtain through conventional training programs.

Business expos have increasingly been adopted as experiential learning platforms that integrate academic institutions, entrepreneurs, and the wider community. Through business expos, MSMEs are exposed to real consumers, competitors, and market dynamics within a structured setting. These interactions encourage the application of entrepreneurial skills, including creativity in product presentation, communication in customer interaction, and promotional strategies to attract consumer attention. However, despite the growing use of business expos in entrepreneurship education and MSME development programs, empirical studies examining their role as learning platforms for MSME skill development remain limited.

Most existing research on entrepreneurship skills focuses on general MSME performance or entrepreneurship education among students, with less attention given to how entrepreneurial skills are practiced and developed by MSME owners within experiential learning environments. In particular, studies that analyze the application of entrepreneurship skills during campus-based business expos are still scarce. This gap indicates a need for empirical research that examines entrepreneurship skill implementation in real-market learning settings, especially in emerging economies such as Indonesia.

To address this research gap, this study analyzes the entrepreneurship skills of two MSMEs, namely Nini Kebab and Keripik Pak Rahul, during their participation in the Polbeng Business Expo Chapter II. The expo served as an experiential learning platform that enabled MSME owners to directly apply creativity, communication, and promotional skills while interacting with consumers. By focusing on two MSMEs with different business characteristics and experience levels, this study provides a comparative perspective on how entrepreneurial skills are practiced within the same learning environment.

This study contributes to entrepreneurship and experiential learning literature in several ways. First, it provides empirical evidence on the application of entrepreneurship skills in a campus-based business expo context. Second, it highlights the role of experiential learning platforms in supporting MSME skill development beyond formal training programs. Third, the findings offer practical insights for MSME development initiatives, expo organizers, and educational institutions seeking to design effective experiential learning activities. Therefore, this research is expected to enrich academic discourse while offering practical relevance for MSME capacity building.

## 2. Literature Review

### 2.1 Entrepreneurship Skills in MSMEs

Entrepreneurial skills are generally defined as a combination of cognitive, technical, managerial, and behavioral abilities that enable individuals to initiate, manage, and sustain business activities effectively. In the context of MSMEs, these skills are particularly critical because business owners are directly involved in almost all strategic and operational decisions. Unlike large corporations that rely on specialized departments, MSMEs require owners to perform multiple roles simultaneously, making entrepreneurial skills essential for daily business operations.

Andi Muharamen and Siregar (2024) emphasize that entrepreneurial skills have a significant influence on MSME business success, especially when supported by strong entrepreneurial motivation. Their study indicates that MSMEs with higher levels of entrepreneurial competence tend to demonstrate better operational performance and business continuity. Herrity (2024) further explains that communication skills allow entrepreneurs to build customer trust, creativity enables product differentiation, and financial literacy supports sound financial decision making.

Perry (2024) highlights that interpersonal effectiveness is a key element of entrepreneurship, particularly in small scale businesses where direct interaction with customers dominates daily activities. Entrepreneurs are required to manage inventory, pricing strategies, and service quality while simultaneously responding to customer feedback. This condition requires a balanced integration of technical skills and interpersonal abilities.

In the digital era, entrepreneurial skills increasingly include digital literacy and promotional competence. Ahmad et al. (2024) show that MSMEs with strong digital economy literacy tend to achieve higher performance, especially in the culinary sector. Cardenas et al. (2024) also emphasize that entrepreneurial skills contribute to local economic

development by encouraging innovation, digital adoption, and broader market access. These studies highlight the importance of integrating traditional entrepreneurial skills with digital capabilities in contemporary MSME contexts.

Entrepreneurship skills are widely discussed in entrepreneurship literature as a key determinant of MSME performance and sustainability. According to Mitchelmore and Rowley (2010), entrepreneurship skills consist of a combination of personal, managerial, and relational competencies that enable entrepreneurs to initiate and grow businesses. More recent studies emphasize that entrepreneurship skills in MSMEs are increasingly dynamic and context-dependent, particularly in emerging economies (Kraus et al., 2021).

In the MSME context, entrepreneurial skills commonly include creativity, communication, and promotional capability. Creativity is associated with opportunity recognition and innovation, allowing entrepreneurs to develop differentiated products and services (Kallmuenzer & Peters, 2018; Xie et al., 2022). Communication skills are linked to relationship marketing and trust-building, which are essential for small businesses that rely heavily on personal interaction with customers (Nguyen et al., 2021). Promotional skills, particularly digital promotion, have become increasingly important as MSMEs adopt online platforms to enhance market reach and competitiveness (Dwivedi et al., 2021).

Recent empirical studies confirm that entrepreneurship skills have a positive impact on MSME performance. A study by Rahayu and Day (2022) found that entrepreneurial competencies significantly influence MSME adaptability and resilience in uncertain market conditions. Similarly, Li et al. (2023) emphasize that MSMEs with strong entrepreneurial skills are better positioned to survive and grow in highly competitive environments. These findings highlight entrepreneurship skills as strategic resources that contribute to MSME sustainability.

## 2.2 Experiential Learning Theory in Entrepreneurship Development

Experiential learning theory was originally proposed by Kolb (1984), who argued that learning occurs through a cyclical process involving concrete experience, reflective observation, abstract conceptualization, and active experimentation. In recent entrepreneurship research, Kolb's theory has been widely applied to explain how entrepreneurial skills are developed through practice-based learning activities (Morris et al., 2022).

