

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Indonesia is famous for its high unemployment rate. In the Kompas.com article, according to Yohana Artha Uly (2021), the number of unemployed people in Indonesia was 9.1 million as of August 2021. The high unemployment rate in Indonesia is influenced by the lack of employment opportunities, low potential for labor resources, and lack of intention and self-motivation to study information technology. Over time, unemployment in Indonesia has grown rapidly every year. The high unemployment rate makes everyone vying to get the job they want.

To reduce the high unemployment rate, a solution is needed to reduce existing unemployment by creating their own jobs, namely through entrepreneurship, so that they can recruit human resources to become workers. So that with these jobs, the previously high unemployment will decrease. Medium businesses are the wheels of the economy for middle- to lower-class people because they can increase the income of business actors. Medium enterprises are able to survive for a long time in the unstable economic conditions in Indonesia.

Entrepreneurship is the process or activity of creating, developing, and managing new or innovative businesses with the aim of achieving economic success and creating added value. Entrepreneurship involves identifying business opportunities, developing new ideas or concepts, organizing resources, and taking risks to produce products or services that are desired by the market.

An entrepreneur is an individual who has special skills in recognizing opportunities, taking risks, mobilizing resources, and managing businesses with the aim of achieving profits. Entrepreneurs often combine creativity, innovation, adaptability, and a willingness to take on challenges when running their businesses.

According to the Regulation of the Minister of Cooperatives and SMEs of the Republic of Indonesia Number 1 of 2021, MSMEs are defined as businesses

that have productive economic activities carried out by individuals or business entities that meet the criteria for the number of workers and asset value.

In the industrial era 5.0, where digital technology and innovation are changing the business landscape significantly, micro, small, and medium enterprises (MSMEs) need to improve their competitiveness to survive and grow in an increasingly competitive environment. MSMEs are the backbone of the economy in many countries, including in the context of the creative economy. However, MSMEs often face challenges in adopting new technologies, improving the quality of their products and services, and accessing a wider market.

Increasing the competitiveness of creative economy-based MSMEs is important because this sector has great potential to create new jobs, promote local economic growth, and enrich cultural heritage. Creative economy-based MSMEs cover sectors such as arts and crafts, design, music, film and animation, fashion, and culinary. The following is the number of MSME units in Indonesia:

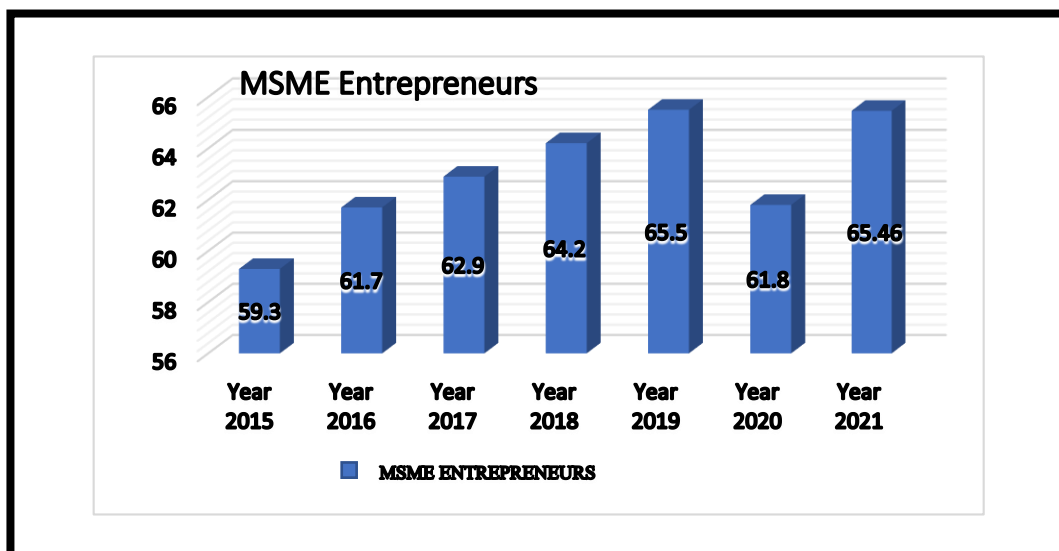


Figure 1.1 MSME Owners in Indonesia

Source: Processed Data 2023

Micro, small, and Medium Enterprises (MSMEs) have a very important role in the economy of Indonesia. The number continues to increase every year. So, with the existence of Micro, small, and Medium Enterprises (MSMEs), Indonesia's economic growth, which accounts for 99% of all business units, The contribution of MSMEs to GDP also reaches 60.5%, and their contribution to employment is

