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# IMPLEMENTATION OF DIGITAL MARKETING MEDIA THROUGH BUSINESS EXPO TO IMPROVE MSME PROMOTION: A CASE STUDY OF SILE NGETEH AND KRIPIK MADU

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*Abstract*

*Micro, Small, and Medium Enterprises (MSMEs) frequently encounter challenges in promoting their products due to limited marketing resources and insufficient utilization of digital technology. This study aims to analyze the implementation of integrated digital marketing media through the Polbeng Business Expo Chapter II as a promotional strategy for the culinary MSMEs Sile Ngeteh and Kripik Madu. A project-based implementation approach was employed using observation, interviews, documentation, and project implementation records to develop and evaluate several promotional media. The project included the development of business profiles, digital product catalogs, promotional videos, financial reports, and the implementation of the Indonesian Standard Quick Response Code (QRIS) payment system. The findings indicate that integrating these promotional media within a business exhibition strengthened business visibility, improved product communication, enhanced consumer engagement, and facilitated digital transactions. The business expo also served as an effective platform for combining offline promotional activities with digital marketing strategies. The study concludes that integrated digital marketing media implemented through business exhibitions can support MSME promotion and contribute to improving business competitiveness in the digital era.*

***Keywords: Digital marketing; business expo; MSMEs; promotional media; QRIS.***

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 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

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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**: ***Pemasaran Digital*; *Business Expo*; *UMKM*; *Media Promosi*; *QRIS***

## Introduction

Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in supporting Indonesia's economic growth through job creation, innovation, and regional economic development. In the culinary sector, MSMEs contribute significantly to local economies by promoting regional products and creating business opportunities. However, despite their important contribution, many culinary MSMEs continue to experience challenges in expanding their market reach and strengthening their competitiveness, particularly in the digital era. Limited promotional capabilities, inadequate digital marketing knowledge, and restricted access to modern marketing media remain major obstacles that reduce their business performance and market visibility (Tutty Nuryati et al., 2023).

The rapid advancement of information technology has transformed conventional marketing practices into digital-based marketing approaches. Digital marketing enables businesses to communicate with consumers more efficiently through various online platforms while minimizing promotional costs. Compared with traditional marketing, digital marketing offers broader market segmentation, interactive communication, and more effective promotional activities, making it particularly suitable for MSMEs with limited financial resources (Khairunnisa, 2022). Consequently, the adoption of digital marketing has become an important strategy for MSMEs to improve business competitiveness and sustain long-term growth.

Previous studies have emphasized the importance of innovation and digital marketing in improving MSME performance. Tutty Nuryati et al. (2023) reported that digital transformation positively influences MSME performance, although its effectiveness depends on how businesses implement digital strategies. Likewise, Pusung et al. (2023) demonstrated that process innovation, supported by appropriate competitive strategies, significantly enhances MSME performance. Meanwhile, Hasan et al. (2023) highlighted the important role of government support, training programs, and stakeholder collaboration in developing culinary MSMEs through tourism-based initiatives.

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In addition, digital promotional media have become increasingly important in supporting MSME marketing activities. Business profiles, digital product catalogs, promotional videos, and social media platforms enable businesses to communicate product value more effectively to potential consumers. Digital catalogs provide comprehensive product information supported by interactive visual content, while promotional videos increase audience engagement and improve brand awareness (Muhammad Farhan et al., 2022). Furthermore, integrating websites, YouTube, and other multimedia platforms has proven effective in strengthening organizational visibility and attracting wider audiences (Akbari & Rochaety, 2023; Lijo et al., 2023; Rahayu, 2022).

Although previous studies have extensively discussed digital marketing, innovation, and promotional strategies for MSMEs, most of them focus on measuring the influence of digital transformation or evaluating marketing strategies separately. Limited attention has been given to the integrated implementation of multiple digital promotional media through a business exhibition that simultaneously combines business profiles, digital product catalogs, promotional videos, QRIS payment systems, and direct interaction with consumers. Therefore, empirical evidence regarding the practical implementation of these promotional instruments within an exhibition-based marketing program remains relatively limited.