Contemporary studies suggest that experiential learning is particularly effective in entrepreneurship development because it enables learners and entrepreneurs to engage directly with real business challenges. According to Nabi et al. (2021), experiential learning approaches such as simulations, business projects, and live case studies significantly enhance entrepreneurial skills and confidence. In the MSME context, experiential learning supports learning-by-doing, which is more suitable for entrepreneurs who may have limited access to formal training programs.

Recent research by Ferreira et al. (2023) highlights that experiential learning activities encourage reflective thinking and adaptive behavior among entrepreneurs. By engaging in real-market experiences, MSME owners can evaluate the effectiveness of their strategies and make informed adjustments. These findings reinforce the relevance of experiential learning theory in explaining skill development during business expos and similar activities.

## 2.3 Business Expo as an Experiential Learning Platform for MSMEs

Business expos and trade fairs have traditionally been examined from a marketing perspective; however, recent studies recognize their role as experiential learning platforms. According to Sarmiento et al. (2021), trade fairs facilitate knowledge exchange, learning, and innovation by enabling direct interaction between sellers and buyers. For MSMEs, participation in expos provides opportunities to apply entrepreneurial skills in a real-market environment.

Recent studies indicate that business expos support MSME learning through exposure, feedback, and benchmarking. Kim and Choi (2022) found that MSMEs participating in trade fairs experienced improvements in marketing capability and customer awareness. Similarly, Wahyuni et al. (2023) argue that expos function as informal learning spaces where entrepreneurs refine communication and promotional skills through repeated customer interaction.

From an experiential learning perspective, business expos allow MSMEs to complete the experiential learning cycle. Entrepreneurs gain concrete experience through selling activities, reflect on customer responses, conceptualize new strategies, and experiment with alternative approaches during the event. This process aligns with Kolb's experiential learning model and supports the development of entrepreneurship skills. Therefore,

analyzing MSME participation in business expos provides a theoretically grounded approach to understanding entrepreneurship skill development.

### **3. Profile of the MSMEs**

#### **3.1 Nini Kebab MSME Profile**

Nini Kebab is a micro, small, and medium-sized enterprise (MSME) specializing in kebab and burger production. The business was founded by Herdana Afni in 2020, with its first outlet located on Jalan Gatot Subroto (Hos Cokroaminoto). At the initial stage, Nini Kebab operated as a reseller of frozen mini kebabs supplied from Pekanbaru. This business model allowed the owner to enter the market with relatively low capital while learning about customer preferences, pricing strategies, and basic distribution processes.

As the business developed, the owner began conducting independent research on raw material suppliers, focusing on ingredient quality, price efficiency, and supply consistency. This learning process reflects the application of entrepreneurial curiosity and problem-solving skills. After gaining sufficient confidence, the owner decided to produce frozen mini kebabs independently by purchasing raw materials and managing the production process. This transition marked a significant entrepreneurial milestone, as it involved higher risk, increased responsibility, and greater operational complexity.

Following the success of frozen kebab production, Nini Kebab expanded into ready-to-eat food sales by opening a physical stall offering kebabs and burgers. The menu was gradually diversified based on customer feedback and market trends, demonstrating adaptability and responsiveness. Over time, the business expanded to additional branches, including a location on Jalan Wonosari Tengah. This expansion reflects the application of opportunity recognition, strategic decision-making, and operational management skills.

#### **3.2 Keripik Pak Rahul MSME Profile**

Keripik Pak Rahul is a snack food MSME founded by Pak Khusaini, widely known as Pak Rahul. His entrepreneurial journey began in 2010 with a simple chili chip business. In the early stages, Pak Rahul sold his products by cycling from village to village, relying solely on personal effort and determination. The business was started with minimal capital and limited access to formal business resources.

Despite modest daily earnings, Pak Rahul demonstrated strong financial discipline by consistently saving income from sales. Over time, this discipline enabled him to improve his living conditions, including purchasing a house and later a motorcycle. The acquisition of a motorcycle significantly increased his distribution capacity, allowing him to reach a broader customer base more efficiently.

The growth of Keripik Pak Rahul's business illustrates key entrepreneurial traits such as perseverance, resilience, and self discipline. Starting from scratch, Pak Rahul gradually built a stable business through consistent effort and customer trust. His experience highlights that entrepreneurial skills can be developed through longterm practice and determination, even without formal business education.

### **4. Research Method**

#### **4.1 Research Design**

This study employed a descriptive quantitative research design to examine the entrepreneurship skills of MSMEs participating in the Polbeng Business Expo Chapter II. A quantitative descriptive approach was selected to provide a systematic overview of visitor perceptions regarding the implementation of entrepreneurial skills in a real-market environment. This design is appropriate for studies that aim to describe phenomena as they occur naturally without manipulating variables.

The research context was a campus-based business expo, which functioned as an experiential learning environment. Within this context, entrepreneurship skills were observed through structured indicators measured using a questionnaire. The descriptive design enabled the researcher to summarize patterns, tendencies, and differences in entrepreneurship skills between the two MSMEs under study.

#### **4.2 Research Subjects and Objects**

The research subjects consisted of visitors who interacted directly with Nini Kebab and Keripik Pak Rahul during the Polbeng Business Expo Chapter II. A total of 100 respondents were selected using accidental sampling, based on their availability and willingness to participate after engaging with the MSMEs. This sampling technique is

commonly used in expo and event-based research, where respondents are approached in natural interaction settings.

