

UNDERGRADUATE THESIS

**“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
ASPECT)”**

*As One of the Requirements to Get on Applied Bachelor's Degree in the
International of Business Administration state Polytecnic of Bengkalis*



By:

ANGGITA ESTININGTIAS

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**APPLIED BACHELOR DEGREE OF INTERNATIONAL
BUSINESS ADMINISTRATION STUDY PROGRAM
BUSINESS ADMINISTRATION DEPARTMENT
STATE POLYTECHNIC OF BENGKALIS-RIAU
2023/2024 ACADEMIC YEAR**

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



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APPROVAL SHEET

**“PLANNING AND ORGANIZING A SEMINAR ON
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MEDIUM ENTERPRISES (MSMEs) IN THE
INDUSTRIAL AGE 5.0 (REVIEW OF HUMAN
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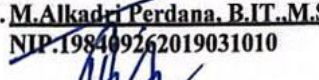


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I certify that this thesis is purely my one work and no work has even been done to obtain an Applied Bachelor degree in State Polytechnic of Bengkalis, and to the best of my knowledge there are also works or opinions that have been written or published by others. Except in the written source mentioned in the text and in the bibliography.


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**“PLANNING AND ORGANIZING A SEMINARS ON INCREASING THE
COMPETITIVENESS OF CREATIVE ECONOMY BASED MICRO,
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ABSTRACT

This seminar is an activity carried out to help owners, managers and operators of MSMEs, students and the general public who are interested in developing MSMEs. The seminar method was chosen because it is more effective in delivering and receiving material. The objectives to be achieved in making this final assignment are determining the human resources needed, determining the task specifications and task descriptions of the committee, determining the speaker criteria, determining participants, motivating the cooperation of the event committee, finding out the report on making the seminar and calculating costs. In the technical aspect of work in carrying out these activities starting from the project preparation stage, project implementation, project completion and project reporting. In carrying out the seminar, the required committee consists of 15 people with different duties and responsibilities. This event was attended by 110 participants from various backgrounds. The speaker of this seminar is Rahmad Hidayat who has 5 years of entrepreneurial experience, the businesses he is involved in are Soymond Milk, Santuy Crackers and Warung Kopi Mahasiswa, Pekanbaru. In carrying out the seminar, the costs incurred were IDR 3.560.000. This event was held on October 19 2023 in the Commercial Administration Mini Conference Room on the 3rd floor of Bengkalis State Polytechnic.

Keywords: Seminar, Creative Economy, Industrial Revolution 5.0.

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All praise and gratitude for the presence of Allah SWT for the blessings of His grace and guidance so that the Author is given the ease and ability to complete the thesis entitled **“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)”**

The Undergraduate thesis that the author has made is one of the academic requirements of the Bengkalis State Polytechnic in the International Business Administration Study Program. The completion of this thesis cannot be separated. From the role and support of various parties who have provided encouragement and assistance so that the author can complete the thesis properly. With all humility, the author realizes that in writing this thesis there are still shortcomings, but the author has tried his best in presenting this final report as well as possible.

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10. All parties concerned have helped in completing my thesis which I cannot mention one by one.

The Author apologizes to all the parties mentioned above if there are errors. The also realizes that in completing this final project there are still many shortcomings, but this is the best that the author can do besides that the author also hopes that this thesis can be useful for many parties in time to come.

Bengkalis, December 12 2023
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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:

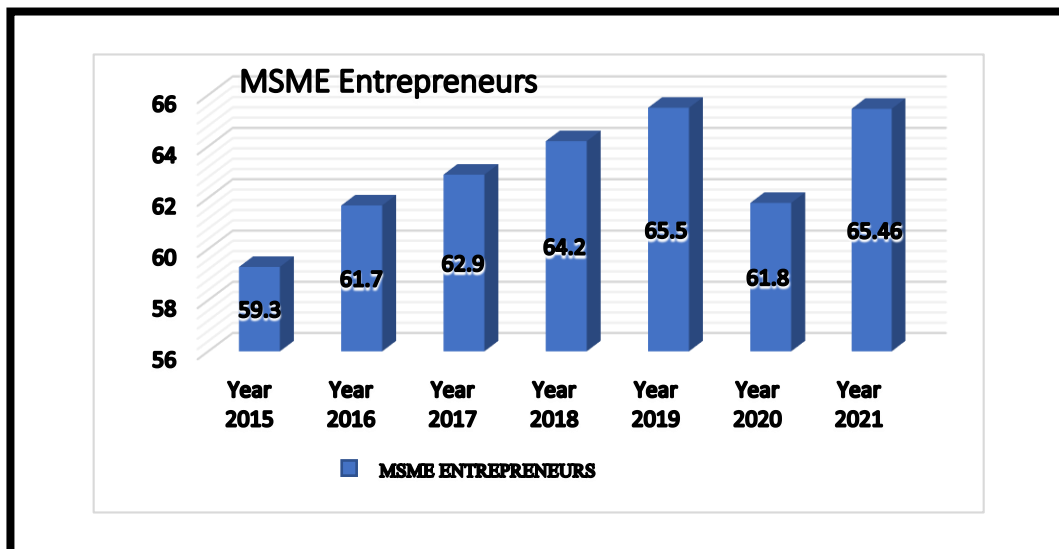


Figure 1.1 MSME Owners in Indonesia

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.

CHAPTER II

LITERATURE REVIEW

2.1 General Theory of the Project

This previous research became one of the authors' references for conducting research so that the authors could enrich the theory used in reviewing the research conducted. Therefore, the authors cite several studies as references to enrich the study material in their research. Following are the previous research findings in the form of several journal articles related to the research conducted by the author.

The first research that was used as a reference was research conducted by Muhammad Syahbudi, Sri Ramadhani, and Elida Elfi Barus (2023), entitled "Indonesia's Creative Economy 2025: The Creative Industry Strategy for MSME Competitiveness Through International Market Soar Analysis." The results of this study show that the strategy used is start-A, which is a strategy obtained between strengths (strength) and aspirations (aspirations). This strategy is made by utilizing all strengths to achieve the aspirations expected by the creative industries. With this strategy, it is hoped that the strength possessed by the creative industries will be channeled optimally to achieve aspirations

The second research was conducted by Sumarsid, Hartatik, Ahmad Mukhlis, and Ahdi Topan Sofyan. (2022), entitled "Development of creative economy-based micro, small, and medium enterprises (MSMEs) in increasing people's economic income." The results of this study show that the strategy used by tempeh businesses in developing their business is the development of creative product strategy ideas, such as leftover tempeh being turned into food, so that it becomes a special attraction for consumers. Public. This strategy can be interpreted as an increase in income for tea owners and traders, where the income of traders

The third round of research was conducted by Sri Yulianti, Maya Sova, Titus Indrajaya, May Supriani, Rushadiyati, Christina, and Septi Nur Aliva. (2022) entitled "Efforts to Increase Products for the Development of Micro, Small, and Medium Enterprises (MSMEs) Based on a Digital Creative Economy in the South

Tengerang Region." From the results of this study, namely From the results of these activities, efforts to digitize creative economy entrepreneurs and MSMEs can be achieved by digitizing the economy and digitizing legal entities by establishing and registering business entities, registering intellectual property rights online, and registering a NIB (business permit number) online. In addition, online single submission (OSS) is risk-based for business licensing. Meanwhile, digitalization of the economy can be achieved by participating in online and offline training, conducting online marketing on social media (Instagram, Facebook, LinkedIn, TikTok, and marketplaces), and getting business success tips on the government's official website and digital social media.

The fourth research conducted was carried out by Ulfi Jefri and Ibrohim (2021) with the title Strategy for Development of Micro, Small, and Medium Enterprises (MSMEs) Based on Creative Economy in Puloampel District, Serang Regency, Banten. The results of this study indicate that creative economy-based SMEs have not been able to give a special title to Pulo Ampel District because they have limited abilities and experience problems in developing their businesses. Some of the problems faced by creative SMEs in Pulo Ampel District include capital problems, limited raw materials and use of simple production equipment, limited marketing media because there is no MSME center, quite a lot of transaction costs, an unskilled workforce, and problems with registering their copyrights.

The fifth research was conducted by Ade Onny Siagian (2021) with the title MSME Marketing Recovery Strategy during the COVID-19 Pandemic in the Creative Economy Sector. The results of the study show that the preparation of entrepreneurial marketing strategies in the creative economy sector can be planned through STP (segmenting, targeting, and positioning) to attract consumers. While the supporting factors for entrepreneurship in the creative economy during the COVID-19 pandemic to run effectively and efficiently include promotion concepts, excellent service, customer rewards, affiliations or partnerships, and social capital, Their role in formulating marketing strategies has also increased.

2.2 Special Theory of the Project

2.2.1 Seminar

A seminar is a special meeting that has technical and academic aims to carry out a thorough study of a particular topic by solving a problem that requires interaction between seminar participants.

The term seminar in the world of education has many different definitions and is developing among experts, one of which, according to Nadlir (2013), is the discussion of scientific problems, even though the topics discussed are everyday problems. In discussing a problem, the aim is to find a solution; therefore, a seminar often ends with a conclusion or decision that is the result of a common opinion, which is sometimes followed by a resolution or recommendation.

In carrying out a seminar, several things must be considered so that it can run well. In a seminar, all devices, such as moderators, presenters, and note-takers, must be able to work according to their respective functions. For this reason, this paper will discuss good seminar procedures.

The seminar will be effective if there are several things, as follows:

1. There is sufficient time to discuss the problem.
2. The problem has been clearly formulated.
3. The participants can be invited to think logically.
4. Problems require a systematic solution.
5. The problem will be resolved completely.
6. Moderators and speakers are skilled in directing and delivering material.

2.2.2 Resource Criteria

According to Ana Nadhya Abrar (2016: 47), a resource person is someone whose role is to provide important information because they have certain expertise that is in accordance with the theme or topic being discussed in an interview or news article.

Usually, in an interview or debriefing, the resource person is a person who has specific skills or expertise related to the topic being discussed. Therefore,

informants are generally people who are knowledgeable, master certain fields of knowledge, and can provide information clearly.

The duties of a resource person are:

1. Providing information that is only known to him as a source.
2. Provide information that is based on facts and not self-constructed.
3. Have broad and deep enough insight to provide the information needed in a news story.
4. Provide clear and correct information without any element of coercion.

Resource persons are at least divided into four types, including:

1. Scientist

Scientists can provide information to other parties outside their scientific discipline. Tasked with finding the truth about what has not yet been discovered, scientists are tasked with conveying the newly discovered truths with great precision.

2. Public Relations

As someone with high responsibilities, a public relations officer is also tasked with providing information, educating, convincing, and arousing public interest in something or making people understand and accept a particular situation.

3. Student

As someone who is enjoying the world of higher education, students are certainly able to convey information based on facts that they understand according to the disciplines they study in depth.

4. Affected Communities

Affected communities are often referred to as the most honest sources because they have no particular interest.