96.9% of the total national employment absorption. In 2020–2021, the condition of local MSMEs will decline in the first two years; this is due to the COVID-19 pandemic. Based on a UNDP and LPEM UI survey involving 1,180 MSME respondents, the results showed that at that time more than 48% of MSMEs experienced raw material problems, 77% of their income decreased, and 88% of MSMEs experienced a decrease in income. product demand, even 97% of MSMEs experience a decrease in asset value.

Two years after the COVID-19 pandemic, the condition of the MSME sector is arguably better. Compared to 2020 and 2021, which were so gloomy because many MSMEs went out of business due to the impact of the world and national economic downturns, 2022 is a year of awakening for MSMEs as one of the pillars of this country's economy.

Bengkalis Regency is one of the regencies that has various industrial fields geographically. Bengkalis Regency is an agricultural area with the majority of people working as fisher farmers, but there are also several SMEs, also called home industries, and as many as 353 UMKM units in Bengkalis Regency.

In order to encourage the growth and success of creative economy-based MSMEs in the industrial era 5.0, it is necessary to hold seminars that aim to provide understanding, insight, and skills to MSME actors. This seminar is designed to help MSMEs take advantage of the latest technology, digital marketing strategies, product innovation, and brand development to increase their competitiveness.

Through this seminar, MSME actors will gain knowledge about the role of digital technology and artificial intelligence in supporting MSME growth. They will learn about the latest trends in the creative industry, such as the use of social media, e-commerce, big data, and other online platforms to market their products and services.

In addition, this seminar will also provide an understanding of the importance of product innovation and attractive designs for consumers. Seminar participants will be given insight into the creative process in product development and how to identify the right market.

This seminar will also discuss the importance of brand development and effective marketing strategies. Participants will learn how to build a strong brand image, manage social media, and use engaging content to engage potential customers.

By attending this seminar, MSME players will gain a better understanding of how to integrate the concept of the creative economy into their businesses. They will acquire the necessary knowledge, skills, and insights to increase their competitiveness in the industrial era. 5.0.

It is hoped that through this seminar, creative economy-based MSMEs can gain a greater competitive advantage, expand market reach, and contribute more to local economic growth. But to start an activity, human resources and capital are needed. Human resources function is to organize and carry out seminars to completion. Meanwhile, the intended human resources are resource persons, presenters, participants, and committees. Then, capital is needed so that the seminar can be carried out. Capital can be obtained from sponsors, through the registration of participants, or from personal funds. Therefore, based on the description of the background above, the writer is interested in conducting a seminar entitled **The Final Project on “Planning and organizing a Seminars on Increasing the Competitiveness of Creative Economy-Based Micro, Small, and Medium Enterprises (MSMEs) in the Industrial Age 5.0 (Review of Human Resources and Financial Aspects)”**

1.2 Identification of the Project

This seminar discusses how to build a strong brand image, manage social media, and use interesting content to attract customers. Identification of the project problem to be discussed is “Planning and organizing a Seminars on Increasing the Competitiveness of Creative Economy-Based Micro, Small, and Medium Enterprises (MSMEs) in the Industrial Age 5.0 (Review of Human Resources and Financial Aspects)”

1.3 Purpose of the Project

The project objectives are divided into two categories: general project objectives and specific project objectives. The project objectives are as follows:

1.3.1 General Purpose

The general objective of this final project is to find out about the planning and implementation of a seminar on Increasing the Competitiveness of Creative Economy-Based Micro, Small, and Medium Enterprises (MSMEs) in the Industrial Age 5.0.