The object of this research was entrepreneurship skills demonstrated by MSME owners during the expo. Entrepreneurship skills were operationalized into three main dimensions: creativity skills, communication skills, and promotional skills. These dimensions were measured based on visitor perceptions, as visitors directly experienced the MSMEs' product presentation, communication style, and promotional activities.

#### 4.3 Data Collection Technique

Primary data were collected through structured questionnaires distributed to respondents during the expo. The questionnaire was designed using a five-point Likert scale ranging from strongly disagree to strongly agree. Each statement represented indicators of creativity, communication, and promotional skills. The use of a Likert scale allowed respondents to express the degree of their agreement with each statement in a standardized manner.

Questionnaire distribution was conducted after respondents completed their interaction with the MSMEs, ensuring that responses were based on actual experience. In addition to questionnaire data, supporting data were obtained through observation and documentation to strengthen contextual understanding of MSME activities during the expo.

#### 4.4 Data Analysis Technique

Data analysis was conducted using descriptive statistical techniques with the assistance of SPSS software. Descriptive statistics were used to calculate mean scores for each entrepreneurship skill dimension. The mean values were then interpreted using predetermined criteria to categorize the level of entrepreneurship skills demonstrated by each MSME.

Comparative analysis was also applied to identify differences between Nini Kebab and Keripik Pak Rahul across the three skill dimensions. This comparison provided insights into how business characteristics and experience levels influence the application of entrepreneurial skills in an experiential learning environment.

#### 4.5 Validity and Reliability

To ensure the validity of the research instrument, questionnaire items were developed based on established entrepreneurship skill indicators from previous studies. Content validity was ensured through alignment between research objectives, variables, and measurement indicators. Reliability testing was conducted to ensure consistency of responses across items within each skill dimension. Overall, these methodological procedures ensured that the data collected were reliable and suitable for descriptive analysis, thereby strengthening the credibility of the research findings.

### 5. Result and Discussion

#### 5.1 Overview of Polbeng Business Expo Chapter II

The Polbeng Business Expo Chapter II was designed as a practical learning platform that integrates academic knowledge with real business practices. The expo brought together Micro, Small, and Medium Enterprises (MSMEs), students, lecturers, and the general public in a controlled yet realistic market environment. Through this activity, MSME owners were given the opportunity to directly interact with consumers, present their products, test promotional strategies, and evaluate customer responses in real time. Unlike conventional classroom-based learning or theoretical business training, the expo emphasized experiential learning, where learning outcomes emerge from direct experience and reflection.

From an experiential learning perspective, the Polbeng Business Expo aligns closely with Kolb's experiential learning cycle, which consists of concrete experience, reflective observation, abstract conceptualization, and active experimentation. MSME participants, including Nini Kebab and Keripik Pak Rahul, gained concrete experience through direct selling activities during the expo. They observed customer reactions to product quality, pricing, service, and promotional approaches. These observations encouraged reflection, allowing business owners to evaluate which strategies were effective and which aspects required improvement. Subsequently, MSMEs could conceptualize new approaches and experiment with alternative strategies throughout the duration of the expo.

The expo also served as a simulation of a competitive market environment. MSMEs were placed alongside other business tenants offering various products, creating direct competition for consumer attention. This condition required MSME owners to actively apply entrepreneurial skills, particularly creativity in product presentation, communication in customer interaction, and promotional strategies to attract visitors. The limited duration of the

expo further intensified competition, compelling MSMEs to maximize their performance within a short time frame. As a result, the expo became an effective setting to observe how entrepreneurial skills are applied under real market pressure.

In addition, the Polbeng Business Expo functioned as a bridge between academic institutions and the business community. For campus-based entrepreneurship programs, such activities are essential in translating entrepreneurial theory into practice. Previous studies highlight that business expos and trade fairs can enhance entrepreneurial competence by providing exposure to real consumers, immediate feedback, and opportunities for networking. In this context, the Polbeng Business Expo did not merely function as a sales event, but also as a learning laboratory where MSMEs could evaluate their readiness to compete in broader markets.

For MSMEs such as Nini Kebab and Keripik Pak Rahul, participation in the expo offered strategic benefits beyond short-term sales. The expo enabled these businesses to test brand positioning, observe consumer preferences, and strengthen customer engagement strategies. For instance, food-based MSMEs were required to ensure product consistency, hygiene, and service speed, while also communicating product value effectively. These demands highlight the importance of entrepreneurial skills as integrated competencies rather than isolated abilities.

Overall, the Polbeng Business Expo Chapter II provided an appropriate and relevant context for analyzing entrepreneurial skills. The structured nature of the expo, combined with real consumer interaction, allowed for systematic observation of creativity, communication, and promotional skills. Therefore, the expo served as a valid experiential learning environment for examining how MSME owners apply entrepreneurial skills in practice, supporting the relevance of this study's research focus.

### 5.2 Descriptive Analysis of Entrepreneurship Skills

The SPSS analysis produced descriptive outputs that presented in the form of tables. The figure presents the overall average scores of entrepreneurial skills, including creativity, communication, and promotional ability.

