



Digital Marketing Implementation for MSME Develop through Polbeng Business Expo Chapter II (Case Study of Jellycious and My Bingsoo)

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Abstrak

Perkembangan teknologi digital yang pesat telah mendorong Usaha Mikro, Kecil, dan Menengah (UMKM) untuk mengadopsi strategi pemasaran digital guna meningkatkan daya saing mereka. Penelitian terkini bertujuan untuk menyelidiki penerapan strategi pemasaran digital dalam membantu pengembangan bisnis Jellycious dan My Bingsoo melalui Polbeng Business Expo Chapter II. Metode pembelajaran berbasis proyek diterapkan dalam studi ini di mana beberapa metode pemasaran digital dilakukan, di antaranya pengembangan profil bisnis, video promosi, konten pemasaran digital, katalog produk, sistem pembayaran QRIS, dan laporan keuangan. Proses pelaksanaan strategi pemasaran digital terdiri dari beberapa fase seperti perencanaan, pengembangan konten, promosi digital, pameran bisnis, dan penilaian aktivitas yang telah dilakukan. Ditemukan bahwa strategi pemasaran digital secara efektif meningkatkan profesionalisme dan branding bisnis, memperluas eksposur pasar bisnis yang menggunakan media digital, membuat transaksi tanpa uang tunai, dan meningkatkan manajemen keuangan. Selain itu, kombinasi strategi pemasaran digital dan promosi langsung melalui Polbeng Business Expo Chapter II telah membantu meningkatkan visibilitas produk dan mendukung kinerja bisnis UMKM yang dibantu.

Kata Kunci: Digital Marketing, MSME, Business Expo, Product Promotion

1. Introduction

Micro, Small, and Medium Enterprises (MSMEs) play a really important role in supporting Indonesia's economic growth by creating jobs, boosting people's income, and contributing to the Gross Domestic Product (GDP). According to data from the Ministry of Cooperatives and SMEs, there are 64.19 million MSMEs in Indonesia, contributing 61.97% to GDP, absorbing about 97% of the national workforce, and gathering around 60.4% of total investment in the country (Sasongko, 2020). This shows that MSMEs are one of the sectors with a strategic role in improving people's welfare and strengthening the national economy. Plus, MSMEs also have a big potential to keep growing through product innovation and better marketing strategies (Putri et al., 2023).

The development of information technology has changed marketing patterns from conventional methods to digital-based marketing. Digital marketing has become an effective strategy to boost product visibility, expand market reach, and build closer relationships with consumers through various digital platforms. According to Sari et al. (2022), digital marketing allows SMEs to reach a wider market without being limited by geographical boundaries and helps create more interactive communication with customers. Therefore, using social media like Instagram, Facebook, and TikTok has become a relevant marketing alternative for SMEs to increase competitiveness in the digital era.

Even so, many MSME players still face challenges in implementing digital marketing optimally. Limited knowledge about digital promotion strategies, creating marketing content, managing social media, and building brand identity are common challenges they face. Therefore, there's a need for mentoring programs that can boost MSME players' capacity to use digital technology as a means to grow their business. Higher education institutions play an important role in supporting the development of Micro, Small, and Medium Enterprises (MSMEs) through collaborative programs that improve marketing capabilities, strengthen product branding, and enhance business competitiveness (Atmojo, 2023). Collaboration between universities, students, and MSMEs facilitates the transfer of knowledge and practical skills, particularly in branding and digital marketing, which have been proven to improve MSMEs' performance and market reach (Menhard, 2025). One form of this support is realized through the Polbeng Business Expo Chapter II organized by Bengkalis State Polytechnic. This event serves as a platform for collaboration between students and MSME players in developing marketing strategies, enhancing product branding, and expanding business networks. In the event, students act as Liaison Officers, facilitating communication between the organizing committee and MSME players, and as Business Consultants, providing guidance in developing marketing strategies and managing businesses. These roles support the success of the expo while helping MSMEs improve their marketing quality and business management, which aligns with previous studies showing that mentoring and business assistance conducted by universities positively contribute to MSME development and competitiveness (Kusumo & Paramitalaksmi, 2025).

