

UNDERGRADUATE THESIS

**WOMEN'S ENTREPRENEURSHIP SEMINAR:
INCREASING THE CAPACITY AND QUALITY OF
WOMEN'S ENTREPRENEURIAL LEADERSHIP IN
THE MSME SECTOR IN THE DIGITAL BUSINESS
ERA**

*In Partial Fulfillment of the Requirements of the Applied International Business
Administration Undergraduate Study Program at the Department of Business
Administration
Bengkalis State Polytechnic*



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**APPLIED BACHELOR DEGREE INTERNATIONAL
BUSINESS ADMINISTRATION STUDY PROGRAM
BUSINESS ADMINISTRATION DEPARTMENT
STATE POLYTHENIC OF BENGKALIS
2022**

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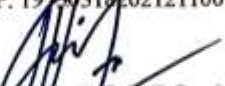

**“WOMEN'S ENTREPRENEURSHIP SEMINAR: INCREASING
THE CAPACITY AND QUALITY OF WOMEN'S
ENTREPRENEURIAL LEADERSHIP IN THE MSME SECTOR
IN THE DIGITAL BUSINESS ERA”**


*In Partial Fulfillment of Requirements for Applied Bachelor Study Program of
International Business Administration at Business Administration Department, State
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We hereby declare that, we have read the entirety of this Undergraduate Thesis, and we believe that this Undergraduate Thesis is worthy and meets the requirements for obtaining an applied bachelor's degree.

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DECLARATION SHEET

I declare that this thesis is purely my own work and no work has ever been done to obtain an Applied Bachelor's degree at the Bengkalis State Polytechnic, and to the best of my knowledge there have also been works or opinions that have been written or published by others, except in the written sources mentioned in the text and bibliography.

Bengkalis, December 22nd, 2022



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ABSTRACT

“WOMEN'S ENTREPRENEURSHIP SEMINAR: INCREASING THE CAPACITY AND QUALITY OF WOMEN'S ENTREPRENEURIAL LEADERSHIP IN THE MSME SECTOR IN THE DIGITAL BUSINESS ERA”

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ABSTRACT

This seminar will discuss how MSME actors, especially women who already have businesses or who are about to start a business, can maintain the business they are in with such intense competition and how MSMEs can survive amidst the massive digital economy which is currently growing rapidly. The general objective of the project to be achieved in this final project is to find out how to plan and implement Increasing the Capacity and Quality of Leadership of Women Entrepreneurs in the MSME Sector in the Digital Business Era for business people, students, and the people of Bengkalis. Determining the required human resources, determining the job specifications and job descriptions of the committee, determining speaker criteria, determining the promotional mix, knowing how to prepare reports on the implementation of webinars and financial reporting from the human resources and operational aspects, to find out the problems that occur from initial preparation to finished seminar. The result of the research project is that the seminar will be held on Saturday, 05 November 2022 at the Hall of the Bengkalis Regency Education Office from 08:00-11:35 WIB. The seminar could run smoothly due to the cooperation of a team consisting of 13 committee members. In this agenda there were 1 (one) speaker and 98 participants who were present. The technical aspects of the work in carrying out activities are divided into several stages, namely the project preparation stage, the project implementation stage, project completion and project reporting.

Keywords: Women Entrepreneur, MSME Sector, Digital Business.

DEDICATION SHEET

THE AUTHOR THANKS THE LORD JESUS CHRIST

The author would like to thank God Almighty for the abundance and grace that has been given so that the writer can complete this thesis as one of the requirements for obtaining a Bachelor's degree in the International Business Administration Study Program. This thesis is far from perfect, but the writer is proud to have reached this stage, which in the end this thesis can be completed on time.

BELOVED FATHER AND MOTHER

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The thesis that the writer has written is one of the requirements for the Bengkalis State Polytechnic academy in the International Business Administration study program. The completion of this thesis is inseparable from the role and support of various parties who have assisted so that the writer can complete this thesis properly. With all humility, the author realizes that in writing this thesis there are still shortcomings. But the author has tried his best to complete this final report as well as possible.

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Finally, the author hopes that what is presented in this thesis can be useful for the development of science. Hopefully, everything can be worth worshipping on the side of the Almighty. Amen.

That is all and thank you.

Bengkalis, Desember 2022

Author

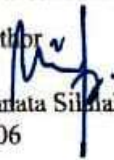

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