**Table 1.** Overall Descriptive Result

<b>Descriptive Statistics</b>					
	N	Minimum	Maximum	Mean	Std. Deviation
AverageCreativitySkill	100	1.75	5.00	3.7725	.70001
AverageCommunicationSkill	100	1.00	5.00	4.1325	.71902
AveragePromotionSkill	100	1.00	5.00	3.6850	.78062
AverageTotalEntrepreneurshipSkill	100	1.25	5.00	3.8633	.62871
Valid N (listwise)	100				

*Source: Processed Data 2025*

This section presents an overall discussion of the descriptive results related to the entrepreneurship skills demonstrated by Nini Kebab and Keripik Pak Rahul during the Polbeng Business Expo Chapter II. The analysis focuses on three main dimensions of entrepreneurship skills, namely creativity, communication, and promotional skills, as perceived by visitors who interacted directly with the MSMEs during the expo. The descriptive statistical results provide an overview of how these skills were applied in a real-market setting and how they contributed to the overall performance of the MSMEs.

Based on the descriptive analysis, the overall entrepreneurship skills of both MSMEs were categorized at a good level. This finding indicates that the MSME owners were able to apply essential entrepreneurial competencies effectively within the limited and competitive environment of the business expo. The results support previous studies which argue that entrepreneurial skills are not only theoretical attributes but practical capabilities that can be observed through direct interaction with customers. In the context of the expo, these skills were reflected in how MSMEs presented their products, communicated with visitors, and executed promotional activities.

Among the three dimensions, communication skills achieved the highest average score. This suggests that both Nini Kebab and Keripik Pak Rahul placed strong emphasis on direct interaction with customers. Effective communication during the expo included clear explanation of product characteristics, responsiveness to customer questions, and the ability to build a friendly and trustworthy atmosphere. In food-based MSMEs, communication plays a critical role in influencing purchase decisions, as consumers often rely on verbal information regarding

ingredients, taste, and hygiene standards. Therefore, strong communication skills can enhance consumer confidence and positively affect sales outcomes.

Creativity skills obtained the second highest average score. This dimension reflects the ability of MSMEs to differentiate their products through presentation, menu variation, and visual appeal. During the expo, creativity was observed in the way products were displayed, packaging was designed, and menus were structured to attract consumer attention. Creativity is particularly important in highly competitive environments such as business expos, where multiple vendors offer similar product categories. MSMEs that demonstrate creative approaches are more likely to stand out and generate curiosity among visitors.

Promotional skills, while still categorized as good, recorded the lowest average score among the three dimensions. This finding indicates that although MSMEs were able to conduct basic promotional activities, there remains potential for improvement, particularly in the strategic use of digital media. Promotion during the expo was largely focused on direct selling and verbal persuasion, while digital promotion such as social media engagement and online branding was less optimally utilized. This result is consistent with previous research which highlights that many MSMEs face challenges in adopting digital marketing strategies due to limited knowledge, time constraints, and resource availability.

The overall descriptive results also reveal differences in how each MSME applied entrepreneurial skills. Nini Kebab tended to demonstrate stronger performance in creativity and promotion, reflecting its growth-oriented business model and product diversification strategy. The use of varied menu options and attractive product presentation contributed to higher visitor interest. In contrast, Keripik Pak Rahul showed stronger consistency in communication skills, which can be attributed to longer business experience and familiarity with customer interaction. This consistency helped build trust and encouraged repeat purchases during the expo.

From an experiential learning perspective, these findings confirm that the Polbeng Business Expo provided a meaningful learning environment for MSMEs. By engaging directly with consumers, MSME owners were able to practice and refine their entrepreneurial skills in real time. Immediate feedback from customers allowed them to recognize strengths and identify areas requiring improvement. Such experiential exposure is essential for developing practical entrepreneurial competence, particularly for MSMEs operating in dynamic and competitive markets.

Overall, the descriptive results demonstrate that entrepreneurship skills play a significant role in shaping MSME performance during business expos. The ability to communicate effectively, apply creative strategies, and conduct promotional activities influences how MSMEs are perceived by consumers. These findings reinforce the relevance of entrepreneurship skill development programs and highlight the importance of experiential learning platforms in supporting MSME capacity building. The results presented in this section provide a foundation for a more detailed discussion of each entrepreneurship skill dimension in the following subsections

### 5.2.1 Creativity Skill

Creativity skill is one of the core components of entrepreneurship skills, particularly for MSMEs operating in highly competitive markets. Creativity refers to the ability of entrepreneurs to generate new ideas, develop unique product concepts, and present offerings in ways that differentiate them from competitors. In the context of MSMEs, creativity does not always involve radical innovation; rather, it often manifests through incremental improvements in product design, menu variation, packaging, presentation, and service delivery. During the Polbeng Business Expo Chapter II, creativity skill became a crucial factor influencing how visitors perceived and engaged with the participating MSMEs.

The descriptive results indicate that both Nini Kebab and Keripik Pak Rahul demonstrated good levels of creativity skill during the expo. This finding suggests that the MSME owners were able to adapt their products and presentation to suit the expo environment. For food-based MSMEs, creativity is particularly important because consumers are often attracted by visual appearance, menu uniqueness, and perceived value before making purchase decisions. In a setting where many vendors offer similar food products, creative differentiation becomes a key competitive advantage.

Nini Kebab exhibited creativity through product variation and presentation strategies. The MSME offered multiple menu options, allowing consumers to choose according to taste preferences and budget considerations. Menu diversification is a form of creative strategy that reduces consumer boredom and increases purchase intention. In addition, product presentation played a significant role in attracting visitors. The visual arrangement of products, the clarity of menu boards, and the overall booth appearance contributed to a positive first impression. Previous

studies emphasize that visual creativity in food businesses significantly affects consumer curiosity and impulse buying behavior, particularly in temporary selling environments such as expos and bazaars.