This study addresses that gap by examining the implementation of integrated digital marketing media through the Polbeng Business Expo Chapter II as a promotional strategy for culinary MSMEs, specifically Sile Ngeteh and Kripik Madu. Unlike previous studies, this research does not merely evaluate digital marketing conceptually but demonstrates how several promotional media were developed and implemented simultaneously within a business expo to strengthen MSME promotional activities and improve business visibility.

Accordingly, this study aims to analyze the implementation of digital marketing media, including business profiles, digital product catalogs, promotional videos, and QRIS payment systems, through the Polbeng Business Expo Chapter II in supporting the promotion of Sile Ngeteh and Kripik Madu MSMEs. The findings are expected to provide practical insights for MSMEs, educational institutions, and event organizers in utilizing integrated digital promotional strategies to improve MSME competitiveness in the digital business environment.

## Methods

This study employed a project-based implementation approach to develop and evaluate digital marketing media for culinary Micro, Small, and Medium Enterprises (MSMEs) through the Polbeng Business Expo Chapter II. The project focused on two culinary MSMEs in Bengkalis Regency, namely Sile Ngeteh and Kripik Madu, selected as case studies because both businesses required more comprehensive promotional media to strengthen their market presence and improve consumer engagement.

The project was conducted within the framework of the Polbeng Business Expo Chapter II, organized by the International Business Administration Department of Bengkalis State Polytechnic. The implementation consisted of three main stages: project preparation, project implementation, and project reporting. During the preparation stage, preliminary observations and interviews with MSME owners were conducted to identify business characteristics, promotional needs, product information, and existing marketing practices. Supporting data,

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including business identity, product specifications, promotional materials, and financial information, were also collected as the basis for developing the promotional media.

The implementation stage focused on developing and applying integrated digital marketing media. The project outputs included the preparation of business profiles for the Polbeng Business Expo and the participating MSMEs, the development of digital product catalogs containing product descriptions and pricing information, the production of promotional videos, the preparation of financial reports, and the integration of the Indonesian Standard Quick Response Code (QRIS) payment system to facilitate cashless transactions during the exhibition. These promotional media were subsequently utilized throughout the business expo to enhance product visibility and improve interaction between MSMEs and potential consumers.

Following the implementation phase, project evaluation was conducted through the reporting stage. This stage involved documenting all implementation activities, reviewing the completion of each project output, evaluating the implementation schedule, and preparing financial reports to ensure project accountability. The evaluation also assessed whether the developed promotional media fulfilled the objectives of supporting MSME promotional activities during the Polbeng Business Expo.

Data were collected through direct observation, interviews with MSME owners, documentation of project activities, and project implementation records. The collected data were analyzed using descriptive qualitative analysis by comparing the implementation outcomes of each promotional medium with the planned project objectives. The analysis emphasized how integrated digital marketing media contributed to strengthening promotional activities and supporting the visibility of Sile Ngeteh and Kripik Madu during the business exhibition.

## Results And Discussion

### Polbeng Business Expo and Participating MSMEs

The implementation of integrated digital marketing media in this study was carried out through the Polbeng Business Expo Chapter II, involving two culinary MSMEs as the primary case studies, namely Sile Ngeteh and Kripik Madu. Before discussing the implementation process, it is important to introduce the business expo and the participating MSMEs to provide a clearer understanding of the research context.

**Figure 1. Polbeng Business Expo Chapter II Profile**

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Figure 1 presents the profile of the Polbeng Business Expo Chapter II, which served as the primary platform for implementing integrated digital marketing media for participating MSMEs. The business expo was organized by students of the International Business Administration Department, Bengkalis State Polytechnic, with the objective of supporting local MSMEs by providing opportunities to promote products, interact directly with consumers, and increase business visibility. Through this event, participating MSMEs were able to utilize various promotional media, including business profiles, digital product catalogs, promotional videos, and QRIS-based digital payment systems, as part of an integrated marketing strategy. Therefore, the business expo functioned not only as a product exhibition but also as a practical environment for implementing digital marketing initiatives that support MSME development.