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One form of this support is realized through the Polbeng Business Expo Chapter II organized by Bengkalis State Polytechnic. This event serves as a platform for collaboration between students and MSME players in developing marketing strategies, enhancing product branding, and expanding business networks. In the event, students act as Liaison Officers who bridge communication between the organizers and MSME players, as well as Business Consultants who provide guidance in developing marketing strategies and managing businesses. This role supports the success of the expo while helping MSMEs improve their marketing quality and business management.

In this activity, guidance was provided to two culinary SMEs, Jellycious and My Bingsoo, through digital marketing implementations such as business profile creation, promotional video production, product catalog development, social media promotion, QRIS payment system implementation, and simple financial report preparation. These initiatives are expected to enhance product visibility, improve customer engagement, facilitate digital transactions, and strengthen SMEs' business performance through the adoption of digital marketing, digital payment systems, and better financial management (Toni et al., 2024; Nasyiah & Nandiroh, 2024).

Based on the description, this study aims to analyze the implementation of digital marketing in the development of MSMEs through the Polbeng Business Expo Chapter II, with a case study on the MSMEs Jellycious and My Bingsoo. The results of the study are expected to provide an overview of how digital marketing is applied as a strategy for MSME development and serve as a reference for business owners as well as future research in developing technology-based support programs.

2. Metodology

This research uses the Project-Based Research (PBR) method with a qualitative descriptive approach. This method is used to describe the process of implementing digital marketing in the development of Micro, Small, and Medium Enterprises (MSMEs) through the Polbeng Business Expo Chapter II activities. The research subjects are two MSMEs, Jellycious and My Bingsoo, which received guidance in developing digital marketing during the event.

The research implementation consists of three stages: the preparation stage, the implementation stage, and the completion stage. During the preparation stage, activities include identifying the needs of MSMEs, collecting business data, creating digital promotion concepts, designing business profiles, making product catalogs, preparing promotional videos, and getting ready to implement the QRIS payment system. The implementation stage involves creating business profiles, making promotional videos, distributing marketing content through social media (Instagram, Facebook, and TikTok), preparing product catalogs, implementing QRIS, and preparing simple financial reports. The completion stage is done through evaluating all activities, documenting the results of mentoring, and assessing the achievements of the MSME development program.

The research data was obtained through direct observation during the Polbeng Business Expo Chapter II, interviews with MSME owners, documentation of activities, and literature studies related to digital marketing, business consultants, liaison officers, and MSME development. All data were analyzed descriptively by comparing the conditions of MSMEs before and after the mentoring program. The results of the analysis were used to explain the implementation of digital marketing and its contribution to improving promotion, branding, and business development at Jellycious and My Bingsoo MSMEs.

3. Results and Discussion

The application of digital marketing to UMKM Jellycious dan My Bingsoo was conducted using a mentoring program which was included in the Polbeng Business Expo Chapter II. This mentoring program intends to improve the ability of UMKM in marketing by utilizing digital media while simultaneously building their brand identity to access a broader market range. The mentoring process follows a step-by-step method including making the business profile, creating promotional material, managing social media, implementing digital payment system, and financial reporting

3.1. Business Profile and Video Profile MSMEs

Development of business profiles for Jellycious and My Bingsoo constituted the first step of the mentoring program. The business profiles included essential information such as business identity, product descriptions, competitive advantages, target markets, and contact details. In addition, business profile videos were produced to present the production process, product uniqueness, and overall business activities in an engaging and informative manner. Business profiles and promotional videos are recognized as effective branding tools that enhance business credibility, communicate product value, and attract potential customers through digital (Purwana et al., 2017; Kurniawan et al., 2023)

As a result of creating business video profiles and videos, all the information provided was readily available for the would-be consumers. Video promotion is a better means of introducing product than conventional promotional media since video promotes not only through the visual aspect but also the audio and storytelling aspects. This would ensure that consumers would have increased level of understanding of what makes the unique value propositions of each MSME.

