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INTEGRATED PROMOTIONAL MEDIA DEVELOPMENT THROUGH POLBENG BUSINESS EXPO CHAPTER II FOR MSME PROMOTION

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Abstract

Micro, Small, and Medium Enterprises (MSMEs) frequently encounter challenges in promoting their products due to limited marketing resources and the suboptimal utilization of digital promotional media. This study aims to analyze the development and implementation of integrated promotional media through the Polbeng Business Expo Chapter II to strengthen the promotional activities of MSME tenants, focusing on Doyan Jajan and Salad Zayan as case studies. The study employed a project-based implementation approach using observation, semi-structured interviews, documentation, and project implementation records as data collection techniques. The project produced several integrated promotional outputs, including business profiles, tenant profiles, product catalogs, promotional video concepts, and financial reports. The findings indicate that integrating these promotional media improved business visibility, strengthened branding consistency, facilitated product communication, and enhanced visitor engagement throughout the exhibition. Furthermore, the project demonstrates that business exhibitions can serve as collaborative platforms for implementing integrated marketing communication strategies involving higher education institutions and local MSMEs. This study contributes by proposing an integrated promotional media implementation model that combines multiple promotional instruments within a single business exhibition program. The findings provide practical implications for educational institutions, business event organizers, and MSMEs seeking to develop collaborative promotional programs that improve business competitiveness and support sustainable MSME development in the digital era.

Keywords: Integrated Promotional Media, Business Expo, MSMEs, Digital Marketing, Project-Based Learning, Marketing Communication

Abstrak

Usaha Mikro, Kecil, dan Menengah (UMKM) masih menghadapi berbagai kendala dalam mempromosikan produknya, terutama akibat keterbatasan sumber daya pemasaran dan belum optimalnya pemanfaatan teknologi digital. Penelitian ini bertujuan menganalisis

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implementasi media pemasaran digital yang terintegrasi melalui Polbeng Business Expo Chapter II sebagai strategi promosi pada UMKM kuliner Sile Ngeteh dan Kripik Madu. Penelitian menggunakan pendekatan implementasi berbasis proyek dengan teknik pengumpulan data berupa observasi, wawancara, dokumentasi, dan catatan pelaksanaan proyek. Implementasi menghasilkan beberapa media promosi, yaitu business profile, katalog produk digital, video promosi, laporan keuangan, serta penerapan sistem pembayaran digital Quick Response Code Indonesian Standard (QRIS). Hasil penelitian menunjukkan bahwa integrasi media promosi tersebut mampu meningkatkan visibilitas usaha, memperjelas penyampaian informasi produk, meningkatkan interaksi dengan konsumen, serta mendukung kemudahan transaksi digital selama pelaksanaan business expo. Selain berfungsi sebagai ajang pameran, Polbeng Business Expo juga menjadi media implementasi strategi pemasaran yang mengombinasikan promosi langsung dengan media digital secara terpadu. Dengan demikian, implementasi media pemasaran digital melalui business expo dapat menjadi strategi yang efektif dalam mendukung promosi dan meningkatkan daya saing UMKM di era digital.

Kata Kunci: ***Integrated Promotional Media, Business Expo, MSMEs, Digital Marketing, Project-Based Learning, Marketing Communication***

Introduction

Micro, Small, and Medium Enterprises (MSMEs) play a significant role in Indonesia's economic development by generating employment opportunities, encouraging entrepreneurship, and contributing to regional economic growth. The culinary sector, in particular, has experienced substantial expansion due to increasing consumer demand and the emergence of innovative food and beverage businesses. Despite this growth, many MSMEs continue to encounter challenges in strengthening their competitiveness, particularly in promoting products effectively amid rapid digital transformation. Limited promotional capabilities and the underutilization of digital technology remain major constraints that hinder business expansion and customer engagement (Nuryati et al., 2023).