Keripik Pak Rahul demonstrated creativity in a different manner. Rather than focusing on extensive product variation, this MSME emphasized consistency and product identity. Creativity was reflected in the way the product story was communicated and how traditional snack products were positioned as reliable and familiar choices. This approach aligns with the concept of adaptive creativity, where entrepreneurs creatively maintain product relevance without altering core characteristics. For long-established MSMEs, such as Keripik Pak Rahul, creativity often involves maintaining quality standards while making subtle improvements in packaging and presentation to remain competitive.

From a theoretical perspective, creativity skill is closely associated with opportunity recognition and value creation. Entrepreneurial creativity enables business owners to recognize unmet consumer needs and translate them into marketable products or services. In the context of the Polbeng Business Expo, MSME owners were required to quickly interpret visitor responses and adjust their strategies accordingly. This dynamic interaction highlights creativity as a process rather than a static trait. Entrepreneurs who actively observe customer reactions and make real-time adjustments demonstrate higher levels of creative competence.

The expo environment also encouraged situational creativity. Limited space, time constraints, and intense competition required MSMEs to optimize available resources creatively. For example, booth layout, product display, and customer engagement strategies had to be designed efficiently to maximize visitor attention. Such conditions align with previous research suggesting that resource constraints can stimulate creative problem-solving among MSMEs. Rather than limiting performance, constraints often push entrepreneurs to explore alternative approaches and innovative solutions.

Furthermore, creativity skill during the expo contributed to brand differentiation and memorability. Visitors are more likely to remember MSMEs that present distinctive products or engaging displays. This memorability is important for long-term business impact, as it increases the likelihood of repeat purchases and word-of-mouth promotion beyond the expo event. For MSMEs aiming to expand market reach, creativity plays a strategic role in building brand identity and emotional connection with consumers.

Despite the generally positive results, the findings also suggest room for improvement in the systematic development of creativity skills. While creativity was evident in product variation and presentation, structured innovation planning was limited. This indicates that creativity among MSMEs is often intuitive rather than strategically managed. Previous studies recommend that MSMEs complement intuitive creativity with basic innovation planning, such as regular product evaluation and customer feedback analysis, to sustain competitiveness over time.

Overall, the discussion of creativity skill demonstrates that creativity is a multifaceted competency that significantly influences MSME performance during business expos. Both Nini Kebab and Keripik Pak Rahul applied creativity in ways that aligned with their business characteristics and experience levels. The Polbeng Business Expo Chapter II provided a conducive environment for observing and strengthening creativity skills through direct market interaction. These findings reinforce the importance of creativity as a fundamental entrepreneurship skill and highlight the role of experiential learning platforms in facilitating creative skill development among MSMEs.

### 5.2.2 Communication Skill

Communication skill is a fundamental component of entrepreneurship skills, especially for MSMEs that rely heavily on direct interaction with customers. Communication skill refers to the ability of entrepreneurs to convey information clearly, build interpersonal relationships, respond to customer needs, and create a positive service experience. In the context of food-based MSMEs, effective communication is closely related to customer trust, perceived service quality, and purchase intention. During the Polbeng Business Expo Chapter II, communication skill emerged as the strongest dimension among the entrepreneurship skills assessed, highlighting its critical role in MSME performance.

The descriptive results show that both Nini Kebab and Keripik Pak Rahul demonstrated high levels of communication skill during the expo. This finding indicates that the MSME owners were able to interact confidently with visitors, explain product characteristics, and respond to customer questions in a clear and friendly manner. In a temporary selling environment such as a business expo, where consumers often make quick purchase decisions, effective communication becomes a decisive factor influencing whether visitors proceed from interest to actual purchase.

For Nini Kebab, communication skill was reflected in proactive customer engagement. The owner actively greeted visitors, explained menu options, and offered recommendations based on customer preferences. This approach aligns with the concept of persuasive communication, where entrepreneurs not only provide information but also guide customers toward suitable choices. Persuasive communication has been shown in previous studies to enhance customer satisfaction and increase sales performance, particularly in small scale food businesses.

Keripik Pak Rahul demonstrated communication skill through consistency and service reliability. With longer business experience, the owner displayed confidence and familiarity in interacting with customers. Communication focused on product quality, taste consistency, and production process, which helped build customer trust. Trust is a crucial element in MSME-customer relationships, especially for traditional food products where repeat purchases and word-of-mouth play significant roles in business sustainability. Effective communication helps reduce consumer uncertainty and strengthens perceived product credibility.

From a service quality perspective, communication skill is closely linked to responsiveness and empathy. During the expo, MSME owners were required to respond quickly to customer inquiries and manage queues efficiently. Friendly tone, attentiveness, and willingness to assist customers contributed to a positive service experience. Previous research emphasizes that interpersonal communication is a key determinant of perceived service quality in small businesses, often outweighing physical facilities or promotional intensity.

The expo environment also provided opportunities for two-way communication. MSME owners received direct feedback from customers regarding product taste, pricing, and packaging. This interactive communication allowed entrepreneurs to gain valuable market insights and adjust their strategies accordingly. Such feedback mechanisms are rarely obtained through indirect sales channels, highlighting the value of business expos as experiential learning platforms. Through continuous interaction, MSME owners were able to refine their communication approaches and better understand consumer expectations.