**Figure 2. Sile Ngeteh MSME Product**

Figure 2 illustrates one of the culinary MSMEs participating in the Polbeng Business Expo, namely Sile Ngeteh. Established in 2021, this business specializes in tea-based beverages and operates in a strategic location near a senior high school in Bengkalis, enabling it to attract a broad customer segment. Within this project, Sile Ngeteh became one of the case study MSMEs for the implementation of integrated digital marketing media. Business profiles, digital product catalogs, promotional videos, and QRIS payment facilities were developed to improve product promotion and strengthen business identity during the exhibition. The implementation demonstrates how digital promotional media can support MSMEs in presenting product information more effectively while enhancing customer engagement.




**Figure 3. Kripik Madu MSME Product**

Figure 3 presents Kripik Madu, the second MSME selected as a case study in this project. Established in 2022, the business produces honey-based chips using locally available raw materials and aims to create employment opportunities while contributing to the local

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economy. Similar to Sile Ngeteh, Kripik Madu received integrated promotional support through the development of business profiles, digital product catalogs, promotional videos, and QRIS implementation during the Polbeng Business Expo. These promotional media enabled the business to communicate product uniqueness more effectively and facilitated interaction with potential consumers throughout the exhibition.

The profiles of the Polbeng Business Expo, Sile Ngeteh, and Kripik Madu provide an overview of the context in which the integrated digital marketing project was implemented. Following the introduction of the participating MSMEs, the subsequent sections discuss the development and implementation of the digital marketing media designed to strengthen promotional activities and improve business visibility throughout the Polbeng Business Expo.

**Development of Business Profiles as Promotional Media**

One of the primary outputs of this project was the development of business profiles for the Polbeng Business Expo Chapter II and its participating MSMEs, namely Sile Ngeteh and Kripik Madu. The business profiles were designed to communicate comprehensive information regarding business identity, product uniqueness, business history, and organizational background in a concise and attractive format. The Polbeng Business Expo profile was developed to introduce the objectives, activities, organizational structure, and contribution of the event in supporting local MSMEs, while the individual MSME profiles highlighted business backgrounds, flagship products, target consumers, and business values.

The preparation of business profiles began with field observations and interviews with MSME owners to obtain accurate business information. The collected information was then organized into promotional content supported by product photographs and visual branding elements. This approach allowed potential consumers to obtain a clearer understanding of each business before interacting directly with the exhibitors.

The development of business profiles demonstrates the importance of providing structured business information as part of digital promotion. A well-designed business profile increases business credibility and strengthens customer trust by presenting consistent information regarding products and business identity. This finding supports previous studies emphasizing that digital promotional media contribute significantly to improving organizational visibility and strengthening public recognition (Akbari & Rochaety, 2023; Lijo et al., 2023).

**Development of Digital Product Catalogs and Promotional Videos**

In addition to business profiles, digital product catalogs were developed for both MSMEs as promotional tools during the business exhibition. The catalogs contained detailed product information, including product names, descriptions, prices, and visual illustrations. The objective was to simplify product communication while assisting visitors in comparing available product options efficiently.

Compared with conventional promotional brochures, the digital catalogs presented more structured product information supported by attractive visual layouts. This enabled consumers to understand product characteristics more easily and supported purchasing decisions during the exhibition. The findi ngs are consistent with Muhammad Farhan et al. (2022), who argue

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that digital product catalogs improve product presentation through comprehensive information and interactive visual elements.

Promotional videos were also produced to strengthen digital marketing activities. The videos introduced business backgrounds, production processes, product advantages, and branding messages through audiovisual content. During the Polbeng Business Expo, these promotional videos functioned as supporting media to attract visitor attention and enhance product recognition. The integration of audiovisual content into promotional strategies reflects the growing importance of multimedia communication in digital marketing, where visual storytelling plays a significant role in influencing consumer interest (Rahayu, 2022).