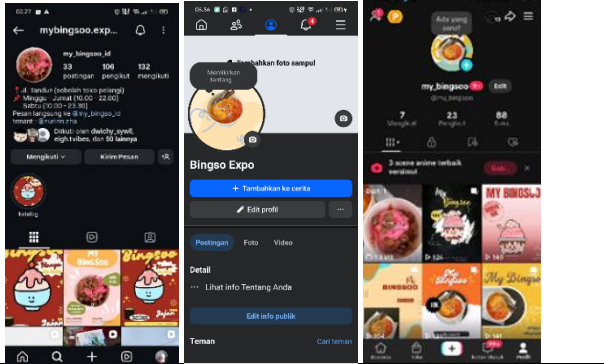
Furthermore, the availability of well-structured business profiles and promotional videos enhanced the professionalism and credibility of both MSMEs. These digital assets can be utilized across various online

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platforms, including social media and messaging applications, allowing the businesses to reach a wider audience beyond the exhibition period. As a result, Jellycious and My Bingsoo gained stronger brand recognition, improved customer trust, and better opportunities to attract potential customers and business partners, contributing to their long-term business sustainability.

Table 3. 1.1 Profile of Expo Polbeng and Jellycious & My Bingsoo MSMEs

Link	Screenshot Profile
Link Profile Instagram Jellycious : https://www.instagram.com/jellycious.expolbeng_chapter2?igsh=MzR2Y3RvajVqMjZm Link Profile Facebook Jellycious : https://www.facebook.com/share/1DG1ePKTCu/ Link Profile Tiktok Jellycious : https://www.tiktok.com/@jellycious.expolbeng2?_r=1&_t=ZS-93G8fDe7xoa	
Link Profile Instagram My Bingsoo : https://www.instagram.com/mybingsoo.o.expolbeng2?igsh=M3Azc3p6cHB3NTk3 Link Profile Facebook My Bingsoo: https://www.facebook.com/My.bingsoo.o.exp?mibextid=ZbWKwL Link Profile Tiktok My Bingsoo : https://www.tiktok.com/@my_bingsoo?_r=1&_t=ZS-93G9BSmRdhc	

The above statement supports the argument by Dewi et al. (2022) that the video marketing medium is among the most effective forms of digital promotions that increase consumer attention due to its ability to deliver attractive information through a visual blend of images, sounds, and products.

Overall, the development of business profiles and business profile videos provided Jellycious and My Bingsoo with more professional promotional media that can be utilized across various digital platforms. The resulting materials strengthened the businesses' branding by presenting consistent information regarding their identity, products, and competitive advantages. Consequently, these outputs are expected to enhance customer awareness, support promotional activities, and contribute to the long-term competitiveness of both MSMEs (Atmojo et al., 2023)

Table 3.1. 2 Profile Video

No.	Description	Link	Screenshoot
1.	Video Profile of Jellycious	https://youtube.com/shorts/FU Uz6RmWoS0?si=9yiX7-YMfYpTiwix	

No.	Description	Link	Screenshoot
2.	Video Profile of My Bingsoo	https://drive.google.com/drive/folders/12KxfBpUxeLB_s-4lq2US627b2YJcCQon	

The results have shown that the application of business profiles together with video profiles helped in making the businesses more professional at the expo. The visitors managed to get full information about the goods prior to making any purchase decision. Moreover, the visual presentation conveyed the uniqueness of the products, thus reinforcing the brand strategy used in the whole project.

3.2. Promotional Video Development

The development of promotional videos was one of the digital marketing strategies implemented to enhance the visibility of Jellycious and My Bingsoo during Polbeng Business Expo Chapter II. The promotional videos were designed to introduce the products by highlighting their unique characteristics, production processes, menu variations, and attractive visual presentation. The videos were published one month before the exhibition through Instagram, Facebook, and TikTok to increase public awareness and attract potential visitors to the event. Previous studies have shown that creative digital content, particularly promotional videos distributed through social media, can improve product visibility, customer engagement, and marketing performance of MSMEs (Putra et al., 2024; Agustina et al., 2023).

The promotional video production process began with collecting product information from the MSME owners, followed by preparing the promotional concept, developing storyboards, recording product displays, and editing the videos using appropriate visual effects and background music. The final videos were optimized for social media platforms to maximize audience engagement and promotional effectiveness throughout the exhibition period. This approach is consistent with studies emphasizing that short-form video content and social media optimization are effective digital marketing communication strategies for expanding MSME market reach and strengthening brand awareness (Rozaq & Nugrahani, 2023; Arthika Nauli et al., 2023).