2.2.3 Small and Medium Macro Enterprises (MSMEs)

The MSME sector is one of the main and vital forces capable of driving economic development and employment (Supardi et al., 2021). According to Sugiyanto et al. (2021), MSME is a sector that has an important role in economic development. According to Pakpahan (2020); Alfrian & Pitaloka (2020), based on

the experience that occurred in the period 1998–2012, it proved that MSMEs were in fact able to survive the economic crisis, as indicated by the positive growth achieved by MSMEs. Micro, small, and medium enterprises (MSMEs) have an important and strategic role in the economy of Indonesia. The important role of MSMEs is not only meaningful for growth in big cities but also for economic growth in rural areas (Hamid & Iqbal, 2017). According to Amri (2020), MSMEs are a type of business that has an important role in increasing GDP (Gross Domestic Income) of one country, especially in Indonesia. Based on Law Number 20 of 2008 concerning Micro, Small, and Medium Enterprises, MSMEs are defined as follows:

1. Microenterprises are productive businesses owned by individuals and/or individual business entities that meet the criteria for microenterprises as stipulated in this law.
2. Small business is a productive economic business that stands alone and is carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or become part either directly or indirectly of medium or large businesses that meet the criteria for small business. Small as referred to in this law.
3. Medium enterprises are productive economic enterprises that stand alone and are carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or become a part of them either directly or indirectly.

2.2.4 Creative Economy

According to Ade Onny Siagian (2021), the creative economy is a concept in the new economic era that intensifies information and creativity by relying on ideas and knowledge from human resources as the main factor of production. This concept will usually be supported by the existence of the creative industry, which is its embodiment. One of the concepts is :

1. Promotion

Promotion is a form of marketing communication. What is meant by marketing communication is a marketing activity that seeks to spread information, influence

or persuade, and remind the target market of its product so that it is willing to accept, buy, and be loyal to the product offered by the company concerned.

2. Service Excellent

Excellent service is service that meets quality standards in accordance with customer expectations and satisfaction. In the business world, competition between business people is very tight. This is what then results in sellers having to provide satisfactory service to their customers, because if they don't, then their customers will switch.

3. Customer Rewards

Giving gifts or rewards is one of the marketing strategies for doing business. The aim is to maintain customer or consumer loyalty as an attraction to get consumers, increase business turnover, use it as a promotional medium, and show gratitude. There are many types of objects or goods that can be used as gifts or rewards as a means of introducing products to consumers.

4. Affiliation or Partnership

A business partnership is a contract between corporate partners in which the terms and conditions of the partnership are clearly stated, including the ratio of profit sharing, liabilities, assets, investment, and others. With partnerships, the business is proven to be more durable and generates efficiencies and resources owned by the partnering parties, thereby benefiting all parties.

5. Social Capital

Social capital is the relations that are created and the norms that shape the quality and quantity of social relations in society on a broad spectrum, namely as a social glue that keeps the members of society (the nation) together. Social capital is transmitted through cultural mechanisms such as religion, traditions, or historical customs.

2.2.5 Industrial Revolution 5.0

Industrial Revolution 5.0 is a concept that is still under development and debate but generally refers to technological developments that continue to increase automation and digitalization in industry and the production sector. This concept

focuses on the fusion between technology and people and the need to develop systems that are more adaptive and responsive to changes in the production environment. The Industrial Revolution 5.0 focuses more on the integration of advanced technologies such as AI, IoT, and technological robotics with human expertise and innovation that can drive the development of production systems that are more efficient, flexible, sustainable, and improve welfare. This aims to create a production system that is more adaptive to changes in market demand, focuses more on customer experience, and optimizes the use of limited natural resources. Overall, the 5.0 Industrial Revolution is expected to provide many benefits for industry, customers, workers, and society in general, such as increasing production productivity, quality, and safety, creating new job opportunities, and reducing negative environmental impacts. As for the Benefits of the Industrial Revolution, 5.0 namely:

The benefits felt from Industry 5.0 are predicted to not only increase productivity but also reduce costs. When an automated process can reduce the time spent on repetitive work, employees can focus on strategic work, thereby creating a job with a high skill requirement. Here are some other advantages:

1. **Increasing Efficiency and Productivity** The Industrial Revolution 5.0 will enable increased efficiency and productivity in various industries through process automation and the use of new technologies such as AI and data analysis. For example, in the HR field, the use of HRIS technology allows companies to integrate company data. This can make it easier for companies to manage employee data and inventory on one platform that is easily accessible anytime and anywhere.
2. **Product and service quality improvement** By using advanced technology, companies can improve the quality of their products and services, thereby increasing customer satisfaction and strengthening their position in the market.
3. **Increasing Production Flexibility** The Industrial Revolution 5.0 will enable companies to produce a wider variety of products and quickly adapt to market demand.

4. **Improvement of Occupational Safety** Technological developments towards the 5.0 era will enable the use of robots and other advanced technologies to reduce the risk of accidents and injuries in the workplace.
5. **Increasing Sustainability** The essence of the 5.0 era is helping companies care more about the environment. This can be started by using green energy technologies and production processes that are more efficient and responsible not only for society, but also for the impact on the environment.
6. **Increased Competitiveness** By implementing advanced technology and more efficient production processes, companies can increase their competitiveness in the global market and expand their market share. Existing human resources are also required to continuously improve their skills so that they are not only doing repetitive work, but are also able to have strategic thinking to improve performance.
7. **Improving the Quality of Life** The Industrial Revolution 5.0 can help improve the quality of human life by increasing access to better health and education services, as well as enabling the development of smart cities that are more sustainable and environmentally friendly.

2.2.6 Human Resources

According to a book entitled "Development of Human Resources," written by Hill et al. (2017: 9), the definition of "human resources" is the ability that is integrated from the thinking power of an individual; his behavior and characteristics are determined by his heredity and environment, while his work performance is motivated by a desire to satisfy their needs. satisfaction. Human resources are assets in all aspects of management, especially those concerning the existence of the organization.

Human resources are the potential contained in humans to realize their role. as adaptive and transformative social beings who are able to manage themselves and all the potential contained in nature towards the achievement of welfare in a balanced and sustainable orders.

According to Bukit et al (2017: 96). Performance planning is a process in which workers and managers work together to determine what employees should do in a certain period of time in the future, and what is formulated as successful performance.

1. Identify the assistance that will be provided by the manager.
2. Identify obstacles that hinder achievement and ways to overcome them
3. Develop a shared understanding of the relative importance of work tasks (Priorities) and levels of authority. According to Bukit et al (2017)

Human resource management is a system that is part of the most central activity process, because it is a series to achieve goals. Therefore, in order for human resource management activities to run smoothly, it is possible to take advantage of management functions.

2.2.7 Human Resource Management Objectives

Human resource management, abbreviated HRM, is a science or method of how to manage the relationships and roles of resources (labor) owned by individuals efficiently and effectively. It can be used optimally so as to achieve goals with the company, employees, and community maximum.

According to A.F. Stoner, human resource management is an ongoing procedure that aims to supply an organization or company with the right people to be placed in the right positions when the organization needs them. HRM objectives consist of four objectives, namely:

1. Organizational Objectives Intended to be able to recognize the existence of human resource management (HRM) as contributing to achieving organizational effectiveness. Even though a formal human resources department was created to be able to help managers, managers are still responsible for employee performance. The human resources department assists managers in dealing with human resource matters.
2. Functional Objectives Aimed at maintaining the contribution of the department at a level appropriate to the needs of the organization. Human resources

become worthless if human resource management has criteria that are lower than the level of organizational needs.

3. Social Goals Aimed at ethically and socially responding to the needs and challenges of society through actions to minimize negative impacts on the organization. Organizational failure to use its resources for the benefit of society can cause obstacles.
4. Personal Goals Aimed at assisting employees in achieving their goals, or at least goals that can enhance individual contributions to the organization. Employee personal goals must be considered if employees are to be retained, retired, or motivated. If personal goals are not considered, employee performance and satisfaction may decrease, and employees may leave the organization.

2.2.8 Human Resource Management Function

In the book Human Resource Management (MSDM) Teaching Materials by Reza Nurul Ichsan, S.E, M.M, Lukman Nasution, SE.I., M.M, Dr. Sarman Sinaga, SE, M.M. (2021) he wrote down the functions of human resource management, namely:

1. Selective recruitment of employees with careful planning
2. Training and development to prepare HRM for work, they need to know the organizational rules, habits, and goals of the organization.
3. Motivation, namely stimulating human resources to work, is related to complex human aspects.
4. Maintenance to build employee commitment so that he can feel at home and survive in an organization the main function of HR management is carried out within a framework or is heavily influenced by environmental dynamics, government regulations, management theory, and the global environment.

2.2.9 Financial Management

In the book Basic Financial Management by Dr. Siswanto Ely S.SOS, M.M. (2021), he writes that management is the science and art of planning, organizing,

leading, and controlling all organizational resources to achieve various targets set effectively and efficiently. While finance itself comes from the basic word money," In organizations, money is one of the resources owned in addition to other resources such as humans (man), materials (materials), machines (machines), methods (methods), and markets (markets). So that financial management can be defined as the science and art of planning, organizing, leading, and supervising the company's financial resources in achieving organizational goals effectively and efficiently.

From the two definitions of management and finance, it can be concluded that financial management is the activity of planning, organizing, directing, and supervising organizational resources in the form of money in order to achieve company goals.

Reasons for the importance of financial management:

1. Financial management is needed for every layer of people's lives, from problems in the household to large profit-oriented and non-profit-oriented companies.
2. Together with other departments, decide all policies to maintain and even increase the viability of the company.
3. Financial management is an aspect of supporting other fields that are of interest to someone.

2.2.10 Job Description of Finance Manager

A finance manager is a position in the finance division whose job it is to organize and make financial decisions and apply them to achieve company goals. In other words, a finance manager's job is to assist the company in carrying out financial management. There are responsibilities carried by a finance manager, namely:

1. **Managing the Company's Accounting Function** In a company, a finance manager is responsible for managing the accounting function to produce accurate financial reports.
2. **Coordinating the Control of Company Funds** As previously mentioned, a finance manager has full responsibility for controlling the use of company

funds. This is why they are also tasked with coordinating with each division so they can find out the budget requirements per division.

3. **Planning and Developing the Company's Financial System** A finance manager can help develop a company's financial system by determining the right financial strategy according to its needs.
4. **Controlling the Company's Work Efficiency** The next responsibility for a financial manager is to ensure that the company's performance runs efficiently with a budget that doesn't swell.
5. **Managing corporate taxes** Since this division manages all matters in the financial sector, maintaining corporate tax management is also one of their responsibilities. Don't let swelling occur just because of the payment of tax penalties imposed.
6. **Managing Cash Flow, Payables, and Receivables** Some of the last responsibilities are managing cash flows so that you don't experience losses, ensuring debt flows don't swell, and keeping the company's finances from being excessively indebted.

2.2.11 Forms of Supervision

This form of supervision is the process of determining performance measures and taking actions that can support the achievement of expected results in accordance with the performance that has been determined

The definition of this form of supervision has many different definitions and is developing among experts, including: According to T. Hani Handoko, supervision is seen as a process that plays the role of "ensuring" the achievement of management and organizational goals, whereas according to Manullang, supervision is defined as the process of determining the assignment of tasks and responsibilities. has been carried out, carries out assessments, and decides on corrective actions when necessary. The goal is that the implementation of the organization is carried out correctly according to plan. The functions of supervision in management are:

1. To assess whether each organizational unit has carried out its responsibilities according to the rules or standards that have been set.
2. To assess whether all documents, letters and reports created truly present the activities carried out by the organization.
3. To assess whether supervision from management is adequate and running effectively.
4. As research material or data to assess the success of implementing all organizational activities effectively and efficiently.