The rapid development of information and communication technology has transformed business marketing practices. Conventional promotional activities are increasingly integrated with digital marketing strategies that enable businesses to reach wider audiences while maintaining cost efficiency. Digital marketing facilitates communication through various digital platforms, allowing businesses to present product information more effectively and establish stronger relationships with consumers. Consequently, digital promotion has become an essential strategy for MSMEs seeking to improve their competitiveness in the digital era (Khairunnisa, 2022).

Promotion is one of the essential components of marketing because it serves to communicate product value, increase consumer awareness, and influence purchasing decisions. Effective promotional activities require appropriate communication media capable of delivering business information in a clear, attractive, and persuasive manner (Anggraeni et

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al., 2023). In addition, digital promotional media supported by visual content have become increasingly important because they enable businesses to communicate product characteristics more efficiently and attractively (Infante & Mardikaningsih, 2022).

Several previous studies have demonstrated the positive contribution of digital promotion to MSME development. Khairunnisa (2022) explains that digital marketing provides broader promotional opportunities through digital platforms. Infante and Mardikaningsih (2022) found that social media significantly enhances online business promotion and customer engagement. Furthermore, Rachmawati et al. (2023) reported that digital marketing strategies contribute positively to business promotion by expanding market reach and strengthening communication with consumers. Hasan et al. (2023) also highlighted that collaboration involving educational institutions can improve MSME capacity through business assistance, promotional support, and management development programs.

Business exhibitions also play an important role in strengthening MSME promotional activities because they provide opportunities for businesses to introduce products directly to consumers while establishing business networks. In addition to facilitating direct transactions, business exhibitions enable MSMEs to integrate conventional promotional activities with digital promotional media. Suryadi et al. (2021) emphasize that business events supported by digital promotional strategies create broader marketing opportunities and improve promotional effectiveness. Likewise, Wijayaningsih and Akbar (2022) explain that exhibition activities supported by collaborative promotional planning strengthen communication between businesses, organizers, and consumers.

Although previous studies have examined digital marketing, social media promotion, promotional strategies, and business exhibitions, most have focused on evaluating individual promotional media or specific marketing platforms. Limited attention has been given to the integrated development of multiple promotional media implemented simultaneously within a business exhibition involving numerous MSME tenants. Consequently, practical evidence regarding the implementation of integrated promotional media for business exhibitions remains relatively limited.

This study addresses the existing gap by examining the development of integrated promotional media through the Polbeng Business Expo Chapter II involving two culinary MSMEs, namely Doyan Jajan and Salad Zayan, as case studies. The project integrates several promotional outputs, including business profiles, tenant profiles, product catalogs, promotional video concepts, and financial reports within a single promotional framework. Unlike previous studies that generally focus on individual promotional tools, this study emphasizes how multiple promotional media can be developed systematically to strengthen MSME promotion in a business exhibition environment.

Accordingly, this study aims to analyze the development and implementation of integrated promotional media through the Polbeng Business Expo Chapter II to strengthen the promotional activities of MSME tenants. The findings are expected to provide practical insights for higher education institutions, event organizers, and MSMEs in designing collaborative promotional programs that support sustainable business development and improve MSME competitiveness in the digital era.

Methods

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This study employed a project-based implementation approach to develop integrated promotional media for MSME tenants through the Polbeng Business Expo Chapter II. The project was conducted by students of the International Business Administration Department, Bengkalis State Polytechnic, as part of a practical learning program aimed at supporting the promotional activities of local culinary MSMEs. Two MSMEs, namely Doyan Jajan and Salad Zayan, were selected as case studies based on their participation in the business expo and their need for more structured promotional media.

The project was implemented through three sequential phases: preparation, implementation, and evaluation. During the preparation phase, preliminary observations and interviews were conducted with the MSME owners to identify business characteristics, promotional needs, product information, and existing marketing practices. Additional supporting documents, including business identity, product descriptions, visual materials, and financial data, were collected to serve as the basis for developing the promotional media.