Despite the strong performance in communication skill, the findings suggest potential areas for further improvement. Communication during the expo was largely interpersonal and verbal, while structured communication strategies, such as standardized service scripts or consistent brand messaging, were limited. Developing more systematic communication approaches could help MSMEs maintain service quality consistency across different selling contexts. Training programs focusing on customer communication and service excellence may further strengthen MSME competitiveness.

Overall, the discussion of communication skill confirms its central role in MSME success during the Polbeng Business Expo Chapter II. Both Nini Kebab and Keripik Pak Rahul effectively utilized communication to attract customers, build trust, and enhance service quality. The expo provided a conducive environment for practicing and evaluating communication skills in real time, reinforcing the importance of experiential learning in entrepreneurship development. These findings support the view that communication skill is not merely a supporting factor but a core entrepreneurial competence that significantly influences MSME performance.

### 5.2.3 Promotional Skill

Promotional skill is an essential dimension of entrepreneurship skills, particularly in the context of MSMEs operating in increasingly competitive and digitally driven markets. Promotional skill refers to the ability of entrepreneurs to introduce products to potential customers, communicate value propositions, and persuade consumers to make purchasing decisions through various promotional channels. For MSMEs, effective promotion is not limited to advertising activities but includes personal selling, brand presentation, pricing communication, and the strategic use of digital platforms. During the Polbeng Business Expo Chapter II, promotional skill played a significant role in determining the visibility and attractiveness of MSME products.

The descriptive results indicate that both Nini Kebab and Keripik Pak Rahul demonstrated promotional skills at a good level, although this dimension recorded the lowest average score compared to creativity and communication skills. This finding suggests that while MSME owners were able to conduct basic promotional activities, the strategic depth and consistency of promotion could still be improved. In the expo setting, promotion was primarily conducted through direct selling and verbal persuasion, with limited integration of structured promotional strategies.

Nini Kebab showed relatively stronger promotional performance compared to Keripik Pak Rahul. This MSME actively utilized promotional tactics such as menu highlights, price bundling, and visual product displays to attract visitor attention. Promotional messages emphasized product variety and value for money, which are important factors influencing consumer purchase decisions in food-based businesses. In addition, Nini Kebab demonstrated early adoption of digital promotion by encouraging customers to engage with social media platforms. Although

the use of digital promotion during the expo was still limited, this effort reflects an awareness of the importance of online branding in supporting offline sales.

Keripik Pak Rahul applied promotional strategies that were more conservative and traditional. Promotion focused on product familiarity, taste consistency, and trust built through long-term business experience. This approach aligns with the survival-oriented strategy commonly adopted by long-established MSMEs. While such strategies can maintain customer loyalty, they may limit market expansion opportunities if not complemented by more proactive promotional efforts. In the context of a business expo, where attracting new customers is a primary objective, reliance on traditional promotion alone may reduce competitive advantage.

From a theoretical perspective, promotional skill is closely linked to market orientation and customer awareness. Entrepreneurs with strong promotional skills are better able to communicate product benefits and differentiate their offerings from competitors. Previous studies emphasize that promotional effectiveness significantly influences consumer awareness, brand recognition, and purchase intention. For MSMEs, promotion serves not only as a sales tool but also as a mechanism for building long-term brand equity.

The expo environment provided a unique opportunity for MSMEs to experiment with promotional strategies in a low-risk setting. Direct interaction with visitors allowed MSME owners to observe immediate responses to promotional messages, pricing strategies, and product displays. This real-time feedback is valuable for evaluating promotional effectiveness and adjusting strategies accordingly. Experiential learning theory suggests that such trial-and-error processes are essential for developing practical promotional competence.

Despite the generally positive promotional performance, the findings reveal several challenges faced by MSMEs in implementing effective promotion. Limited digital literacy, time constraints, and lack of promotional planning were identified as key barriers. Many MSME owners focused primarily on operational activities, leaving little time for strategic promotion. This condition is consistent with previous research highlighting that MSMEs often prioritize short-term sales over long-term branding efforts.

Improving promotional skill requires a more systematic approach that integrates offline and online promotion. For MSMEs participating in business expos, combining personal selling with digital promotion, such as social media updates and online engagement, can enhance promotional impact. Training programs focusing on digital marketing literacy, content creation, and basic promotional planning could help MSMEs optimize promotional performance. Such initiatives are particularly relevant in the Indonesian MSME context, where digital adoption remains uneven.

Overall, the discussion of promotional skill underscores its strategic importance in MSME development. While Nini Kebab and Keripik Pak Rahul demonstrated adequate promotional skills during the Polbeng Business Expo Chapter II, there remains significant potential for improvement. The expo functioned as an effective experiential learning platform that enabled MSME owners to practice promotion, receive direct market feedback, and recognize the importance of strategic promotional planning. These findings highlight promotional skill as a critical area for future MSME capacity building and entrepreneurship education.

### 5.3 Comparative Analysis of MSMEs

The second SPSS figure compares the average entrepreneurial skill scores between Nini Kebab and Keripik Pak Rahul. This comparative figure is positioned after the MSME-specific discussion to support the narrative explanation. By presenting the data visually, readers can easily observe differences in skill levels between the two MSMEs.