2.3 Framework of the Project

Based on the theory described above, the project framework with the title of the “Planning and organizing a Seminar on Improving the competitiveness of micro, small and medium enterprises (MSMEs) based on the creative economy in the Industrial 5.0 era” division of Human Resources and Finance is as follows:

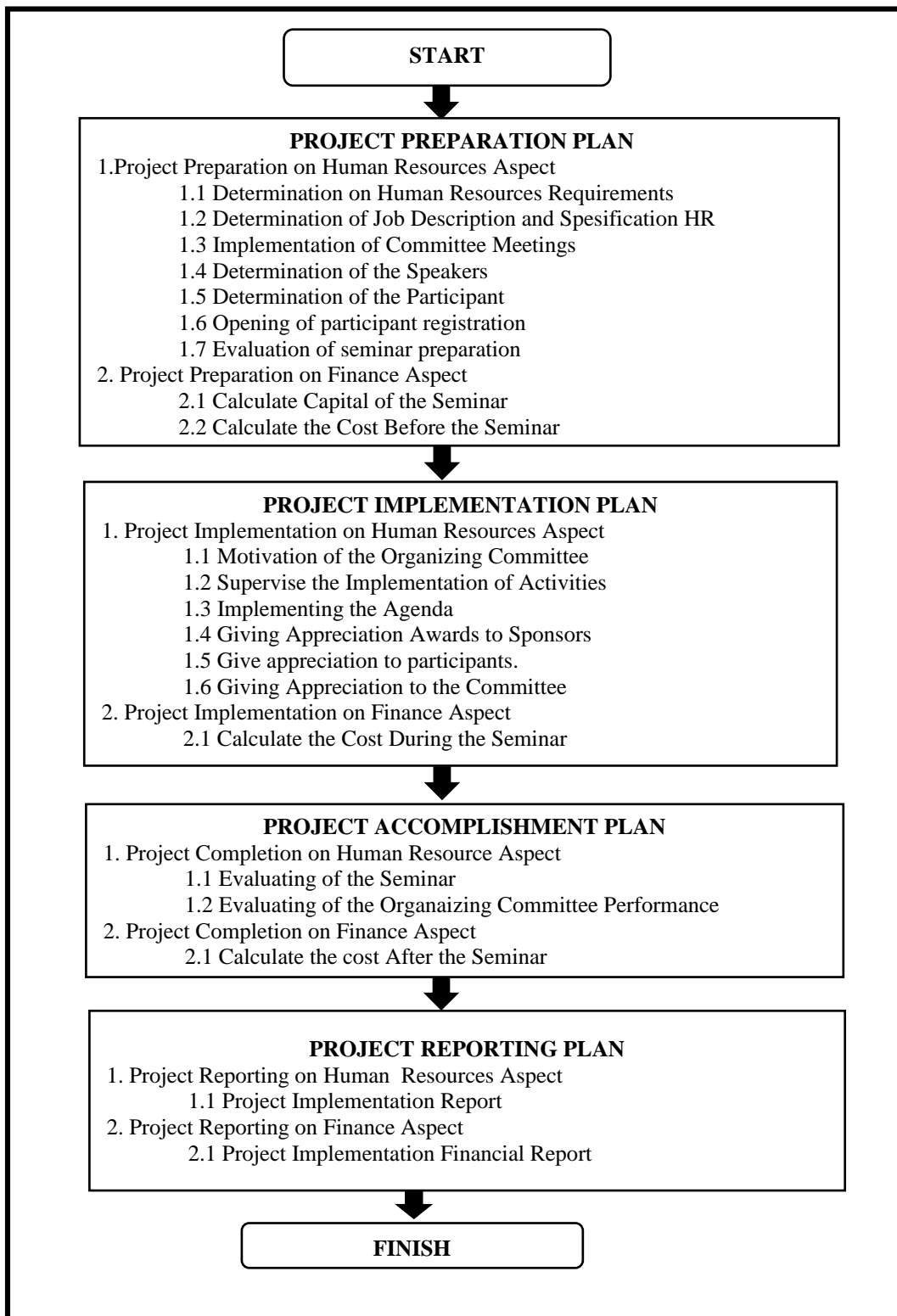


Figure 2.1 Framework of the Project
 Source : *Processed Data 2023*

CHAPTER III

METHOD AND ACCOMPLISHMENT PROCESS

3.1 Method and Accomplishment process

The method for implementing the Seminar on Increasing the Competitiveness of Micro, Small, and Medium Enterprises (MSMEs) Based on the Creative Economy in the Industrial Age 5.0 is divided into four stages, namely project preparation plan, project implementation plan, project completion plan and project reporting plan, as shown in the graphic below.

3.2 Project Preparation Plan

A project preparation plan refers to the series of steps taken before starting a project to ensure that it is well-founded and well-organized. The final project preparation plan for the Seminar on Increasing the Competitiveness of Micro, Small, and Medium Enterprises (MSMEs) Based on the Creative Economy in the Industrial Age 5.0 is explained in Figure C.1 Flowchart of the Project Preparation Plan below:

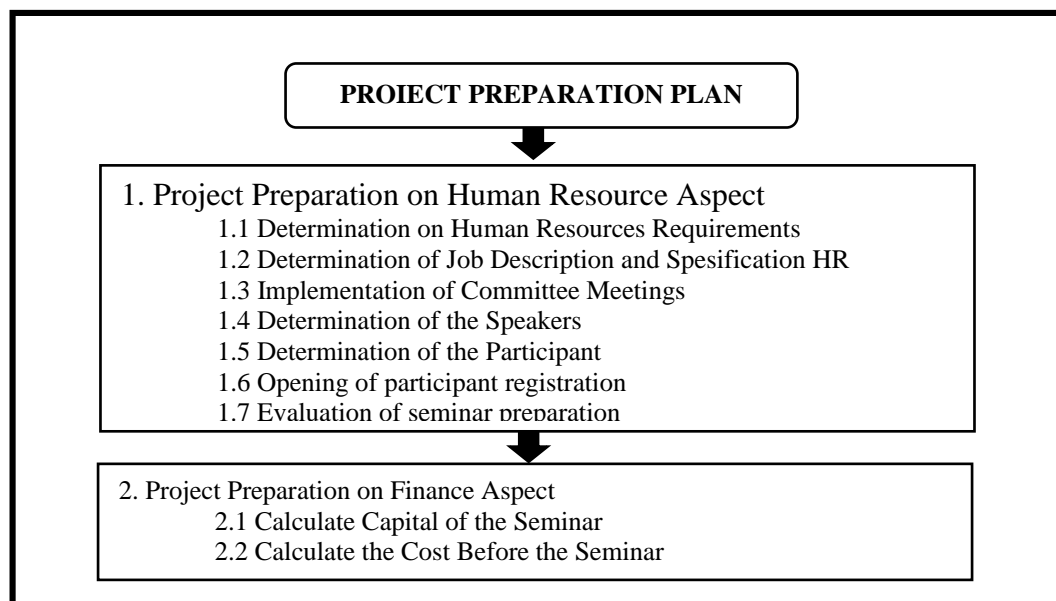


Figure 3.1 Flowcart of the Project Preparation Plan

Souce : Processed Data 2023

3.2.1 Project Preparation on Human Resources Aspect

3.2.1.1 Determination of Human Resources Requirements

In carrying out an entrepreneurship seminar entitled "Increasing the Competitiveness of Micro, Small, and Medium Enterprises (MSMEs) Based on the Creative Economy in Industry 5.0," human resources are needed to make this entrepreneurship seminar successful. The human resources needed are in the form of a committee consisting of the chief executive, executive secretary, and executive treasurer.

3.2.1.2 Determination of Job Description and Specifications HR

The determination of job descriptions and HR specifications (human resources) is an important step in human resource management. Therefore, in conducting this seminar, job descriptions and job specifications are needed so that the committee knows and carries out their respective duties in accordance with the job description. So that the implementation of the activities is carried out as expected.

3.2.1.3 Implementation of Committee Meetings

In implementing the seminar "Increasing the Competitiveness of Micro, Small and Medium Enterprises (MSMEs) Based on Creative Economy in Industry 5.0", it is necessary to hold a committee meeting which aims to discuss various aspects of seminar preparation, including preparing the agenda, selecting speakers, determining presentation materials, and assignment of tasks to committee members.

3.2.1.4 Determination of the Spekares

In implementing the seminar "Increasing the Competitiveness of Micro, Small, and Medium Enterprises (MSMEs) Based on the Creative Economy in Industry 5.0," a speaker is needed this will affect the success and quality of the seminar. A speaker can come from anywhere, including from institutions or individuals who can provide clear and proven information.

3.2.1.5 Determination of the Participants

Participants are the most important element in the success of seminar activities. Without seminar participants, the seminar cannot be carried out properly. In the entrepreneurship seminar "Increasing the Competitiveness of Micro, Small, and Medium Enterprises (MSMEs) Based on the Creative Economy in Industry 5.0," the author targets 100 participants, including owners, managers and perpetrators of MSMEs, students and the general public who are interested in developing MSMEs.

3.2.1.6 Opening of Participant Registration

In carrying out a seminar, participants have an important role in carrying out the seminar. Their presence is a determining factor, because without the presence of participants, seminar activities cannot be carried out successfully. Participants are not only spectators, but also key contributors who bring dynamics, questions and insights that enrich the overall seminar experience.

3.2.1.7 Evaluation of Seminar Preparation

When organizing a seminar, it is important to evaluate seminar preparations with the aim of minimizing risks and ensuring that the event can run well. This provides an opportunity to make improvements before the actual event begins and improves the overall quality of the seminar.

3.2.2 Project Preparation on Finance Aspect

3.2.2.1 Calculate Capital of the Seminar

Before carrying out the seminar, the seminar organizer must calculate the initial capital needed to carry out the seminar. Capital is obtained through registration and sponsorship.

3.2.2.2 Calculate the Costs Before the Seminar

Before the Seminar In seminar activities, the seminar organizer must first calculate how much it will cost to make the seminar. The fees used are obtained from sponsorship and the dues of seminar participants.