The implementation phase focused on developing integrated promotional media to support the participating MSMEs during the Polbeng Business Expo Chapter II. The project outputs included the preparation of the Polbeng Business Expo profile, tenant profiles, product catalogs for participating MSMEs, promotional video concepts, and financial reports. These promotional media were designed to provide consistent business information, improve product presentation, strengthen tenant branding, and support promotional activities throughout the exhibition. The integrated use of these media enabled participating tenants to communicate product value more effectively while enhancing visitor engagement during the event.

Following the implementation stage, project evaluation was conducted to assess the completion and effectiveness of each promotional output. Evaluation activities involved reviewing project documentation, monitoring the implementation of promotional media during the exhibition, identifying challenges encountered throughout the project, and formulating appropriate solutions for future business expo activities. This evaluation ensured that every promotional medium fulfilled its intended function in supporting MSME promotional performance.

Data were collected through direct observation, semi-structured interviews with MSME owners, documentation of project activities, and project implementation records. The collected data were analyzed using a descriptive qualitative approach by comparing the planned project objectives with the implementation outcomes of each promotional medium. The analysis focused on examining how the integrated development of business profiles, tenant profiles, product catalogs, promotional video concepts, and financial reports contributed to strengthening promotional activities and improving the visibility of MSME tenants during the Polbeng Business Expo Chapter II.

Results And Discussion

Polbeng Business Expo and Participating MSMEs

The implementation of integrated promotional media in this study was carried out through the Polbeng Business Expo Chapter II, involving two culinary MSMEs as the primary project partners, namely Doyan Jajan and Salad Zayan. Before discussing the development of each promotional medium, it is essential to introduce the business expo and the participating MSMEs to provide a comprehensive understanding of the implementation context.

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Figure 1. Polbeng Business Expo Chapter II Profile

Figure 1 presents the profile of the Polbeng Business Expo Chapter II, which served as the primary platform for implementing integrated promotional media for participating MSMEs. Organized by the International Business Administration Department of Bengkalis State Polytechnic, the business expo was designed to provide students with practical experience in event management while simultaneously supporting local MSMEs in promoting their products and expanding market exposure. The event brought together numerous culinary and non-culinary tenants, creating opportunities for direct interaction between businesses and consumers. Through this exhibition, various promotional media, including business profiles, tenant profiles, product catalogs, promotional video concepts, and financial documentation, were implemented to improve promotional effectiveness and strengthen tenant branding.



Figure 2. Doyan Jajan MSME

Figure 2 illustrates Doyan Jajan, one of the culinary MSMEs participating in the Polbeng Business Expo Chapter II. The business offers various ready-to-eat food products targeting consumers from different age groups. As one of the selected project partners, Doyan Jajan required more structured promotional media to improve product presentation and strengthen business identity. Therefore, integrated promotional materials, including a tenant profile, product catalog, promotional video concept, and supporting promotional documents, were developed to enhance communication with prospective consumers throughout the exhibition.

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Figure 3. Salad Zayan MSME

Figure 3 presents Salad Zayan, the second MSME selected as a project partner in this study. The business specializes in fresh salad products and emphasizes healthy food alternatives for the local community. Similar to Doyan Jajan, Salad Zayan participated in the implementation of integrated promotional media developed through the Polbeng Business Expo Chapter II. Promotional outputs such as the tenant profile, product catalog, promotional video concept, and financial documentation were prepared to strengthen business visibility, improve promotional consistency, and facilitate communication with visitors during the exhibition.

The profiles of the Polbeng Business Expo, Doyan Jajan, and Salad Zayan illustrate the context in which the integrated promotional media were developed and implemented. Introducing the participating MSMEs provides an understanding of their business characteristics and promotional needs, which subsequently became the basis for designing promotional media tailored to support their marketing activities. The following sections discuss each promotional medium developed during the project and its contribution to strengthening tenant promotion throughout the Polbeng Business Expo Chapter II.