The combination of digital catalogs and promotional videos created complementary promotional media that not only introduced products but also strengthened brand identity. These findings indicate that integrating multiple promotional media can improve marketing communication by providing consumers with complete, attractive, and accessible business information.

**Implementation of QRIS and Integrated Digital Promotion**

Another important outcome of this project was the implementation of the Indonesian Standard Quick Response Code (QRIS) as a digital payment system for Sile Ngeteh and Kripik Madu. The integration of QRIS was intended to facilitate cashless transactions during the Polbeng Business Expo while supporting the digital transformation of MSME business operations.

The availability of QRIS provided visitors with a faster and more practical payment method, reducing dependence on cash transactions. Besides improving transaction efficiency, the implementation of QRIS demonstrated the readiness of participating MSMEs to adopt digital business practices that align with current consumer preferences.

The overall promotional strategy implemented during the Polbeng Business Expo combined offline and online promotional activities. Offline promotion was conducted through exhibition booths, direct interaction with visitors, and product displays, whereas online promotion utilized business profiles, promotional videos, digital catalogs, and social media content. This integrated approach enabled MSMEs to reach broader audiences while maintaining direct communication with prospective consumers during the exhibition.

The findings support the argument of Khairunnisa (2022) that digital marketing provides wider promotional coverage with relatively lower costs than conventional marketing methods. Furthermore, the integration of several promotional instruments within a single promotional event demonstrates that digital marketing should not be viewed as isolated media but rather as complementary communication tools capable of improving promotional effectiveness.

**Discussion**

This study demonstrates that implementing integrated digital marketing media through a business exhibition provides practical benefits for MSME promotional activities. Unlike previous studies that primarily examined the influence of digital transformation or marketing innovation on business performance (Tutty Nuryati et al., 2023; Pusung et al., 2023), this study emphasizes

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the practical implementation of multiple digital promotional media within a single promotional program.

The integration of business profiles, digital product catalogs, promotional videos, and QRIS created a more comprehensive promotional ecosystem that enhanced business visibility and improved communication between MSMEs and consumers. Each promotional medium performed complementary functions. Business profiles strengthened organizational credibility, digital catalogs facilitated product information delivery, promotional videos increased consumer engagement through audiovisual communication, and QRIS simplified purchasing transactions.

Furthermore, the Polbeng Business Expo served not only as a promotional platform for local MSMEs but also as an implementation environment where various digital marketing instruments could be applied simultaneously. This integrated approach extends previous studies by demonstrating that the effectiveness of MSME promotion depends not only on the adoption of digital technology but also on the strategic integration of multiple promotional media within an organized marketing program.

Overall, the project indicates that business exhibitions integrated with digital marketing media represent an effective promotional strategy for culinary MSMEs. Such an approach contributes to strengthening business identity, expanding promotional reach, facilitating consumer interaction, and supporting the digital transformation of MSMEs in increasingly competitive business environments.

## Conclusion

This study examined the implementation of integrated digital marketing media through the Polbeng Business Expo Chapter II as a promotional strategy for culinary MSMEs, specifically Sile Ngeteh and Kripik Madu. The findings indicate that integrating business profiles, digital product catalogs, promotional videos, and QRIS payment systems within a business exhibition provides comprehensive promotional support that enhances business visibility and facilitates communication between MSMEs and potential consumers. The implementation of these promotional media also reflects the growing importance of digital transformation in strengthening MSME competitiveness.

Furthermore, the Polbeng Business Expo functioned not only as a business exhibition but also as a practical platform for applying integrated digital marketing strategies. The combination of offline promotional activities with digital promotional media created a more effective marketing ecosystem, enabling MSMEs to introduce their products, strengthen their business identity, and improve consumer engagement through both direct interaction and digital communication.

The study contributes practical insights into how educational institutions, event organizers, and MSMEs can collaborate in developing integrated promotional programs that combine business exhibitions with digital marketing media. Future studies are recommended to evaluate the effectiveness of these promotional strategies quantitatively by measuring their impact on consumer purchasing decisions, sales performance, and long-term business growth.

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