

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Seminar is one of the important forums in the academic and professional world that allows experts, researchers, and practitioners to share their knowledge, experiences, and latest findings. Despite its crucial role in scientific development and societal development, the implementation of seminars does not always run smoothly. A number of obstacles and challenges often arise, which can involve technical, administrative, and logistical aspects. Technical challenges involve issues related to the use of technology, presentation of materials, and sound or image quality. Meanwhile, administrative constraints may include difficulties in time management, event planning, and coordination between organizers and speakers. Logistical aspects, such as venue, licensing, and funding, can also be a significant source of problems.

According to Keup, et al (2023) A seminar is a talk or hands-on activity on a certain topic. It is run by a team of individuals. They impart their wisdom and expertise. In contrast, a seminar is a location or structure that houses tools, machinery, or other equipment. A seminar's goal is to train attendees by show casing presenters who are professionals in their industries.

But the problem that arises now is the weak ability of human resources who have creativity, innovation and courage to be independent, thus impact on the weak competitiveness in the creative economy. Creativity, innovation capabilities have a significant relationship to competitive advantage.

This kind of seminar aims to provide students and the public with a deeper understanding of entrepreneurship and export business. It is hoped that this seminar can provide new insights, motivate students to develop their interest and ability in entrepreneurship in the export sector, and

provide inspiration for students to face challenges in the global business world. It is evident that different types of businesses have grown along with the advancement of the times. Although entrepreneurs are more prevalent or well-known among workers who are already making a living, some people continue to undervalue how challenging it is to start a business among students. But who would have imagined that students, equipped with the youthful energy and high level of inventiveness, have highly open potential for today's enterprises. The chance to compete in entrepreneurship is undoubtedly available to students, especially in modern firms.

Contemporary businesses are considered suitable for students, because they do not require large capital. On the other hand, students are considered suitable for running a contemporary business because students know very well what is hype among young people and students also understand what young people need as the times develop. This business is certainly suitable for students who migrate, to increase their pocket money and monthly money.

Seminar participants were also provided with knowledge on how to find potential markets abroad such as commodities and export destination countries. This is important to convey considering that a business without a target market will not be able to run and succeed.

Things that must be considered before starting a business are how to start it, willing to work hard and effort while running a business, and how to brand or promote the products we will sell. Social media is the most effective entrepreneurial platform for now, therefore many students use social media to promote their products for this reason, it is necessary to hold a seminar event so that students have an interest in instilling the entrepreneurial spirit of the export business.

Research conducted by Susanti, et al (2022) Export business refers to the activity of shipping goods or services from one country to another for the purpose of being sold or used in foreign markets. It is an integral part of international trade and a common strategy used by companies to increase

revenue, expand market share, and seek growth opportunities in global markets. Exporting goods is a cross-border trading system. Currently, the government is trying to increase foreign exchange through increasing the value of exports. Exporting goods abroad has promising prospects. The simple definition of export is the activity of sending goods abroad. The types of goods exported can vary such as: snacks, tea, coffee, textiles, handicrafts, furniture, spices, coal, CPO and many more. Regarding the export of goods, the important thing that must be known by export business actors is how to export goods and how to get potential customers from other countries.

Research conducted by Obschonka and Audretsch (2020), the era of artificial intelligence in entrepreneurship has unavoidably begun, and this holds true for entrepreneurship research as well as practice. Furthermore, as Chalmers et al. (2021) point out, it is unclear how artificial intelligence technology can transform research and development activities for new ventures it can be seen that the number of graduation outcomes each year increases in lockstep with population growth. However, this has no effect on the number of people who are unemployed. This is because most students who graduate from college want to be an employee or want to be an employee (employee), and only a small fraction of them desire to be entrepreneurs. This demonstrates how the entrepreneurial mindset among students is still relatively tiny. The occurrence This phenomenon happens as a result of human resources' lack of understanding of the relevance and significant role of entrepreneurship for themselves and for entrepreneurship for themselves and for the country.

Some of the advantages of seminars include providing a useful source of knowledge, enhancing professional networks, deepening understanding of a particular topic, and avoiding isolation. However, on the other hand, there are also some disadvantages of seminars according to experts such as high cost, limited time and place, no guarantee of desired results, and no guarantee of quality of materials and speakers.

According to Santoso, et al. (2021) Business process is a concept from upstream to downstream, from input to output, and sometimes it is classified as processes in raw material, packaging, distribution processes, and so on. If businessmen feel the need to make changes to their business processes, there will be a rearrangement of business processes for creative economy micro, small and medium enterprises.

Another research wardani and nastiti, (2023) Preparing university graduates to be self-sufficient young entrepreneurs is one answer to unemployment. Young entrepreneurs who are self-sufficient. Students are the foundation of the nation's future, and they must understand the fundamentals of entrepreneurship in order to inspire them.

Another research Utami, et al. (2023) Direct exports involve selling products directly to customers in foreign markets, while indirect exports involve the use of intermediaries such as wholesalers or agents to sell products. such as wholesalers or agents to sell products on behalf of the company.