Development of Business Profiles

One of the primary outputs of this project was the development of business profiles for the Polbeng Business Expo Chapter II and its participating MSME tenants. The business profiles were designed as promotional media that provide comprehensive information regarding the identity, objectives, organizational background, products, and business characteristics of both the exhibition and the participating tenants. The profiles were developed to ensure that visitors could obtain accurate and consistent information about the event and the featured businesses before engaging in direct interaction during the exhibition.

The development process began with collecting information through observations, interviews, and documentation. Information related to business history, vision, mission, product characteristics, target market, and organizational identity was gathered from the organizers of the Polbeng Business Expo and the owners of Doyan Jajan and Salad Zayan. The collected data were then organized into structured promotional content supported by visual elements, including business logos, product photographs, and consistent design layouts. This approach ensured that the business profiles not only conveyed factual information but also reflected the branding identity of each participating tenant.

The Polbeng Business Expo profile was developed to introduce the objectives, implementation, organizational structure, and contribution of the exhibition in supporting local

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MSMEs. In contrast, the tenant profiles focused on presenting the business background, flagship products, unique selling points, and contact information of Doyan Jajan and Salad Zayan. By differentiating the information presented in each profile, the promotional materials effectively communicated both the overall purpose of the exhibition and the individual characteristics of each MSME.

Business profiles function as an important component of integrated promotional media because they establish the initial communication between businesses and potential consumers. A well-designed business profile strengthens organizational credibility, improves business recognition, and supports consistent brand communication. This finding is consistent with Hasan et al. (2023), who emphasize that business development programs should include structured promotional support to improve MSME competitiveness. Likewise, Darmawan et al. (2024) demonstrate that institutional profiles and promotional media, including website and video profiles, contribute significantly to strengthening digital promotion and increasing public recognition of business organizations.

Overall, the development of business profiles demonstrates that structured promotional information plays a crucial role in supporting MSME promotion within a business exhibition. By integrating accurate business information with consistent visual presentation, the business profiles strengthened business identity, improved promotional effectiveness, and established a solid foundation for the subsequent development of tenant profiles, product catalogs, promotional video concepts, and other promotional media implemented throughout the project.

Development of Tenant Profiles

Following the development of business profiles, the next stage of the project focused on preparing tenant profiles for participating MSMEs. Unlike the business profiles, which introduced the overall identity of the Polbeng Business Expo and its participating businesses, the tenant profiles were specifically designed to highlight the characteristics, products, and competitive advantages of each tenant. This promotional medium aimed to provide visitors with concise yet comprehensive information regarding individual businesses participating in the exhibition.

The tenant profiles for Doyan Jajan and Salad Zayan were developed based on information obtained through direct interviews, field observations, and documentation. The collected information included business background, product categories, target consumers, product uniqueness, contact information, and other relevant business details. These data were then organized into a visually attractive profile format supported by business logos, product photographs, and consistent graphic design elements to ensure clear and effective communication with prospective consumers.

The development of tenant profiles emphasized the uniqueness of each participating MSME. Doyan Jajan's profile highlighted its diverse ready-to-eat food products and commitment to providing quality culinary products for the local community. Meanwhile, Salad Zayan's profile emphasized healthy food offerings, fresh ingredients, and product quality as its primary competitive advantages. Presenting these distinctive characteristics enabled each tenant to communicate its value proposition more effectively and differentiate its products from those of other exhibitors.

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During the Polbeng Business Expo Chapter II, the tenant profiles served as supporting promotional media that complemented direct interactions between business owners and visitors. Visitors could quickly obtain essential business information before exploring product offerings or making purchasing decisions. This not only improved communication efficiency but also strengthened the professional image of participating MSMEs by presenting standardized and well-organized business information.