**Table 2.** Comparative Result of MSMEs

Name of MSME		Report			
		Average Creativity Skill	Average Communication Skill	Average Promotion Skill	Average Total Entrepreneurship Skill
Keripik Pak Rahul	Mean	3.5200	4.0150	3.5100	3.6817
	N	50	50	50	50
	Std. Deviation	.55291	.62762	.68131	.51774
Nini Kebab	Mean	4.0250	4.2500	3.8600	4.0450
	N	50	50	50	50
	Std. Deviation	.74445	.78895	.83934	.68060
Total	Mean	3.7725	4.1325	3.6850	3.8633
	N	100	100	100	100
	Std. Deviation	.70001	.71902	.78062	.62871

Source: Processed Data 2025

This section provides a comparative discussion of the entrepreneurial skills demonstrated by Nini Kebab and Keripik Pak Rahul during their participation in the Polbeng Business Expo Chapter II. Comparative analysis is important to highlight how different business characteristics, experience levels, and strategic orientations influence the application of entrepreneurship skills within the same experiential learning environment. Although both MSMEs operated under identical external conditions during the expo, variations in entrepreneurial skill implementation were clearly observed.

Nini Kebab represents a relatively younger MSME with a growth-oriented business model. This orientation was reflected in its stronger emphasis on creativity and promotional skills. Product variation, attractive presentation, and the willingness to experiment with pricing and promotional tactics indicate an adaptive and opportunity-driven entrepreneurial mindset. Such characteristics are commonly associated with growth-focused MSMEs that actively seek market expansion and customer acquisition. Previous studies suggest that younger MSMEs tend to demonstrate higher flexibility and openness to innovation, which may explain Nini Kebab's stronger creative and promotional performance.

In contrast, Keripik Pak Rahul reflects a more mature MSME with a survival- and stability-oriented strategy. Having operated for a longer period, this MSME demonstrated stronger consistency in communication skill, particularly in building customer trust and maintaining service reliability. The owner's experience enabled effective interpersonal communication and confidence in product explanation, which are critical for retaining loyal customers. However, this stability-oriented approach may also limit the adoption of new promotional strategies, especially digital promotion, if not accompanied by continuous skill development.

From the perspective of creativity skill, the two MSMEs applied different approaches that aligned with their business identities. Nini Kebab emphasized product differentiation through menu diversification and visual appeal, aiming to capture consumer attention in a crowded expo environment. Keripik Pak Rahul, on the other hand, focused on maintaining product authenticity and consistency, positioning its products as familiar and trustworthy choices. Both approaches can be considered creative within their respective strategic contexts, illustrating that creativity in MSMEs is not uniform but contingent on business objectives and resource availability.

Communication skill also revealed contrasting patterns. Nini Kebab employed a persuasive communication style that actively guided customers through menu options and promotions. This approach is effective for encouraging trial purchases, especially among first-time customers. Keripik Pak Rahul relied more on relational communication, emphasizing honesty, product quality, and long-term trust. Relational communication is particularly effective in fostering repeat purchases and word-of-mouth promotion. These findings support the notion that communication strategies should be aligned with business maturity and target market characteristics.

Regarding promotional skill, differences between the two MSMEs were more pronounced. Nini Kebab demonstrated greater initiative in integrating promotional elements into its selling activities, including visual

displays and basic digital engagement. Keripik Pak Rahul's promotional activities remained largely traditional and focused on direct selling. This contrast highlights the digital divide that still exists among MSMEs, where adoption of digital promotion is influenced by factors such as age, experience, and technological familiarity. Previous research emphasizes that MSMEs that successfully integrate digital promotion tend to achieve higher visibility and market reach.

The comparative findings also indicate that experiential learning environments such as business expos can benefit MSMEs differently depending on their starting conditions. For growth-oriented MSMEs, expos function as testing grounds for innovation and expansion strategies. For stability-oriented MSMEs, expos provide opportunities to strengthen communication skills and reinforce brand trust. Therefore, the impact of experiential learning is not uniform but mediated by internal business characteristics.

Overall, the comparative discussion demonstrates that both Nini Kebab and Keripik Pak Rahul effectively applied entrepreneurial skills in ways that reflected their strategic orientations and business maturity. While Nini Kebab showed stronger performance in creativity and promotion, Keripik Pak Rahul excelled in communication and consistency. These complementary strengths suggest that entrepreneurial skill 11 development programs should be tailored to MSME characteristics rather than adopting a one-size-fits-all approach. The findings in this section strengthen the analytical depth of the study and provide a nuanced understanding of how entrepreneurial skills are practiced within MSMEs.

## **6. Implications of the Findings**

The findings highlight the importance of experiential learning in entrepreneurship education and provide practical insights for MSME development programs. Future research is encouraged to involve more MSMEs, incorporate longitudinal designs, and include additional performance indicators to provide a more comprehensive understanding of entrepreneurial skill development.

### **6.1 Theoretical Implications**

This study contributes to entrepreneurship literature by situating entrepreneurial skills within an experiential learning framework. Unlike studies that measure skills through surveys alone, this research demonstrates how entrepreneurial competencies are applied and observed in real-market simulations. The findings support the argument that experiential learning enhances the practical relevance of entrepreneurship education.

### **6.2 Practical Implications**

From a practical perspective, the findings provide insights for MSME development programs and educational institutions. Business expos can be optimized as learning platforms by incorporating structured training sessions on digital promotion, customer communication, and branding strategies. For MSMEs, continuous skill development, particularly in promotion and digital marketing, is essential to expand market reach and sustain growth.