Based on the problems that occur, to slightly minimize this problem by proposing a project for Bengkalis Regency students entitled “**seminar on entrepreneurial spirit of export business**”.

1.2 Identification of the Project

The Seminar on Entrepreneurial Spirit in Export Business is a knowledge- based event designed to provide participants with insights, information, and motivation related to entrepreneurial development in the context of export business. The seminar aims to make a positive contribution to the development of entrepreneurship in the export business, strengthen participants' competitiveness in the global market, and increase the growth potential of businesses.

Currently, the amount of interest in entrepreneurship for students is very low, this of course will affect the condition of student creativity in

business, especially for international business administration students, therefore chose to organize a seminar with the title “seminar on entrepreneurial spirit of export business”.

This seminar discusses how the quality of students in the world of business and entrepreneurship. As a student, especially an overseas student who is far from family, they are certainly faced with various problems, one of which is financial problems. Therefore, as students are required to be able to think more critically and creatively, so that all problems can be solved. and creative, so that all problems can be resolved properly, living independently and not only relying on the and not only rely on shipments from parents.

Entrepreneurship for students is not only to increase pocket money, but also as capital and experience that can be used as an option after graduating from college. Capital and experience that can be used as an option after graduating from college. By instilling an entrepreneurial spirit, students no longer need to worry about finances and will not be confused about finding a job after graduating from college in entrepreneurship and business ethics courses it is very important to learn how to improve the entrepreneurial spirit for students. So that students have the awareness to change the work culture of 'looking for work' into a culture of 'creating jobs and business opportunities'.

1.3 Purpose of the Project

1.3.1 The General Project Purpose

The general objective of this activity is to organize a seminar event to entrepreneurial spirit of export business.

1.3.2 The Specific Project Purpose

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

1. To find out descriptive reports and financial reports on the aspects of operational.

2. To find out the operational aspects carried out during pre-operation, operational implementation, and during post-operational activities seminar on the entrepreneurial spirit of export business.
3. To determine the human resources needed to organize an export business entrepreneurship seminar.
4. To provide training to participants on entrepreneurship export business by presenting speakers who are experts in their fields.
5. To find out the obstacles faced and solutions to the implementation of the export business entrepreneurship seminar.
6. Assist participants to formulate an entrepreneurial action plan that can be applied in the context of an export business.
7. Provide practical and in-depth guidance on the entrepreneurial spirit in a business context, adding value to seminar participants.

1.4 Significance of the Project

The benefits to be achieved in making the seminar event project to entrepreneurial spirit of export business include :

1. For the Author

Directly involved in organizing export business entrepreneurship seminar activities starting from the preparation stage until the activity is held successfully. One of the requirements for completing applied undergraduate education in the international business administration study program is the completion of the final project. This final project can be used as insight, and recommendations in completing the project, as well as to describe the finance department in the implementation of the seminar to understand and overcome project-related problems. As one of the strategies for applying knowledge to accelerate learning.

2. For Students

This final project can be used as a form of student creativity in the world of export business. By holding seminars for the entrepreneurial spirit for students and the community, it will be easier to understand and apply the

knowledge gained from the speakers.

3. For Other Parties

This under graduate thesis is expected to provide more knowledge to other institutions. This project can also be used as the output of the project to be implemented and as a reference for other researchers who will raise the same problem but with a different point of view.

1.5 Time and Place of Project Implementation

The Seminar on the Spirit of Entrepreneurship in Export Business will be held on :

Day, Date : Tuesday, 07 November 2023

Time : 13.30 – 16.10 WIB

Place : Mini Conference Hall GKT 1 Bengkalis State Polytechnic

Address : Bathin Alam Street, Sungai Alam, Bengkalis, Riau.

Participant will get the opportunity to learn from leading experts and practitioner of entrepreneurship export business.

1.6 Writing System

The systematics of writing carried out for the project "seminar on entrepreneurial spirit of export business" is as follows :

CHAPTER 1 : INTRODUCTION

In this chapter, the author explains the background of the problem, project identification, project objectives and benefits, place and time of project implementation project writing systematics.

CHAPTER 2 : LITERATURE REVIEW

In this chapter, the author describes theories that are relevant to the general theoretical basis of the project, project-specific theoretical basis and framework.

CHAPTER 3 : METHOD AND ACCOMPLISHMENT PROCESS

In this chapter, the author will describe the method and process of completing the project, project preparation plan, project implementation plan, project completion plan, project reporting plan, schedule and cost estimate and project reporting cost estimate.

CHAPTER 4 : RESULTS AND DISCUSSION

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

CHAPTER 5 : CONCLUSIONS AND SUGGESTION

This chapter contains a summary of the results of writing in the previous chapters which are written in the conclusion as well as suggestions for improvement in the place of writing.

REFERENCES

APPENDICES

WRITER

BIOGRAPHY