The findings support previous studies highlighting that effective promotional communication requires businesses to present clear, informative, and attractive content through appropriate promotional media. Anggraeni et al. (2023) explain that marketing communication should effectively convey business value to target consumers, while Infante and Mardikaningsih (2022) demonstrate that visual promotional content contributes to increasing customer engagement and improving business visibility. The tenant profiles developed in this project reflect these principles by integrating informative content with visual branding to improve promotional effectiveness during the exhibition.

Overall, tenant profiles function not merely as business introductions but also as strategic promotional media that reinforce brand identity and facilitate customer engagement. By presenting comprehensive business information in a concise and visually appealing format, the tenant profiles contributed to increasing business visibility and supporting the overall promotional objectives of the Polbeng Business Expo Chapter II.

Development of Product Catalogs

Another major output of this project was the development of integrated product catalogs for participating tenants in the Polbeng Business Expo Chapter II. Product catalogs were designed as promotional media that systematically present product information, enabling visitors to identify product characteristics, compare available offerings, and obtain relevant purchasing information efficiently. Compared with conventional promotional materials, product catalogs provide more comprehensive information regarding products while supporting a more professional business presentation.

The catalog development process began with collecting product information through observation, interviews, and documentation with participating MSMEs. Information regarding product names, descriptions, prices, packaging, and product photographs was compiled and organized into a standardized catalog format. Consistent layouts, typography, and visual elements were applied to ensure that each tenant maintained its business identity while presenting information in a professional and attractive manner.

A notable achievement of this project was the preparation of product catalogs for **30 participating tenants** in the Polbeng Business Expo Chapter II. The catalogs represented various business categories and served as an integrated promotional medium throughout the exhibition. By compiling product information into a single promotional document, visitors were able to explore the diversity of products efficiently before interacting directly with the tenants. This approach improved promotional effectiveness while ensuring that every participating business received equal promotional opportunities.

For Doyan Jajan and Salad Zayan, the product catalogs highlighted product variations, pricing information, product photographs, and business identity. The catalogs enabled potential consumers to understand product characteristics more clearly and compare available products

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before making purchasing decisions. This structured presentation strengthened product branding while improving communication between businesses and exhibition visitors.

These findings are consistent with previous studies emphasizing the importance of product catalogs in supporting promotional activities. Ijlal et al. (2022) explain that digital product catalogs improve information accessibility by presenting product details in an organized and user-friendly format. Likewise, Lubis et al. (2023) argue that appropriate promotional strategies supported by structured product information contribute to improving customer engagement and promotional effectiveness. The integrated product catalogs developed in this project therefore functioned not only as informational media but also as strategic promotional tools that strengthened product visibility during the exhibition.

Overall, the development of product catalogs successfully supported the promotional activities of participating MSMEs by providing comprehensive and standardized product information. Integrated with other promotional media, the catalogs strengthened business communication, improved product visibility, and enhanced the overall promotional performance of the Polbeng Business Expo Chapter II.

Development of Promotional Video Concepts

The development of promotional video concepts constituted another important component of the integrated promotional media implemented in this project. Promotional videos were designed to combine visual storytelling, product presentation, and business identity into attractive audiovisual content capable of increasing audience interest and supporting digital promotion. Compared with conventional promotional media, promotional videos provide richer communication by integrating images, text, and motion into a single promotional message.

The preparation of promotional video concepts began with identifying the unique characteristics of each participating tenant, including business identity, flagship products, production activities, and target consumers. Based on these data, video storyboards and promotional scenarios were prepared to ensure that every promotional video communicated a clear and consistent marketing message while maintaining the visual identity of the Polbeng Business Expo Chapter II.

The project successfully produced **30 promotional video concepts** representing participating tenants from different business sectors. Rather than applying identical promotional content, each concept was developed according to the characteristics of individual businesses, enabling tenants to emphasize their unique selling propositions while maintaining consistent promotional standards throughout the exhibition.

For the two case-study MSMEs, Doyan Jajan and Salad Zayan, the promotional video concepts highlighted product quality, preparation processes, product presentation, and customer value. Through attractive visual sequences, the videos were designed to improve audience engagement and encourage consumers to obtain more information or make purchasing decisions during the exhibition.