1.3.2 Specific Purposes

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

1. To determine the human resources needed to hold a seminar on Increasing the Competitiveness of Creative Economy-Based Micro, Small, and Medium Enterprises (MSMEs) in the Industrial Age 5.0.
2. Establish job specifications and committee job descriptions for seminar to increase personal potential.
3. Determine the criteria for speakers at seminars to provide knowledge about Increasing the Competitiveness of Creative Economy-Based Micro, Small, and Medium Enterprises (MSMEs) in the Industrial Age 5.0 for the people of Bengkalis.
4. To find out about descriptive reports and financial reports on aspects of human resources and operations.
5. To find out the technical aspects of the work carried out during pre-operation, operational implementation, and the post-operation seminar on Increasing the Competitiveness of Creative Economy-Based Micro, Small, and Medium Enterprises (MSMEs) in the Industrial Age 5.0.
6. To find out what obstacles occurred from the initial preparation to the completion of the seminar on Increasing the Competitiveness of Creative

Economy-Based Micro, Small, and Medium Enterprises (MSMEs) in the Industrial Age 5.0.

7. To find out the solutions to the obstacles that occur from preparation to completion of the seminar on Increasing the Competitiveness of Creative Economy-Based Micro, Small, and Medium Enterprises (MSMEs) in the Industrial Age 5.0.

1.4 Significance of the Project

With the existence of this final project, it is hoped that it will be useful for interested parties or related parties. The benefits of this project are:

1. For Author

This thesis can be used as additional experience, insight, and a guide in completing the final project, which is one of the International Business Administrations. Apart from that, to find out and solve problems related to projects useful as a way to implement the knowledge that has been obtained.

2. For Students

This thesis can be used to increase student creativity in the business world. This seminar can provide inspiration and motivation for students to continue learning and develop their creativity in facing future challenges, especially in the industrial era of 5.0, which is increasingly fast-paced and dynamic.

3. For micro, small, and medium Enterprise Entrepreneurs(MSME)

This thesis is expected to provide more knowledge for entrepreneurs of micro, small, and medium enterprises. Such as being able to encourage MSME business actors to be more creative and innovative in creating new technology-based products and services. This can spur local economic growth and create new jobs.

1.5 Place and Time of Project

This project is planned to be implemented in November in the Commercial Administration Mini Conference Room on the 3rd floor of the Bengkalis State Polytechnic of Implementation with a total of 100 participants. For this project, we

will invite experts and professionals who have experience in the business field. Activities in this project will be carried out offline, but we will still pay attention to the applicable health protocols. All activities will be closely monitored by the project management team to ensure smooth and quality project execution. We are sure that the implementation of this project will run smoothly and have a big positive impact on the community.

1.6 Writing Systematics

The systematics carried out to carry out the project “**Planning and organizing a Seminars on Increasing the Competitiveness of Creative Economy-Based Micro, Small, and Medium Enterprises (MSMEs) in the Industrial Age 5.0 (Review of Human Resources and Financial Aspects)**” is as follows:

CHAPTER 1 : INTRODUCTION

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

CHAPTER 2 : LITERATURE REVIEW

In this chapter, the author describes theories that are relevant to the main material in the final assignment, namely explaining the seminar on Increasing the Competitiveness of Creative Economy-Based Micro, Small, and Medium Enterprises (MSMEs) in the Industrial Age 5.0. (Review of Human Resource and Finance Aspect)

CHAPTER 3 : METHODS AND ACCOMPLISHMENT PROCESS

In this chapter, the author will describe plans with project implementation diagrams, then proceed with implementation plans, implementation processes, and project implementation

reports. Then proceed with the schedule of cost estimations incurred to make the seminar a success.

CHAPTER 4 : RESULTS AND DISCUSSION

In this chapter, the author will present a profile of project activities and reports on the implementation of project activities, which include project preparation, project reporting, financial reports on the implementation of project activities.

CHAPTER 5 : CONCLUSIONS AND RECOMMENDATIONS

This chapter contains a summary and results of the writing in the previous chapters, which are written in the conclusion section, and suggestions for improving the place of writing.