3.3 Project Implementation Plan

The project implementation plan is a plan made to carry out the project so that it can run according to the previous plan. Planning for implementing the seminar project on Increasing the Competitiveness of Micro, Small and Medium Enterprises (MSMEs) Based on Creative Economy in Industry

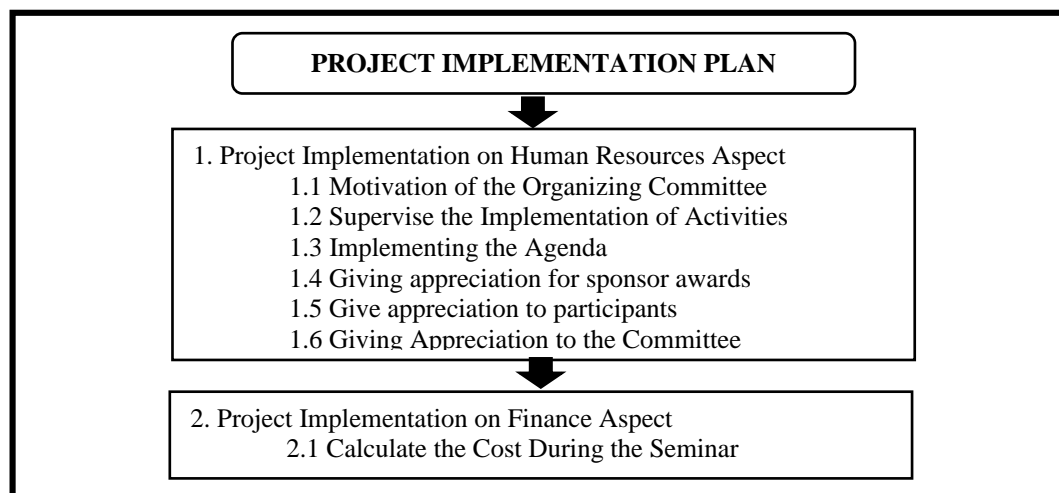


Figure 3.2 Flowcart of the Project Implementation Plan

Souce : Processed Data 2023

3.3.1 Implementation of the Human Resources Aspect Project

3.3.1.1 Motivation of the Organizing Committee

In organizing a seminar on Increasing the Competitiveness of Micro, Small and Medium Enterprises (MSMEs) Based on Creative Economy in Industry 5.0, the success of the committee or organizing team is very dependent on the quality of the committee and team work. Therefore, they need to be equipped with strong motivation. This step makes them enthusiastic in carrying out their duties.

3.3.1.2 Supervise the Implementation of Activity

When the author holds a seminar, the author must oversee the event so that it runs smoothly according to plan. Events are monitored from start to finish, so that failures do not occur during the event.

3.3.1.3 Implementing the Agenda

Organizing a seminar entitled "Increasing the Competitiveness of Micro, Small and Medium Enterprises (MSMEs) Based on Creative Economy in Industry 5.0" is one of the agendas that will be implemented later. The agenda that will be implemented has been well prepared by the event organizer. In organizing the event, the event organizer arranges the event to be more orderly, starting from the opening, main event, and closing.

3.3.1.4 Giving Appreciation Awards to Sponsors

Implementing the Seminar on Increasing the Competitiveness of Micro, Small and Medium Enterprises (MSMEs) Based on Creative Economy in Industry 5.0 requires a good response from several sponsors. In return, the committee, through the presenter, mentions the names of sponsors and includes the logo on the activity banner. During the seminar, the names of sponsors were mentioned twice, namely at the opening and closing.

3.3.1.5 Giving Appreciation Awards to Participants

Participants who attended the seminar on Increasing the Competitiveness of Micro, Small and Medium Enterprises (MSMEs) Based on Creative Economy in Industry 5.0 were people who had an entrepreneurial spirit. The organizers determined that the participants who attended this seminar were owners, managers and actors of MSMEs, students and the general public who were interested in developing MSMEs.

3.3.1.6 Giving Appreciation to the Committee

In carrying out a seminar, a committee structure is required. Therefore, the organizers give appreciation to committees who have contributed significantly to an activity. This award aims to appreciate the dedication, hard work, creativity and positive achievements that have been made by the committee during the implementation of their duties.

3.3.2 Project Implementation on Financial Aspects

3.3.2.1 Calculate the Cost During the Seminar

During the seminar, the seminar organizer in the finance section must calculate the costs incurred during the seminar, such as consumption costs and honorariums for the performers.

3.4 Project Accomplishment Plan

The method for implementing the Seminar on Increasing the Competitiveness of Micro, Small, and Medium Enterprises (MSMEs) Based on the Creative Economy in Industry 5.0 is divided into four stages, namely:

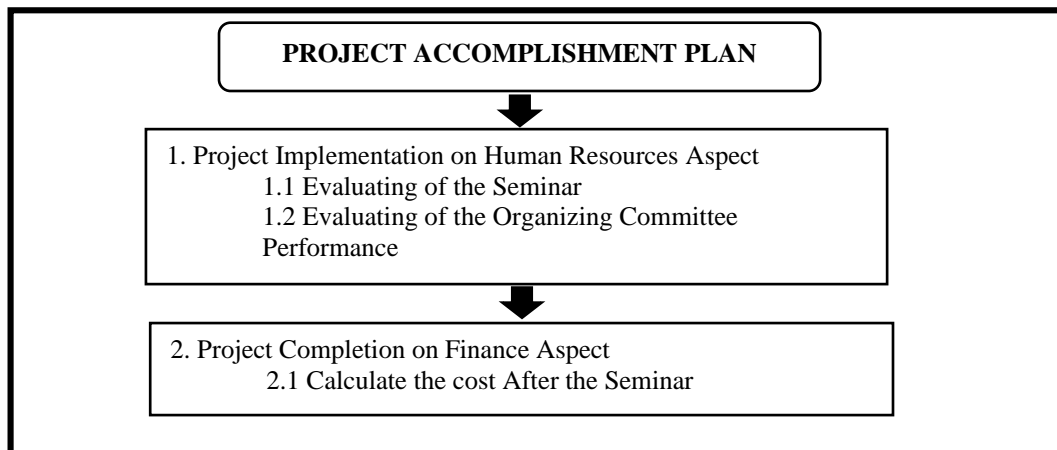


Figure 3.3 Flowcart of the Project Accomplishment Plan

Source : Processed Data 2023

3.4.1 Completion of the Human Resources Aspect Project

3.4.1.1 Evaluating of the Seminar

The evaluation of this seminar aims to evaluate the implementation of the seminar that has been implemented. With this evaluation, it can be seen whether the

seminar ran smoothly or not and whether there were things that hindered its implementation. So, when we do activities like this again, we have experience of how these activities can go well according to what was planned.

3.4.1.2 Evaluating of the Organizing Committee Performance

After the seminar was held, the committee and those who had made the seminar project were given evaluations, input, and suggestions. This evaluation aims to see how successful the event was.

3.4.2 Project Completion on Financial Aspects

3.4.2.1 Calculate the cost After the Seminar

After the seminar is over, the committee must also calculate the unexpected costs incurred during the seminar. Usually, these costs include the cost of additional facilities and other additions. Project Reporting Plan

3.5 Project Reporting Plan

The project plan and project implementation require a report that aims to evaluate all the activities of the Seminar on Increasing the Competitiveness of Micro, Small, and Medium Enterprises (MSMEs) Based on the Creative Economy in Industry 5.0 from the start of the project to the completion of the project. The planning report flow chart is as follows:

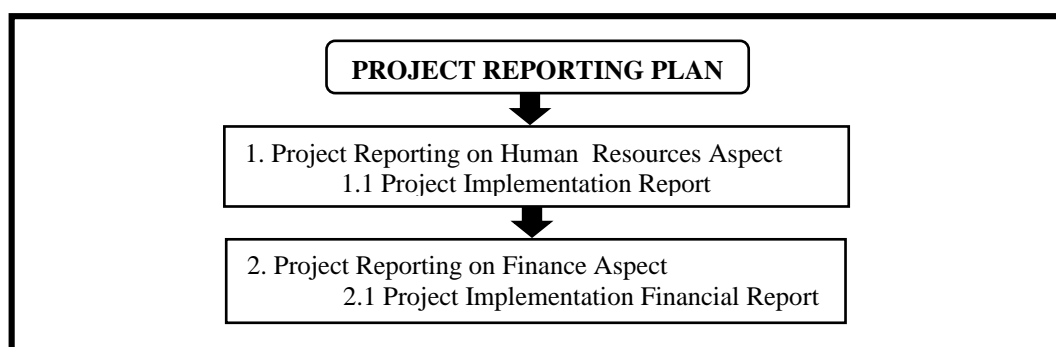


Figure 3.4 Flowcart of the Project Reporting Plan

Source : Processed Data, 2023

3.5.1 Project Reporting Implementation on Human Resources Aspect

3.5.1.1 Project Implementation Report

Activity reports are made in the form of descriptive reports based on the activities carried out the report contains the entire process of activities, starting from planning, preparation, and completion of Increasing the Competitiveness of Micro, Small and Medium Enterprises (MSMEs) Based on Creative Economy in Industry 5.0 seminar activities. Reports are made based on what has been implemented and should not be engineered.

3.5.2 Implementation of Project Reporting on Financial Aspects

3.5.2.1 Project Implementation Financial Report

Financial report are made in from of budget details from planning to implementation of activities. This report describe all cost incurred by project implementers from the preparation stage to project completion.

CHAPTER IV

RESULT AND DISCUSSION

4.1 Event Organizer Profile

The Seminar on Increasing the Competitiveness of MSME Businesses Based on the Creative Economy in the Industrial Era 5.0 was held on October 19 2023 in the Commercial Administration Mini Conference Room on the 3rd floor. This seminar chose the theme "Building Resilient MSMEs Through Innovation in the Creative Economy". Targeted participants include MSME owners, managers and actors, students and the general public who are interested in developing MSMEs. This Seminar on Increasing the Competitiveness of MSME Businesses Based on Creative Economy in the Industrial Era 5.0 is an activity carried out by a group of students called the 2023 Creative Economy Seminar which was founded on September 16 2023. a total of 15 Bengkulu State Polytechnic students participated in this seminar, including:

1. Anggita Estiningtias, International Business Administration Study Program student as Chief Executive.
2. Nia Rahmadhani, International Business Administration Study Program student as Executive Secretary.
3. Annisa Zahara Husni, International Business Administration Study Program student as Executive Treasurer.
4. Fatihatus Soleha, student of the International Business Administration Study Program as Chair of the Events Division.
5. Rosa Camelia and Sahdan Anwar Nasution, students of the International Business Administration Study Program, are responsible for assisting the head of the events division.
6. Suryatina, student of the International Business Administration Study Program as Chair of the Consumption Division.

7. Rahmini and Ulfa Sri Baiduri, students of the International Business Administration Study Program, are responsible for assisting the head of the Consumption division.
8. Juanda, student of the International Business Administration Study Program as Head of Equipment.
9. Eki Remardi and Afif Permana, students of the Mechanical Engineering Study Program, are responsible for assisting the head of the Equipment division.
10. Fazrul, student of the International Business Administration Study Program as Head of the Creative Media Division.
11. Khairun Nisak and Syirwan Hadi, students from the International Business Administration Study Program, are responsible for assisting the Chair of the Creative Media Division.