## **7. Research Limitations and Future Research**

This study has several limitations that should be acknowledged. First, the analysis focuses on only two MSMEs, which limits the generalizability of the findings. Second, the study employs a descriptive quantitative approach, which does not examine causal relationships between entrepreneurial skills and business performance. Future research is encouraged to involve a larger number of MSMEs, adopt longitudinal research designs, and include additional performance indicators such as financial outcomes and digital engagement metrics. Such approaches would provide a more comprehensive understanding of entrepreneurial skill development in experiential learning contexts.

## **7. Conclusion**

This study examined the implementation of entrepreneurship skills among two Micro, Small, and Medium Enterprises (MSMEs), namely Nini Kebab and Keripik Pak Rahul, during their participation in the Polbeng Business Expo Chapter II. The expo functioned as an experiential learning platform that enabled MSME owners to directly apply entrepreneurial skills in a real-market environment. By focusing on creativity, communication, and promotional skills, this research provides a comprehensive understanding of how entrepreneurial competencies are practiced within a campus-based business expo context. The findings of this study indicate that, overall, both MSMEs demonstrated good levels of entrepreneurship skills during the expo. Communication skills emerged as the strongest dimension, followed by creativity skills, while promotional skills showed relatively lower performance compared to the other dimensions. These results suggest that direct interaction with customers plays a central role in shaping MSME performance in temporary selling environments such as business expos. Effective

communication allowed MSME owners to explain product characteristics clearly, build trust, and create positive service experiences that influenced consumer purchase decisions. Creativity skills were reflected in the ability of MSMEs to adapt their products and presentation to the competitive expo environment. Nini Kebab demonstrated creativity through menu diversification, attractive product presentation, and a willingness to experiment with selling strategies. Keripik Pak Rahul, on the other hand, expressed creativity through consistency and the maintenance of product identity, emphasizing reliability and familiarity. These different approaches illustrate that creativity in MSMEs is context dependent and closely linked to business maturity, strategic orientation, and resource availability. Promotional skills, although categorized at a good level, were identified as the weakest dimension among the three entrepreneurial skills assessed. Promotional activities during the expo were largely limited to direct selling and verbal persuasion, with minimal integration of digital promotion. This finding highlights an important challenge faced by many MSMEs, particularly in adopting digital marketing strategies. Limited digital literacy, time constraints, and lack of promotional planning were identified as factors that may hinder the effective implementation of promotional skills. Nevertheless, the expo provided a valuable opportunity for MSMEs to recognize these limitations and gain experiential insights into the importance of strategic promotion. Comparative analysis between Nini Kebab and Keripik Pak Rahul revealed that differences in entrepreneurial skill application were influenced by business characteristics and experience levels. Nini Kebab, as a relatively younger and growth-oriented MSME, demonstrated stronger performance in creativity and promotional initiatives. In contrast, Keripik Pak Rahul, as a more mature MSME, exhibited stronger communication skills and service consistency. These findings confirm that entrepreneurial skills are not applied uniformly across MSMEs, but are shaped by internal business conditions and strategic priorities. From an experiential learning perspective, the Polbeng Business Expo Chapter II proved to be an effective learning environment for MSME skill development. Through direct selling activities, customer interaction, and real-time feedback, MSME owners were able to complete the experiential learning cycle proposed by Kolb, encompassing concrete experience, reflection, conceptualization, and experimentation. This process enabled MSMEs to identify strengths, recognize weaknesses, and adjust strategies during the expo. As such, business expos can be regarded not only as marketing events but also as experiential learning laboratories for entrepreneurship development. The findings of this study contribute to entrepreneurship and experiential learning literature in several ways. First, this research provides empirical evidence on the application of entrepreneurship skills within a campus-based business expo, an area that remains underexplored in existing studies. Second, it highlights the importance of viewing entrepreneurship skills as integrated and dynamic competencies that interact with one another in practice. Third, this study emphasizes the relevance of experiential learning platforms in supporting MSME development beyond formal training programs. In practical terms, the results of this study offer important implications for MSME owners, educational institutions, and expo organizers. MSME owners are encouraged to strengthen communication skills as a foundation for building customer trust, while also developing more structured approaches to creativity and promotion. Greater emphasis on digital promotion and basic promotional planning is particularly recommended to enhance market reach and competitiveness. Educational institutions and expo organizers are advised to design business expos not only as sales-oriented events but also as structured learning platforms that provide feedback and reflection opportunities for MSMEs. Despite its contributions, this study has several limitations. The research focused on two MSMEs within a single business expo, which may limit the generalizability of the findings. In addition, the use of descriptive quantitative analysis restricts the ability to examine causal relationships between entrepreneurship skills and business performance. Future research is encouraged to involve a larger number of MSMEs, apply mixed-method or longitudinal approaches, and explore additional dimensions of entrepreneurship skills, such as financial management and digital capability. Overall, this study concludes that entrepreneurship skills play a crucial role in determining MSME performance within experiential learning environments. The Polbeng Business Expo Chapter II successfully facilitated the practical application and development of entrepreneurial competencies among participating MSMEs. By strengthening experiential learning-based entrepreneurship programs, stakeholders can support MSMEs in enhancing competitiveness, adaptability, and long-term sustainability in increasingly dynamic market conditions.

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