The implementation of promotional videos successfully improved product attractiveness by presenting visual information that could not be effectively delivered through static images or written descriptions. Consumers were able to observe product appearance, preparation methods, and product quality before making purchasing decisions. Dewi et al. (2022) stated that video marketing distributed through digital platforms is an effective promotional medium because it enables businesses to communicate product value more interactively while increasing customer attention. Therefore, promotional videos contributed significantly to strengthening the branding strategy and expanding the market reach of both MSMEs during the expo.

3.3. Digital Marketing Activities

Digital marketing activities were implemented to increase the online visibility of Jellycious and My Bingsoo before and during Polbeng Business Expo Chapter II. The promotional strategy utilized three social media platforms, namely Instagram, Facebook, and TikTok, combined with two paid content accounts to maximize audience reach. Various promotional contents, including product photos, promotional videos, event information, and interactive posts, were uploaded consistently to attract potential customers and increase public awareness of both MSMEs.

The implementation of digital marketing generated positive outcomes for Jellycious and My Bingsoo throughout the exhibition period. Product information became more accessible through social media, enabling consumers to recognize product characteristics, prices, and purchasing information before visiting the exhibition. The continuous publication of promotional content also strengthened brand awareness and encouraged greater interaction between consumers and the MSMEs. These findings are consistent with Farah et al. (2024), who stated that digital marketing enables MSMEs to expand market reach, improve customer communication, and enhance business competitiveness through effective utilization of digital platforms. Furthermore, Az-Zahra and Sukmalengkawati (2022) explained that digital marketing contributes positively to increasing consumer purchase intention by providing attractive, informative, and easily accessible promotional content.

The effectiveness of digital marketing implemented in this project was also reflected in the sales performance achieved during Polbeng Business Expo Chapter II. Jellycious recorded total sales of IDR 1,470,000 during the three-day exhibition, while My Bingsoo achieved total sales of IDR 2,030,000. These results indicate that integrating digital marketing strategies with direct promotional activities through business exhibitions can increase product exposure and contribute to improved sales performance of MSMEs.

3.4. Product Catalog Development

Product catalogs were developed to provide complete product information and support the promotional activities of Jellycious and My Bingsoo during Polbeng Business Expo Chapter II. The catalogs contained product photographs, descriptions, prices, and contact information presented in an attractive layout. Both digital and printed versions were used to facilitate product promotion before and during the exhibition.

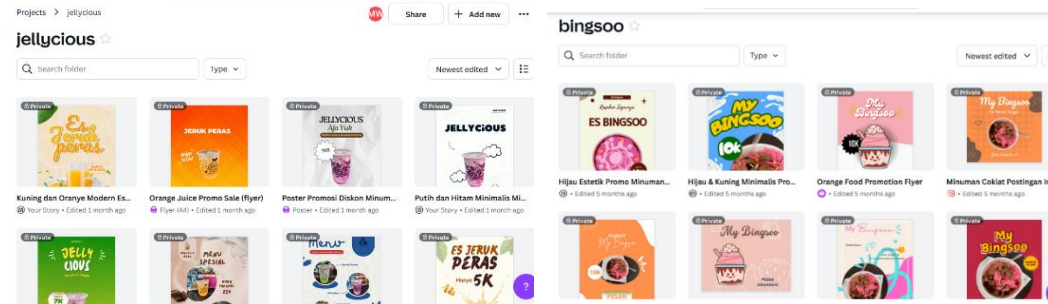


Figure 3. 1.1 Catalog Flyer

The implementation results showed that the product catalog improved the effectiveness of product promotion by providing clear and structured information for potential customers. High-quality product images, pricing information, and contact details enabled consumers to recognize the products more easily before making purchasing decisions. In addition, the catalog supported promotional activities while strengthening the visual identity of Jellycious and My Bingsoo during the exhibition.