The 2023 Creative Economy Seminar activity was organized by a group of students. Apart from that, there is also a symbol that is the hallmark of this creative economy seminar activity. The Creative Economy Seminar logo can be seen in figure 4.1 below:



Figure 4.1 Creative Economy Logo
Source: Processed Data 2023

The meaning of the 2023 Creative Economy Seminar logo means creating something different and better than what existed before, with the aim of increasing

market share and generating competitive advantages. The meaning of each icon is as follows:

1. The rising chart symbol is often associated with optimism. A logo like this wants to convey a positive message and belief that the future will be better.
2. Green is a color that is often associated with growth, fertility and prosperity. The use of green in a marketing logo can reflect company growth or financial success.
3. Dark blue is often considered a serious and professional color, making it suitable for companies that want to reflect high quality and a serious approach to business.
4. White is a neutral color that goes well with various other colors. In a marketing context, this can reflect a brand's flexibility and ability to adapt to diverse audiences and markets.
5. The CE symbol is an abbreviation for Creative Economy from the title of the author's thesis.

This seminar activity is the final assignment for students of the International Business Administration study program, Bengkalis State Polytechnic. This seminar has the theme "Building Resilient MSMEs Through Innovation in the Creative Economy". The purpose of this theme is to highlight the importance of innovation in the creative economy. Innovation here includes the development of new ideas, unique products and creative solutions that can change the business and industrial landscape. The creative economy is a sector that includes industries such as art, design, fashion, media technology and others that focus on creativity. The event committee for the 2023 creative economy seminar activities include:

1. Administration : Fatihatus Soleha and Rosa Camelia
2. Presenter : Anisa Zhahara Husni
3. Moderator : Syirwan Hadi
4. Chanting prayers : Sahdan Anwar Nasution
5. Documentation : Fazrul and Khairun Nisak
6. Operator 1 : Juanda

7. Operator 2 : Nia Rahmadhani

This seminar was targeted to be attended by 100 participants who registered, but on the day of the seminar it was attended by 110 people consisting of owners, managers and MSMEs, students and the general public. At the 2023 Creative Economy Seminar there were two speakers from This seminar presents presentations of different materials. The first is a presentation about increasing the competitiveness of creative economy-based MSME businesses in the Industry 5.0 era in terms of producing creative products and building a strong brand image, managing social media, and using interesting content to attract customers. Meanwhile, the second speaker discussed Improving MSME Marketing in Digital Media Era 4.0.

4.2 Project Preparation

4.2.1 Project Preparation in the Human Resources Review Aspect

4.2.1.1 Determination of Human Resources Requirements

In organizing the Creative 2023 creative economy seminar, human resources are needed to form a committee consisting of the executive chairman, executive secretary, executive treasurer, promotion, operations and members. The committee structure has an important role in ensuring that tasks and responsibilities are completed properly in accordance with each member's field.

When arranging the committee structure, the chief executive needs to consider the experience he has. This experience will contribute to the success of the event. In the committee's organizational structure, there is an executive chairman, secretary, treasurer, promotion division and operational division. Meanwhile, there is also an event section, equipment section and consumption section which are part of the supporting committee involved before and during the seminar. The following is the committee structure of the 2023 Creative Economy Seminar which can be seen in figure 4.2 below:

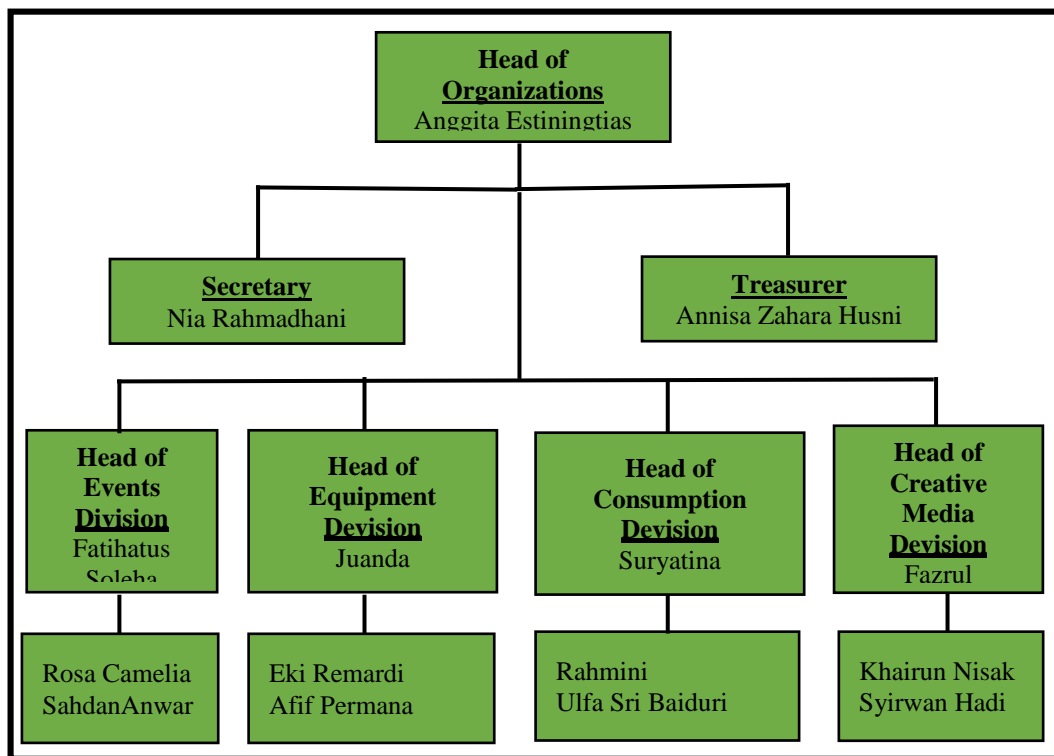


Figure 4.2 Committee Structure

Source: Processed Data 2023

4.2.1.2 Determination of Job Description and Specifications HR

Implementation of the 2023 Creative Economy Seminar activities requires task explanations and task specifications for committee members. This aims to ensure that committee members have a clear understanding and are able to carry out their responsibilities in accordance with the assigned job descriptions. Task specifications need to be designed.

Task specifications need to be designed so that selected committee members can adapt their work to their skills and abilities. The following are the specifications for the duties of the 2023 Creative Economy Seminar committee members, which can be seen in table 4.1 below:

Table 4.1 Committee Specifications

No.	Division	Job Specifications
1.	Head of Organizations	<ol style="list-style-type: none"> 1. Ability to lead, inspire and motivate the implementation team in achieving common goals. 2. Ability to communicate clearly and effectively to team members, stakeholders and other external parties. 3. Ability to think creatively in overcoming challenges and finding innovative solutions.

		4. Ability to make appropriate and strategic decisions based on existing information
2.	Secretary	<ol style="list-style-type: none"> 1. Ability to communicate effectively orally and in writing with various parties. 2. Ability to manage documents, data and information well. 3. Mastery in the use of office software and technology such as word processing, Microsoft Word, Microsoft Excel, email and digital calendars. 4. Ability to compose letters, memos, reports, and other documents with correct grammar and format. 5. Ability to identify problems and find appropriate solutions.
3.	Treasurer	<ol style="list-style-type: none"> 1. Ability to communicate clearly regarding financial information to colleagues, superiors, or other related parties. 2. Ability to carry out mathematical calculations and analysis of financial figures. 3. Ability to manage budgets, payments. 4. Ability to plan and manage organizational budgets. 5. Ability to identify financial problems and find effective solutions.
4.	Event Division	<ol style="list-style-type: none"> 1. Ability to think creatively and produce unique and interesting ideas to present an event that is memorable and different from others. 2. Communicate clearly and effectively with all relevant parties. 3. Able to organize and control event projects from start to finish, ensuring all steps and tasks are carried out according to schedule.
5.	Equipment Division	<ol style="list-style-type: none"> 1. Able to manage inventory efficiently, including planning the right quantities, avoiding excess or shortage of inventory, and minimizing storage costs. 2. The ability to negotiate with suppliers can help in getting better prices and terms. 3. Communicate well with various related parties. 4. Ability to think creatively to overcome inventory related challenges.
6.	Consumption Division	<ol style="list-style-type: none"> 1. Able to coordinate with other divisions. 2. Be fair and honest. 3. Able to work quickly and accurately.
7.	Creative Media Division	<ol style="list-style-type: none"> 1. Able to use design software such as Adobe Photoshop, Canva or similar tools to create attractive graphics that suit your needs. 2. Able to use the latest hardware and software relevant to media production, such as cameras, microphones and editing software. 3. The ability to work in a team and collaborate. 4. Ability to manage time well to meet production deadlines.

Source: Processed Data 2023

Furthermore, the supporting committee members selected by the core team must meet the requirements of being competent in their fields. Therefore, by

compiling task descriptions, the series of previously planned activities can be carried out effectively and smoothly in accordance with the expected goals. The explanation of the committee's duties can be seen in table 4.2 as follows:

Table 4.2 Description of Committee

No.	Division	Job Specifications
1.	Head of Organizations	<ol style="list-style-type: none"> 1. Chair committee meetings. 2. Supervise and control all stages of implementation of activities starting from seminar planning, management, to evaluation. 3. Ensure that the implementation of activities is in accordance with the plans that have been prepared. 4. Overcome challenges and obstacles that may arise during the implementation of the project or event. 5. Conduct an evaluation after the project or event is completed to identify lessons learned and improvements for the future.
2.	Secretary	<ol style="list-style-type: none"> 1. Perform tasks such as arranging meeting schedules, answering telephones, managing correspondence, and compiling documents. 2. Make notes or minutes from meetings or conferences, including important points and decisions taken. Handling activity documents. 3. Coordinate with the equipment division regarding the loan letter that will be made. 4. Coordinate with the Events Division regarding the letters required by the Events Division.
3.	Treasurer	<ol style="list-style-type: none"> 1. Prepare an Activity Budget Plan Based on the Funding Needs for Each Division 2. Recording finances (Income and Expenditures). 3. Calculate the comparison of planned and actual activity budgets. 4. Transparency of activity funds.
4.	Event Division	<ol style="list-style-type: none"> 1. Prepare an event schedule. 2. Organize the implementation of the event. 3. Conduct dirty and clean rehearsals for the event. 4. Controlling technical aspects during the event. 5. Coordinate with the equipment division regarding equipment needs.
5.	Equipment Division	<ol style="list-style-type: none"> 1. Work together with each division to arrange the equipment needed in each division. 2. Determine and record the equipment and activities needed from the reports of each division. 3. Responsibility for procurement, maintenance and return of equipment. 4. Collaborate with the sound system officer
6.	Consumption Division	<ol style="list-style-type: none"> 1. Plan and manage food menus (light & heavy). 2. Record information about participants, committee members and guests to calculate the amount of food to be prepared. 3. Provide food service for guests, participants and committee members. 4. Collaborate with the activity treasurer regarding food requirements and budget.

		5. Collaborate with the events division regarding distribution schedules and food distribution systems. 6. Collaboration with the equipment division regarding the equipment needed.
7.	Creative Media Division	1. Record activity plans. 2. Document as needed 3. Design activities appropriately. 4. Making Promotional Videos. Create an event organizing leaflet. 5. Make a video about the event.