These findings support previous studies regarding the effectiveness of audiovisual promotional media in digital marketing. Darmawan et al. (2024) demonstrate that promotional videos and institutional profiles significantly improve digital promotion and organizational

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visibility. Similarly, Infante and Mardikaningsih (2022) explain that digital promotional content distributed through online media increases customer engagement and expands promotional reach. The results also complement the findings of Rachmawati et al. (2023), who emphasize that digital promotional strategies contribute to improving marketing performance and strengthening business competitiveness.

Overall, the development of promotional video concepts demonstrates that audiovisual promotional media effectively complement printed promotional materials by presenting business information in a more interactive format. Integrated with business profiles, tenant profiles, and product catalogs, promotional videos strengthened promotional consistency and enhanced the overall communication strategy implemented during the Polbeng Business Expo Chapter II.

Financial Reporting for MSME Tenants

In addition to developing promotional media, the project included the preparation of financial reports to support the administrative and managerial aspects of the Polbeng Business Expo Chapter II. Financial reporting was designed to document project expenditures, monitor budget utilization, and ensure accountability throughout the implementation of promotional activities. Although financial reports did not directly function as promotional media, they played an important supporting role by ensuring that project resources were managed systematically and transparently.

The preparation of financial reports involved recording operational expenses related to promotional media production, exhibition implementation, logistical support, and other project activities. Every financial transaction was documented using standardized reporting procedures to facilitate monitoring, evaluation, and future project planning. This documentation enabled the project team to compare planned and actual expenditures, ensuring that available resources were utilized efficiently while maintaining financial accountability.

Proper financial documentation also supported decision-making during project implementation. Accurate financial records allowed the organizing committee to identify expenditure priorities, control operational costs, and allocate resources appropriately for promotional activities. These findings are consistent with Anto and Novitasari (2023), who explain that high-quality financial reports provide reliable information that supports organizational accountability and improves managerial decision-making. Similarly, Utama (2023) emphasizes that effective financial management constitutes an essential element of organizational performance because financial information serves as the basis for planning, controlling, and evaluating operational activities.

Within the context of the Polbeng Business Expo Chapter II, financial reporting complemented the development of business profiles, tenant profiles, product catalogs, and promotional video concepts by ensuring that every promotional activity was supported by transparent administrative management. The integration of promotional development and financial documentation reflects the importance of balancing marketing implementation with responsible project governance, particularly in collaborative programs involving educational institutions and MSMEs.

Overall, the preparation of financial reports demonstrates that successful promotional programs require not only creative promotional media but also systematic financial

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management. Transparent financial documentation strengthened project accountability, supported effective resource allocation, and contributed to the successful implementation of the Polbeng Business Expo Chapter II. These findings indicate that sound financial management is an essential supporting component for sustaining collaborative promotional programs and enhancing the professionalism of future MSME development initiatives.

Discussion

The findings of this study demonstrate that integrating multiple promotional media provides a more comprehensive promotional strategy for MSMEs participating in business exhibitions. Instead of relying on a single promotional medium, the Polbeng Business Expo Chapter II implemented business profiles, tenant profiles, product catalogs, promotional video concepts, and financial reporting within one coordinated promotional framework. This integration enabled participating MSMEs to deliver consistent business information, strengthen brand identity, and improve communication with potential consumers throughout the exhibition.

The implementation confirms the growing importance of digital marketing in supporting MSME competitiveness. Khairunnisa (2022) explains that digital marketing enables businesses to expand promotional reach while improving communication efficiency through digital platforms. Similarly, Infante and Mardikaningsih (2022) highlight that social media and digital communication create broader opportunities for businesses to increase customer engagement and business visibility. The findings of this project reinforce these perspectives by demonstrating that integrating various promotional media generates greater promotional value than relying on a single communication channel.