Moreover, the development of business profiles and promotional videos provided the MSME owners with valuable digital marketing assets that can be reused for future promotional activities. Unlike printed promotional materials that are limited in distribution and duration, digital content can be continuously updated and shared through multiple platforms at minimal cost. This enables Jellycious and My Bingsoo to maintain consistent communication with existing customers while reaching new market segments. Consequently, these digital marketing tools support the long-term growth of the businesses by increasing online visibility, strengthening customer engagement, and encouraging sustainable business development.

3.4. QRIS Payment Implementation

The implementation of the Quick Response Code Indonesian Standard (QRIS) was aimed at easing the cashless transactions of customers at Polbeng Business Expo Chapter II. QRIS was incorporated into the promotion media of Jellycious and My Bingsoo, and therefore customers could make their transactions through different mobile banking apps and electronic wallet apps. The implementation made transactions easier, faster, and more practical and secure in the entire course of the exhibition.

From the implementation outcomes, it is clear that QRIS has eased transactions as customers did not need cash anymore and transactions became easy. According to Susanti and Reza (2022), QRIS is an Indonesian Standard for digital payment systems which ease electronic transactions and digital transformation of MSMEs. Hence, the use of QRIS helped not only customers to become more convenient but also helped in making Jellycious and My Bingsoo ready for digital business practices.

Furthermore, the implementation of QRIS also contributed to improving the professionalism and credibility of Jellycious and My Bingsoo by adopting a standardized digital payment system that aligns with current consumer payment preferences. The availability of cashless payment options enhanced customer confidence, reduced transaction time, and minimized the risk associated with cash handling during the exhibition. As a result, QRIS not only supported operational efficiency but also strengthened the readiness of both MSMEs to compete in an increasingly digital business environment by adapting to modern financial technology and consumer behavior.

3.6. Financial Report Preparation

Preparation of financial reports is done to help Jellycious and My Bingsoo in recording and analyzing their business transactions in Polbeng Business Expo Chapter II. Financial reports include records of sales, business expenditure, and profit, hence allowing the MSMEs to assess their financial performance systematically. The proper financial recording also facilitated business evaluation and decision making.

From the results, financial reports have helped in the provision of an accurate overview of the business performance of the two MSMEs in the whole duration of the event. The use of proper financial recording made it easier for the business owners to determine their total income, expenditure, and profit. Financial reports, as noted

by Sari (2023), act as one of the main sources of information for business evaluation and decision making. As such, the preparation of financial reports in the project helps in improving financial management and sustainability of the MSMEs.

4. References

The implementation of digital marketing through Polbeng Business Expo Chapter II made a significant contribution to the business development of Jellycious and My Bingsoo by integrating various digital marketing and business management activities into a comprehensive mentoring program. The development of business profiles and business profile videos enabled both MSMEs to present a more professional business identity while effectively communicating their products, competitive advantages, and brand values to potential customers. Promotional videos, product catalogs, and social media marketing activities through Instagram, Facebook, TikTok, and WhatsApp increased the visibility of both businesses, strengthened product branding, and supported wider promotional efforts before and during the exhibition. In addition, the implementation of the QRIS payment system improved transaction convenience by providing customers with a faster and more practical digital payment method, while the preparation of simple financial reports enhanced financial recording practices and assisted the MSMEs in monitoring their business performance more systematically. Overall, these outputs contributed to improving business professionalism, strengthening digital presence, and supporting better marketing and financial management for both MSMEs

Furthermore, the combination of digital marketing strategies with direct promotional activities during Polbeng Business Expo Chapter II created broader opportunities for market expansion and customer engagement. Digital platforms functioned as effective communication channels to increase public awareness and reach a wider audience, whereas the business expo allowed the MSMEs to interact directly with consumers, introduce their products, receive immediate customer feedback, and strengthen relationships with potential buyers. The integration of online and offline promotional strategies demonstrated that digital marketing does not only improve online visibility but also enhances the effectiveness of face-to-face marketing activities. Consequently, the implementation of this mentoring program successfully improved the competitiveness and business readiness of Jellycious and My Bingsoo in adapting to the digital business environment. This study also highlights the important role of higher education institutions in supporting MSME empowerment through practical business assistance and digital marketing initiatives. Similar collaborative programs are recommended to be continuously implemented and expanded to support the sustainable growth, digital transformation, and long-term competitiveness of MSMEs in Indonesia.

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