Source: Processed Data 2023

4.2.1.3 Implementation of Committee Meetings

The committee meeting was held several weeks before the 2023 Creative Economy Seminar. The committee meeting was held to discuss overall activity preparations such as room readiness, event concept, implementation of registration requirements, number of participants, total income and expenses and other preparations. These meetings were held three times. The committee meeting schedule can be seen in table 4.3 below:

Table 4.3 Committee Meeting Schedule

No.	Commitment	Information
1.	The first meeting	Date : September 25, 2023 Time : 16:00 to 17:00 Location : LAM-R Subject : Division of Divisions in each committee and division of job descriptions.
2.	The second meeting	Date : October 10, 2023 Time : 15:00 to 17:00 Location : LAM-R Subject : Presentation of developments in each division and find solutions if there are problems in every division.
3.	The third meeting	Date : October 17, 2023 Time : 15:00 to 17:00 Location : LAM-R Subject : Evaluation of Seminar Preparation

Source: Processed Data 2023

The committee meeting was attended by the chief executive, secretary, treasurer and several committee members. Documentation of committee meetings can be seen in Figure 4.3 as follows:



Figure 4.3 Committee Meeting
Processed Data Source: 2023

4.2.1.4 Determination of the Speaker

To hold a seminar, the presence of appropriate speakers is very important, therefore, a speaker must meet adequate requirements. The requirements needed for speakers at the 2023 Creative Economy seminar include knowledge, experience, competence in the material, appearance and dedication. The criteria that a speaker must have can be seen in table 4.4 as follows:

Table 4.4 Source Criteria

No	Aspect	Criteria
1.	On time	Can attend according to the schedule that has been determined and approved.
2.	Responsive	Provide an appropriate and immediate response to the organizing committee regarding the necessary requirements, including information on resource persons who must be prepared for the implementation of the event.
3.	Knowledge	Have good knowledge about, according to the title of the seminar, namely increasing the competitiveness of creative economy-based MSME businesses in the 5.0 era
4.	Competence in the material	Delivery of material in accordance with the title of the material that has been determined clearly, with weight and on target. So that it can be easily understood by seminar participants.
5.	Honest and Objective	Have an honest personal attitude regarding the presentation of material that is based on field realities and real experience, and have the ability to attract the attention of the audience so that they are interested and focused on discussing the seminar material.
6.	Has been a seminar speaker	Has experience as a resource person in various seminars.
7.	Business Owner	Own a business and already have experience in the business world.

Source: Processed Data 2023

After carrying out the process of selecting speakers according to the criteria above, finally the core committee made the decision to invite Mr. Rahmat Hidayat

to be a speaker at the 2023 creative economy seminar. Photos of the speakers can be seen in figure 4.4, which is as follows:



Figure 4.4 Photo of Resource Person
Processed Data Source: 2023

The presenter has 5 years of entrepreneurial experience from 2018 until now. Biodata of the 2023 creative economy seminar speakers can be seen in table 4.5 below:

Table 4.5 Speaker Biodata

No	Personal data	Information
1.	Name	Rahmat Hidayat, S.Si
2.	Address	Terubuk street, Marpoyan Damai, Pekanbaru City
3.	Religion	Islam
4.	Gender	Man
5.	Status	Single (Not Married)
6.	Contact Number	0823-7668-6339
7.	Education	Bachelor of Library Science
8.	Business	<ol style="list-style-type: none"> 1. Owner Soymond Milk 2. Owner Kerupuk Santuy 3. Owner Warung Kopi Mahasiswa Pekanbaru

Source: Processed Data 2023

4.2.1.5 Determination of the Participant

The presence of participants is an important point in implementing an event. Audience selection must also be considered so that the knowledge conveyed by the speaker can be conveyed optimally. The implementation of the 2023 Creative

Economy seminar requires participants with several criteria, the participant criteria can be seen in table 4.6 below:

Table 4.6 Participant Criteria

No	Aspect	Criteria
1.	Participant	MSME actors, the general public and students.
2.	Address	General
3.	Motivation	Have the motivation to take part in the 2023 creative economy seminar without coercion.
4.	Entrepreneurial Spirit	Participants have a high entrepreneurial spirit, and from this event they are able to take guidance or guidance in starting or developing their business, as well as applying the knowledge gained from the seminar activities.

Source: Processed Data 2023

This 2023 creative economy seminar aims to inspire and empower participants with a high entrepreneurial spirit. The organizers are looking for participants who are ready to take initiative, innovate and dare to pursue new opportunities in the creative economy.

4.2.1.6 Opening of Participant Registration

Participants have an important role in implementing the seminar. Their presence is a determining factor, because without the presence of participants, seminar activities cannot be carried out successfully. Participants are not only spectators, but also key contributors who bring dynamics, questions and insights that enrich the overall seminar experience. This 2023 Creative Economy seminar was attended by 110 participants consisting of owners, managers and actors of MSMEs, students and the general public. Participant registration starts from October 11 to October 16, 2023.

Participants who have paid for registration will then be directed to join as participants in a special WhatsApp group. Proof of participant registration can be seen in Figure 4.5 below:

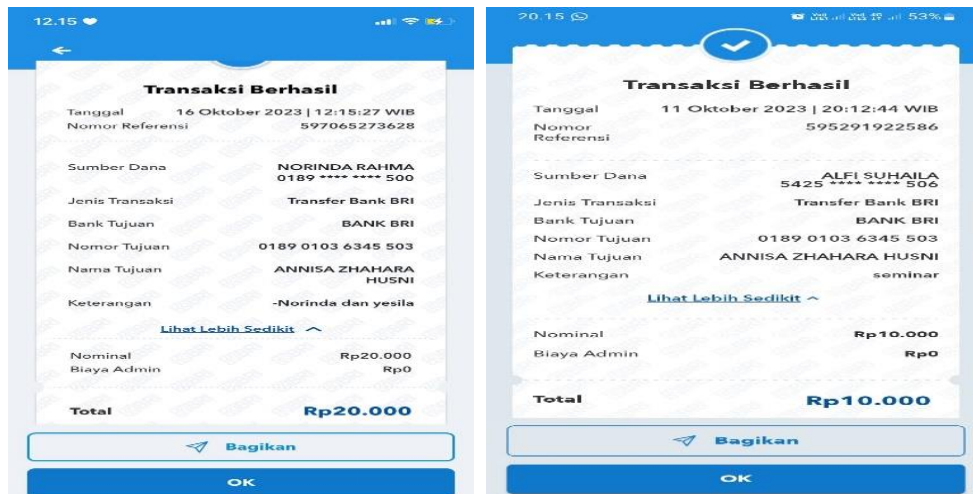


Figure 4.5 Proof of Registration Payment
Source: Processed Data 2023

4.2.1.7 Evaluation of Seminar Preparation

After all preparations have been completed by each division, it is necessary to evaluate all preparations that have been carried out previously to find out whether there are any deficiencies in these preparations. This evaluation was carried out jointly by all committees responsible for each division. The aim of the evaluation was to prepare the equipment used in the seminar so that it could run smoothly. Evaluation of seminar preparation can be seen in table 4.7 below:

Table 4.7 Evaluation of Seminar Preparation

No	Equipment	Amount	Information
1.	Room	1	Mini Conference ADM 3rd floor
2.	Sofa chair	2	Mini Conference ADM 3rd floor
3.	Glass table	2	Mini Conference ADM 3rd floor
4.	Wooden table	1	Mini Conference ADM 3rd floor
5.	Sound System	1	Mini Conference ADM 3rd floor
6.	Infocus	1	ADM Departemen
7.	Cok Connect	1	Committee

8.	Charger	1	Committee
9.	Laptop	2	Committee
10.	Glass	7	Committee
11.	Plate	6	Committee
12.	White Cloth	2	Committee
13.	Banner	1	Committee
14.	Stapler Shoot	1	Committee
15.	Committee Nametag	15	Committee
16.	Absence Folder	1	Committee
17.	Pen	1	Committee
18.	Speaker Plaque	2	Committee
19.	Souvenirs for Speakers	2	Committee
20.	VIP Consumption	-	Committee
21.	Consumption of Participants	110	Committee
22.	Committee Consumption	15	Committee
23.	Tupware	1	Committee
24.	Coupon	110	Committee
25.	Door Prize	24	Committee

Source: *Processed Data 2023*

4.2.2 Project Preparation in the Financial Review Aspect

4.2.2.1 Calculate Capital of the Seminar

At the project preparation stage, the organizer must arrange funds for the creation of the project. The accumulated funds come from participant registration fees as well as contributions from sponsors which are attached in table 4.8, namely as follows:

Table 4.8 Seminar Capital

No	Item	Volume	Unit	Unit Price	Total
1.	Participant Registration Fee	110	Person	Rp.10.000	Rp.1.100.000
2.	Sponsor	11	Person	Rp.2.800.000	Rp.2.800.000
TOTAL					Rp.3.900.000

Source: *Processed Data 2023*

To create the 2023 creative economy seminar, a budget of IDR 3,900,000 (Three Million Nine Hundred Thousand) has been allocated so that the seminar project can be implemented. The funds that have been collected will be allocated for seminar production costs.

4.2.2.2 Calculate the Cost Before the Seminar

In the project planning stage, the organizers calculate the income generated from the implementation of the 2023 Creative Economy seminar. This income

includes participant registration fees and support from sponsors. An explanation of this income can be seen in table 4.9 below:

Table 4.9 Seminar Income

No	Sponsor Name	Type	Volume	Unit	Unit Proce	Total
1.	Registration fee	Money	110	Orang	Rp.10.000	Rp.1.100.000
2.	Jaringan Pengusaha Nasional	Money	-	-	Rp.500.000	Rp. 500.000
3.	Bee Tama	Money	3	-	Rp.300.000	Rp. 300.000
		Voucher	3	Pcs	-	-
4.	Bos Salad	Voucher	10	Pcs	-	-
	DjoeraganTakoyaki	Money	-	-	Rp. 250.000	Rp. 250.000
		Voucher	3	Pcs	-	-
6.	Sponsor Ayam Potong Mr Eghig	Money	-	-	-	Rp.250.000
7.	Sponsor Sejarah Baru	Sertifikat	-	-	-	-
8.	Sponsor Skill Update	Money	-	-	-	Rp.200.000
9.	Sponsor Tambak Udang Desa Meskom	Money	-	-	-	Rp.1.000.000
10.	Bumdes Kuala Alam	Voucher	5	Pcs	-	-
11.	Kedai Atok Ucu	Money	-	-	-	Rp.300.000
12.	Kopi Kap	Voucher	5	Pcs	-	-
TOTAL						Rp.3.900.000

Source: Processed Data 2023

After doing the calculations, the total income obtained from holding the seminar was IDR 3,900,000 which consisted of contributions from participant and sponsor registration fees. The search for funds from sponsors was carried out for approximately one month by distributing proposals to several agencies. Apart from that, the organizers also received income from participant registration fees of IDR 1,100,000 from 110 participants who registered. Meanwhile, these funds were obtained within one week of the activities being carried out and These funds will be combined for seminar expenses.

4.3 Project Implementation

4.3.1 Project Implementation in Human Resources Aspects

4.3.1.1 Motivation of Organizing Committee

In carrying out the 2023 Creative Economy Seminar, all seminar organizers must have enthusiasm in carrying out their duties. Therefore, the committee needs to be motivated. Motivation consists of several types as listed in table 4.10 below:

Table 4.10 Motivation of the Organizing Committee

No	Types of Motivation	Explanation
1.	Extrinsic Motivation	Giving certificates to participants and committee at the end of the activity.
2.	Intrinsic Motivation	Provide direction and guidance to the committee and committee members before the seminar begins.
3.	Needs Fulfillment	Provide needs in the form of consumption to committee members during meetings, holding seminars and when the seminar has finished.