Another important finding is the contribution of structured promotional content to strengthening marketing communication. The business profiles, tenant profiles, and product catalogs developed in this project presented standardized business information that improved product recognition and facilitated consumer decision-making. This finding supports Anggraeni et al. (2023), who argue that effective marketing communication depends on clear, informative, and persuasive promotional content. Likewise, Ijlal et al. (2022) emphasize that structured digital product information improves consumer accessibility and supports more effective promotional activities.

The promotional video concepts further strengthened integrated marketing efforts by complementing printed promotional materials with audiovisual communication. Darmawan et al. (2024) found that video-based promotional media improve digital promotion and organizational recognition, while Rachmawati et al. (2023) demonstrated that digital promotional strategies contribute positively to business performance and promotional effectiveness. Similar outcomes were observed in this project, where promotional videos increased the attractiveness of business presentations and supported stronger visitor engagement during the exhibition.

This study also highlights the strategic role of higher education institutions in supporting MSME development through project-based learning. The collaboration between Bengkalis State Polytechnic and participating MSMEs demonstrates that academic institutions can contribute to community empowerment by applying students' knowledge and skills to solve practical business problems. Hasan et al. (2023) similarly reported that institutional assistance and business

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development programs improve MSME managerial capacity and promotional performance, indicating that collaboration between educational institutions and local businesses can produce sustainable development outcomes.

Although the project successfully developed integrated promotional media, this study is limited to evaluating implementation outcomes during the Polbeng Business Expo Chapter II. It does not quantitatively measure long-term impacts such as sales growth, customer retention, or financial performance after the exhibition. Future research should therefore combine qualitative implementation analysis with quantitative performance indicators to evaluate the effectiveness of integrated promotional media more comprehensively across different business sectors and promotional contexts.

Overall, this study contributes to the development of MSME promotional strategies by proposing an integrated promotional media model implemented through a business exhibition. The findings demonstrate that combining business profiles, tenant profiles, product catalogs, promotional video concepts, and supporting financial documentation creates a more effective promotional ecosystem than implementing individual promotional tools separately. This integrated approach may serve as a practical reference for educational institutions, MSMEs, and business event organizers seeking to strengthen promotional activities through collaborative and project-based initiatives.

Conclusion

This study analyzed the development and implementation of integrated promotional media through the Polbeng Business Expo Chapter II to strengthen the promotional activities of MSME tenants, with Doyan Jajan and Salad Zayan serving as the primary case studies. The project successfully developed various promotional media, including business profiles, tenant profiles, product catalogs, promotional video concepts, and financial reports, which collectively supported the promotional activities of participating MSMEs during the exhibition. The integration of these promotional media enabled businesses to present consistent business information, strengthen brand identity, improve product communication, and enhance interactions with potential consumers.

The findings indicate that integrating multiple promotional media within a business exhibition provides greater promotional value than utilizing individual promotional tools independently. Business profiles and tenant profiles established business credibility and identity, product catalogs presented comprehensive product information, promotional video concepts increased audience engagement through audiovisual communication, and financial reports supported transparent and accountable project implementation. Together, these components formed an integrated promotional framework that improved the overall effectiveness of promotional activities throughout the Polbeng Business Expo Chapter II.

This study contributes to the existing literature by demonstrating a practical model for implementing integrated promotional media within a business exhibition involving multiple MSME tenants. Unlike previous studies that generally focus on individual digital marketing tools or promotional platforms, this project illustrates how several promotional media can be developed and implemented simultaneously to create consistent marketing communication and strengthen MSME competitiveness. The findings also highlight the important role of higher education institutions in supporting community-based business

development through project-based learning and collaborative engagement with local MSMEs.

Future studies are recommended to evaluate the effectiveness of integrated promotional media using quantitative performance indicators, such as customer engagement, purchasing decisions, sales growth, and business sustainability. Further research involving different business sectors and larger numbers of MSMEs is also encouraged to validate the applicability of the proposed promotional model across broader business contexts.

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