

CHAPTER I

INTRODUCTION

1.1 Background

The developments contained in the era of globalization, it is very dependent on the economic sector as a measure of success carried out by the government. The role of the community is a reference in supporting the economy, especially in the Micro, Small, and Medium Enterprises (MSMEs) sector. The position of MSMEs in the national economy has an important and strategic role. This condition is very possible because the existence of MSMEs is quite dominant in the Indonesian economy.

The existence of the MSME support movement in Indonesia is welcomed by business people, especially by young entrepreneurs or the housing industry (home industry) which continues to grow rapidly and be independent. On July 4, 2008, the Government of Indonesia issued Law Number 20 which contains the implementation of Micro, Small, and Medium Enterprises (MSMEs), With the existence of this law, MSMEs have a strong legal umbrella foundation to become one of the national economic sectors that must be empowered and developed to be able to contribute to national economic growth.

One alternative to overcoming the problem of unemployment is to create entrepreneurs (Chigunta, 2016). By becoming entrepreneurs, youth have the opportunity to create jobs independently. The birth of entrepreneurship is also expected to improve people's welfare. Reshaping individual interests is the right solution because the interests that are formed will bring individuals to take concrete actions including entrepreneurship. Conceptually, the factors forming entrepreneurial interest include entrepreneurial attitudes, subjective norms, and behavioral control (Krueger et al., 2000).

Economic growth is a priority for future economic development, in fact, one of the foundations of economic development also focuses on developing entrepreneurship. In this case, small businesses can be used as an alternative for the community to be an option to create new jobs, because it has been proven that many small-scale companies have been able to survive the global crisis that has hit Indonesia. Therefore, the development will be successful if it is supported by entrepreneurs who can open jobs.

Experts argue that in these environmental conditions, management must develop new ways to maintain organizational members at high productivity and develop their potential to provide maximum contribution to the organization. The problem of human resources, which seems to be only an internal problem of an organization, has a close relationship with the wider community as a public service that is measured by performance. (Dahlan et al., 2017)

Entrepreneurship is not only owned by men but women are also starting moved to create a business that can be the foundation of their life. The role of women and micro, small and medium enterprises (MSMEs) in the progress of the Indonesian nation has a very large contribution, the portion of which reaches 60 percent of the total Indonesian MSME actors. So the situation that occurs creates more and more opportunities for women to seek or form a private business through the ideas or skills they have and with flexible capital.

Women are economically more active in increasing income to supplement income. Already 64.5% of women entrepreneurs have proven that they can become entrepreneurs from the small, medium and large business levels so that the family's economic needs or daily living needs can be met.

Problems that are often revealed by MSME actors are limited working capital or difficulty in getting capital apart from limitations in creating brands or brands from the production of goods or services to be produced, and lack of ideas for creating innovations or generating creativity in producing new works.

The challenges felt by MSMEs during the Covid-19 outbreak in 2020 were not only in maintaining the business they were doing, but how MSMEs in the midst of a massive digital economy that was rapidly increasing demanded MSMEs to be information technology literate because MSME actors who used internet services or had websites still did not have access to information technology. many and familiar so that MSME products or services that are marketed sometimes cannot reach markets outside the regions and remote areas, and cannot compete with other big businesses that already have a marketplace it's easy to get customers because they have been known through internet services that are free boundaries and can go-International

Based on the problems that occur, it can be concluded that there is a need to increase capacity and quality in running Micro, Small, and Medium Enterprises (MSMEs) with special needs in accessing prospective customers more broadly and literacy on information technology in the Digital Business Era. For this reason, the author proposes a project for the general public in Indonesia to be precise in Bengkalis with the title **"Women's Entrepreneurship Seminar: Increasing the Capacity and Quality of Women's Entrepreneurial Leadership in the MSME Sector in the Digital Business Era"**.

1.2 Formulation of the Project

Entrepreneurship is not only owned by men, but women are now starting to be moved to create businesses that can be the foundation of their lives. This seminar will discuss how MSME actors, especially women who already have a business or who are about to start a business, can maintain the business that is being undertaken with such intense competition and how MSMEs can survive amidst the massive digital economy which is rapidly increasing. In the MSME sector, interest in entrepreneurship among youth needs to be formed to foster entrepreneurial behavior that has a positive impact on maintaining economic stability, not only youth but also housewives can start it.

Based on the explanation from the background above, the identification of project problems that will be discussed in this project is "**Women's Entrepreneurship Seminar: Increasing the Capacity and Quality of Women's Entrepreneurial Leadership in the MSME Sector in the Digital Business Era**"

1.3 Purpose of the Project

1.3.1 General Purpose

The general objective of the project to be achieved in this final project is to create or organize a women entrepreneurship seminar on how to improve the quality of leadership capacity of women entrepreneurs in the MSME sector in the digital business era.

1.3.2 Specific Goals

The specific project objectives that are expected to be achieved in this final writing are as follows:

1. Determining the concept of the event activities and planning in holding seminars increase knowledge about women entrepreneurs.
2. Determining the project preparation plan
3. Determining the project implementation plan
4. Determining the project completion plan
5. Determining the project reporting plan

1.4 Significance of the Project

This project is expected to be useful for interested parties or related parties where the benefits of this project are:

1. For the Author

This thesis can be used as additional experience, insight and as a guide in completing the final assignment, which is one of the requirements for completing an Applied Bachelor's degree in the Department of International

Business Administration. To find out and solve problems related to the author's project. Useful as a way to apply the knowledge that has been obtained.

2. For the Student

This thesis can be used as a form of increasing student creativity in the business world by knowing more about how women are one of the MSME sector business actors in increasing capacity and quality which makes students one of the goals of the project so that it is easy to understand and apply the knowledge that will be obtained.

3. For Other Parties

This thesis is expected to provide more knowledge to the public and institutions or other MSME sectors. This project can also be used as the output of the project to be implemented and as a reference for other research that will raise the same issue but with a different perspective.

1.5 Time and Place of Project Implementation.

The location for the final assignment project entitled "Women's Entrepreneurship Seminar: Increasing the Capacity and Quality of Women's Entrepreneurial Leadership in the MSME Sector in the Digital Business Era" has been determined to be offline. The place of implementation is in the Bengkalis Regency Education Office Hall, with the date of implementation on November 5, 2022.

1.6 Writing System

The systematics of writing carried out for the project "Seminar on Improving the Quality of Human Resources in Opening Jobs for the Bengkalis General Community" are as follows:

CHAPTER 1:INTODUCTION

In this chapter, the author explains the background of the project, project identification, project objectives and benefits, project place and time, and the systematics of writing project reports in the thesis.

CHAPTER 2:LITERATURE REVIEW

In this chapter, the author describes theories that are relevant to the main material in the Final Project, namely explaining the Seminar on Improving the Quality of Human Resources in Opening Jobs for the Bengkalis General Community.

CHAPTER 3:ACHIEVEMENT METHODS AND PROCESSES

In this chapter, the author will describe the plan with a project implementation diagram, then proceed with the implementation plan and implementation process, implementation plan, and project implementation report. Then proceed with the schedule and estimated costs incurred during the project period to the estimated cost of the thesis.

CHAPTER 4:RESULTS AND DISCUSSION

In this chapter, the author will describe project activity profiles and project activity implementation reports which include project preparation, project implementation, project completion, project reporting, and financial reports on project activity implementation.

CHAPTER 5:CONCLUSIONS AND SUGGESTIONS

This chapter contains a summary of the results of writing in the previous chapters which are included in the conclusions and suggestions for improvement at the author's place.