Source: Processed Data 2023

With the motivation that has been given, it is hoped that all members of the implementing team will have the enthusiasm and ability to execute their tasks according to the expectations of the committee chairman until completion.

4.3.1.2 Supervise the Implementation of Activities

In the 2023 Creative Economy Seminar, the seminar organizers cannot be separated from supervision starting from the clean rehearsal of preparations for the 2023 Creative Economy Seminar until the implementation ensures that everything that is needed is as planned. Supervision is needed to ensure that the implementation of activities runs without obstacles, is orderly and integrated. During the activities, members directly supervise each other's activities of all committees at the location so that they run more regularly and in accordance with the concept of the event, so that the possibility of errors can be minimized.

4.3.1.3 Implementing the Activity Agenda

The 2023 Creative Economy Seminar carries the theme "Building Resilient MSMEs Through Innovation in the Creative Economy" which was held on October 19 2023 in the Commercial Administration Mini Conference Room on the 3rd floor

of the Bengkalis State Polytechnic, Department of International Business Administration, which was attended by 110 participants from owners, managers, and MSME players, students and the general public who are interested in developing MSMEs.

The 2023 Creative Economy Seminar starts at 08:00 to 11:45. This seminar activities start from the opening, main activities and closing. The following is the schedule for the 2023 Creative Economy Seminar, which can be seen in table 4.11 below:

Table 4.11 Event Rundown

Time	Event	Information
07:00-07:30	Committee Preparation	Committee
07:30-08:00	Registration of Participants and Invited Guests	Committee
08:00-08:05	Opening	Mc
08:05-08:10	Singing Indonesia Raya	Conductor
08:10-08:40	Opening and Closing Prayers	Sahdan Anwar Nasution
08:40-09:00	Opening speech	1. Head of Organization 2. Supervisor 3. deputy director for 3 student affairs
09:00-09:10	Distribution of Plaques and Souvenirs	1. Anggita Estiningtias 2. Fatihatus Soleha 3. Annisa Zhahara Husni 4. Suryatina
09:10-09:15	Coffee Break	Committee
09:15-09:45	Presentation of Material I	Rahmad Hidayat, S.S.I
09:45-10:00	3 Person Q&A Session	Moderator
10:00-10:30	Presentation of Material II	Andri Saputra, S.SI.,C.STMI
10:30-10:45	3 Person Q&A Session	Moderator
10:45-10:55	Conclusion 1 Person	Moderator
10:55-11:15	withdraw the lottery	Moderator
11:25-11:35	Photo session	Moderator
11:35-11:45	Closing	Mc

Source: Processed Data 2023

Before taking part in the 2023 Creative Economy Seminar, participant registration was carried out starting at 07:30 to 08:00. Participant registration was carried out at the same time as the distribution of snacks and distribution of lottery numbers to participants. Documentation of participant attendance can be seen in Figure 4.6 below:



Figure 4.6 Participant Registration Documentation

Source: Processed Data 2023

Before the inauguration of the event by the Deputy Director for Student Affairs. The remarks delivered by the chief executive also expressed his thanks to all parties who helped organize the 2023 Creative Economy Seminar activities delivered by Anggita Estiningtias. Documentation of the speech delivered by the chief executive can be seen in Figure 4.7 below :



Figure 4.7 Documentation of the Chief Executive's Foreword

Source: Processed Data 2023

After the opening remarks from the chief executive, the next speech was from the supervisor, namely Mr. M. Alkadri Perdana, B.IT., M.Sc. Documentation of welcoming remarks from the supervisor can be seen in Figure 4.8 below:



Figure 4.8 Documentation of the Supervisor's Foreword

Source: Processed Data 2023

After welcoming remarks from the supervisor of the 2023 Creative Economy Seminar with the theme "Building Resilient MSMEs Through Innovation in the Creative Economy" it was officially opened by Mr. Akmal Indra, S.Pd., MT. As Deputy Director 3 for Student Affairs at Bengkalis State Polytechnic. Documentation as well as the opening of the 2023 Creative Economy seminar can be seen in figure 4.9 below:



Figure 4.9 Documentation of the Deputy Director's Foreword

Source: Processed Data 2023

After the official opening by the Deputy Director for Student Affairs, Bengkalis State Polytechnic, the next step was the distribution of plaques and souvenirs to resource persons for documentation of the handover of plaques and souvenirs, which can be seen in figure 4.10 below:



Figure 4.10 Documentation of Plaque and Souvenir Giving

Source: Processed Data 2023

The next activity is a photo with the invited guests who attended the 2023 Creative Economy seminar, which can be seen in figure 4.11 below:



Figure 4.11 Documentation with Invited Guests

Source: Processed Data 2023

Next, the highlight of the event was the delivery of the 2023 Creative Economy Seminar with the theme "Building Resilient MSMEs Through Innovation

in the Creative Economy" delivered by Rahmat Hidayat, S.Si. Documentation of the presentation of the material can be seen in Figure 4.12 below:



Figure 4.12 Documentation of Speaker Giving

Source: Processed Data 2023

After the presentation of material by the speakers, the event continued with a question and answer session, where participants had the opportunity to ask questions directly to the speakers, who would provide answers. Documentation of the question and answer session can be seen in Figure 4.13 below:



Figure 4.13 Question and Answer Session

Source: Processed Data 2023

After the question and answer session ends, the follow-up is the closing of the material by a participant who is able to summarize the information provided by

the resource persons. Participants who successfully present this summary will receive a door prize. The conclusion session can be seen in Figure 4.14 below:



Figure 4.14 Conclusion Session
Source: Processed Data 2023

The next stage is the coupon drawing which will be guided by the moderator. Where the Committee will carry out a random drawing of seventeen coupons that have been given to participants during registration. In this drawing process, the committee will also ask for the participation of guests and participants to take seventeen coupons from the available jars. A total of seventeen numbers drawn will receive door prizes from the committee. The coupon draw can be seen in figure 4.15 below:



Figure 4.15 Coupon Draw Session
Source: Processed Data 2023

After the announcement of the seventeen selected coupon numbers, participants who have the same coupon number will be called to receive a door prize. Apart from that, participants who ask questions during the question and answer session will also be called to receive door prizes from the committee. Door prizes are given as a form of appreciation to participants. Documentation of door prize distribution can be seen in Figure 4.16 below:



Figure 4.16 Doorprize distribution session

Source: Processed Data 2023

After all the agendas had been carried out, the committee informed all participants of the 2023 creative economy seminar that they could collect their certificates on Monday, October 23 2023 at the ADM building. Next was the closing which was guided by MC, namely Annisa Zahara Husni, as well as taking photos with all the participants of the Creative Economy Seminar and Invited Guests. Documentation of the closing event can be seen in Figure 4.17 below



Figure 4.17 Closing Documentation Session

Source: Processed Data 2023

After all the events have been carried out, at the final stage the committee is disbanded. documentation of dissolution can be seen in figure 4.18 below:






Figure 4.18 Organizing Committee Dissolution Session







Source: Processed Data 2023

4.3.1.4 Giving Appreciation to Sponsors

In implementing the 2023 creative economy seminar, there are eleven sponsors who support this seminar. Before the event was held, the committee invited all sponsors to attend that day, apart from that, during the event, the moderator mentioned the names of sponsors as an expression of thanks. Sponsor appreciation can be seen in table 4.12 below:

Table 4.12 Sponsor Appreciation

No	Logos	Sponsor	Appreciation Given
1.		Jaringan Pengusaha Nasional	Mention of the sponsor's name and include the sponsor's logo in flyers and banners.
2.		Bee Tama	Mention of the sponsor's name and include the sponsor's logo in flyers and banners.
3.		Bos Salad	Mention of the sponsor's name and include the sponsor's logo in flyers and banners.

4.		Djoeragan Takoyaki	Mention of the sponsor's name and include the sponsor's logo in flyers and banners.
5.		Ayam Potong Mr Eghig	Mention of the sponsor's name and include the sponsor's logo in flyers and banners.
6.		Sejarah Baru	Mention of the sponsor's name and include the sponsor's logo in flyers and banners.
7.		Skill Update	Mention of the sponsor's name and include the sponsor's logo in flyers and banners.
8.		Kopi Kap	Mention of the sponsor's name and include the sponsor's logo in flyers and banners.
9.		Bumdes Kuala Alam	Mention of sponsor's name
10.	Tambak Udang Meskom	Tambak Udang Meskom	Mention of sponsor's name
11.	Kedai Atok Ucu	Kedai Atok Ucu	Mention of sponsor's name

Source: Processed Data 2023

As stated in the table above, these are sponsors who support the holding of the 2023 creative economy seminar. Giving appreciation to sponsors is by

mentioning the name of the sponsor when the seminar is held and placing the sponsor's logo on the banner. The banner can be seen in figure 4.19 below:



Figure 4.19 Seminar Banner
Source: Processed Data 2023

4.3.1.5 Giving Appreciation to Participants

There were 110 participants taking part in the 2023 Creative Economy Seminar, consisting of owners, managers and actors of MSMEs, students and the general public. As a matter of respect and gratitude, the organizing committee gave appreciation in the form of certificates to the participants. Certificates are given 3 days after the completion of the 2023 Creative Economy seminar activities. Participant documentation and certificates can be seen in figure 4.20 below:



Figure 4.20 Documentation of Participant Certificates
Source: Processed Data 2023

4.3.1.6 Giving Appreciation to the Committee

The organizing committee is the individual responsible for organizing, managing and implementing the 2023 Creative Economy Seminar in order to fulfill the final assignment of the Bengkalis State Polytechnic International Business Administration D4 Study program. As an appreciation to the committee for helping to make the 2023 Creative Economy Seminar a success, the Chief Executive gave a certificate to the committee after 3 days of completion of the activity. Documentation of the Committee's certificate can be seen in Figure 4.21



Figure 4.21 Committee Certificate Documentation

Source: Processed Data 2023

4.3.2 Project Implementation in Financial Aspects

4.3.2.1 Calculating Costs During Seminars

At the 2023 Creative Economy Seminar, all expenses must be reported. The purpose of this report is to find out the total costs that have been incurred during the Seminar, including the costs of human resources, operations, equipment, administration, consumption, promotions and other components. In the 2023 Creative Economy Seminar, financial reports are divided into two components, namely cash inflow and cash outflow. Cash inflow refers to funds received by the organizing committee from sponsors and donors, while cash outflow reflects the total expenditure of funds used by the organizing committee. The following are details of the financial report for the 2023 Creative Economy Seminar activities which can be seen in table 4.13 below:

Table 4.13 Financial Report of Creative Economy Seminar

No.	Goods	Volume	Unit	Unit price	Total
CASH FLOW					
1.	Participant Registration Fee	110	Person	Rp.10.000	Rp.1.100.000
2.	Sponsor	11	Person	Rp.2.800.000	Rp.2.800.000
Total					Rp.3.900.000
CASH OUTFLOW					
A. ADMINISTRATION					
No.	Goods	Volume	Unit	Unit price	Total
1.	Making Proposals	15	Pcs	Rp. 3.000	Rp.45.000
2.	Letters and Envelopes	4	Sheet	Rp.500	Rp.2.000
3.	Attendance of the Committee and Participants	8	Sheet	Rp.250	Rp.2.000
4.	ATK	-	-	-	Rp.30.000
Total					Rp.79.000
B. MARKETING AND PROMOTION					
1.	Promotion on Instagram Wargabks	-	-	Rp.50.000	Rp.50.000
2.	Brochure	20	Sheet	Rp.250	Rp.5.000
Total					Rp.55.000
C. CONSUMPTION					
1.	Preparation Event Consumption	-	Person	-	Rp.30.000
2.	Participant Snacks	110	Person	Rp.4.000	Rp. 440.000
3.	Committee Snacks	15	Person	Rp.4.000	Rp.60.000
4.	Guest Snacks	6	Person	Rp. 5.000	Rp.30.000
5.	Fruits	2	Kg	Rp.25.000	Rp.50.000
6.	Aqua bottle	6	Bottle	Rp.3.000	Rp.18.000
7.	Committee Lunch	15	Person	Rp.10.000	Rp.150.000
Total					Rp.778.000
D. RESOURCE					
1.	Honorary Speaker 1 (Rahmad Hidayat)	1	Person	Rp.600.000	Rp.600.000
2.	Honorary Speaker 2 (Andri Saputra)	1	Person	Rp.700.000	Rp. 700.000
3.	Transportation	2	Person	Rp. 550.000	Rp. 550.000
4.	Lodging	2	Person	Rp. 80.000	Rp. 160.000
5.	Resource Person's Plaque	2	Pcs	Rp.110.000	Rp.220.000
6.	Speaker Lunch	2	Person	Rp.20.000	Rp.40.000
Total					Rp.2.270.000
E. EQUIPMENT, FACILITIES AND INFRASTRUCTURE					
1.	Print Participant Certificate	110	Person	Rp.1.000	Rp.110.000
2.	Print Committee Certificate	15	Person	Rp 1.000	Rp.15.000
3.	Banner 2x3	1	Pcs	Rp. 150.000	Rp.150.000

4.	Raffle Coupon	8	Sheet	Rp.250	Rp.2.000
5.	Paper Bags	13	Pcs	Rp.2.000	Rp.26.000
6.	Stamp	1	Pcs	Rp.65.000	Rp.65.000
7.	ID Card	15	Pcs	-	Rp.10.000
Total					Rp. 378.000
F. Miscellaneous expense					
1.	Unexpected costs	-	-	-	Rp.0
Total					Rp.0
TOTAL EXPENDITURES					Rp.3.560.000

Source: Processed Data 2023

Table 4.13 shows that the income from the implementation of the 2023 Creative Economy seminar comes from registration fees for participants and sponsors, so the total funds collected are IDR. 3,900,000, while expenditure (cash out) reached Rp. 3,560,000. This indicates that this final project has been successful. Based on the financial report data above, there is remaining cash of Rp. 340,000, which can be calculated by subtracting the total cash incoming from cash out (Rp. 3,900,000 - Rp. 3,560,000 = Rp. 340,000). The remaining funds will be divided evenly among the core administrators to support the costs of completing the thesis.

4.3.2.2 Outflow of Human Resources

One of several aspects of expenditure in the 2023 creative economy seminar activities is the human resources aspect. Table 4.13 contains a cash flow report relating to human resource aspects in the creative economy seminar, which can be seen in table 4.14 below:

Table 4.14 Cash Outflow Report in Human Resources Review

No	Goods	Amount	Total
1.	Presenter	Rp.600.000	Rp.600.000
2.	Transportation	Rp.300.000	Rp.300.000
3.	Lodging	Rp.80.000	Rp.80.000
4.	Plaque	Rp.110.000	Rp.110.000
5.	Speaker Lunch	Rp.20.000	Rp.20.000
TOTAL EXPENDITURES			Rp.1.110.000

Source: Processed Data 2023

From table 4.14 it can be seen that total expenditure, especially in the human resources section, reached IDR 1.110.000. These funds are allocated for various

needs during and after the seminar, including transportation costs, lodging, plaques, lunch and honorarium for presenters.

4.4 Project Achievements

4.4.1 Product Completion Human Resources Aspects

4.4.1.1 Evaluating Seminars

After the entire series of events is completed, the 2023 Creative Economy Seminar committee will conduct a review, where the evaluation of this activity will be considered as a reference for participant responses in filling out the survey. Apart from that, the performance of the committee and the level of success of the 2023 Creative Economy Seminar will be assessed.

The organizers' evaluation of the implementation of this seminar was a delay in starting the event because the second presenter arrived late, which was caused by unfavorable weather. Apart from that, one of the participants suggested that if one of the resource persons was unavailable, making it possible for them to arrive late, they could give priority to the other resource person, so as not to waste too much time, because punctuality is also a principle in trying. Apart from providing assessments to the committee, participants also provided comments when sending the questionnaire. Participant comments can be seen in table 4.15.

Table 4.15 Criticism and Suggestions from Participants

No	Response
1.	Seminars like this are very useful for increasing the creativity of students who have an interest in entrepreneurship. Hopefully in the future seminar events or anything related to entrepreneurship can be increased in our area.
2.	The seminar went well, in terms of the event, service and presenters, it was quite good. I think it's just the timing that needs to be improved.
3.	My suggestion is that we must continue to educate existing MSMEs so that they do not become outdated.
4.	Nothing, because the presentation of the material by the resource person was very good.
5.	In my opinion, the seminar held was good, maybe it could improve some things, such as providing more material so that it was more perfect.
6.	Overall it is good, but my suggestion is that the seminar can be started on time in order to save time.
7.	The activities have been very good.
8.	For now, I don't have the criticism I want to give, I think seminar activities like this are very necessary for people who are interested in business.
9.	In my opinion, this seminar was quite good and satisfying.

10.	Just a suggestion, if one of the resource persons is absent, making it possible for them to arrive late, you can give priority to the other resource persons, so as not to waste too much time, because being on time is also a principle in trying.
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Source: Processed Data 2023

To find out the level of success of the 2023 Creative Economy seminar is very important for seminar organizers. By collecting responses from participants through filling out questionnaires, organizers can evaluate the activity. The following is a summary of the assessments from the 2023 creative economy seminar participants, which can be seen below:

1. As many as 56.4% of participants considered this creative economy seminar to be very good, while 37.3% gave a good assessment of the resource person's ability to deliver the material. For the evaluation of this seminar, see Figure 4.22 below:



Figure 4.22 Material Exposure Questionnaire

Source: Processed Data 2023

2. As many as 60% of participants gave a very good assessment of the committee's services at the creative economy seminar with the theme of building strong MSMEs through innovation in the creative economy, while 39.1% gave a good assessment. For the evaluation of this seminar, see Figure 4.23 below:



Figure 4.23 Committee Service Questionnaire

Source: Processed Data 2023

- As many as 42.7% of participants rated the schedule selection for the creative economy seminar with the theme of building strong MSMEs through innovation in the creative economy as very good, while 52.7% gave a good assessment. The evaluation of this seminar can be seen in figure 4.24 below:



Figure 4.24 Schedule Selection Questionnaire

Source: Processed Data 2023

- As many as 50% of participants assessed the concept used in the creative economy seminar with the theme of building strong MSMEs through innovation in the creative economy as very good, while 48.2% gave a good assessment. For the evaluation of this seminar, see Figure 4.25 below:

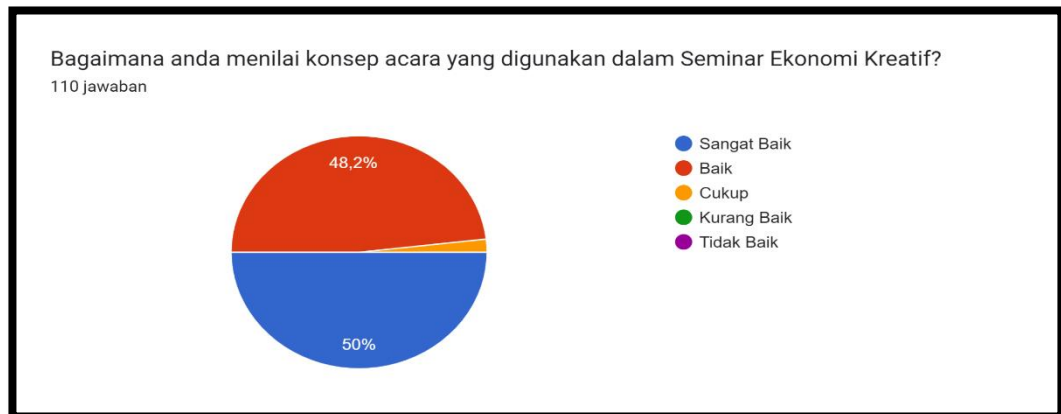


Figure 4.25 Event Concept Questionnaire

Source: Processed Data 2023

4.4.1.2 Evaluation of the Performance of the Organizing Committee

The 2023 Creative Economy Seminar with the theme Building Resilient MSMEs Through Innovation in the Creative Economy evaluates the performance of event organizers. At this stage the committee members are re-evaluated to find out whether the committee members have carried out the tasks assigned by the executive chairman. The divisions that will be evaluated are the events division, equipment division, Creative Media division and consumption division. The stages used in this final project are the preparation, implementation, completion and reporting stages. Evaluation of the committee's performance can be seen in Table 4.16 below:

Table 4.16 Evaluation of the Organizing Committee Work

No	Work Phase	Work result	Evaluate Organizing Committee Performance
1.	Preparation	In the preparation stage, each division carries out its job description according to the concept planned by the events division.	Evaluate all preparations that have been made previously to find out whether there are any shortcomings in these preparations.
2.	Implementation	Realized in accordance with the guidelines provided by the events division.	Double check all aspects necessary to ensure that activities can run successfully.
3.	Completion Stage	Well done	Assessing at the completion stage, each division is asked to check the equipment that has been borrowed and return it immediately.

Source: Processed Data 2023

4.4.2 Project Completion in Financial Aspects

4.4.2.1 Calculate Costs After the seminar

After completion of the 2023 creative economy seminar project, the seminar treasurer is assisted by the committee to calculate the expenses that have been incurred for the event. Expenditures include costs required for human resource aspects and operational aspects in organizing seminars. Expenditures for human resources amounted to Rp.2.270.000 while expenditure for operational parts involving administration, marketing, consumption and equipment reached a total of Rp. 1.290.000. In total, all these costs add up to IDR 3.560.000.

4.5 Project Reporting

4.5.1 Project Reporting on Human Resources Aspects

4.5.1.1 Dissolution of the Executive Committee

The 2023 creative economy seminar project has been completed and implemented according to plan. The seminar committee was disbanded after completing the activities carried out in the Commercial Administration Mini Conference Room on the 3rd floor of the Bengkalis State Polytechnic. Documentation of the dissolution of the committee can be seen in Figure 4.26 below:



Figure 4.26 Dissolution of the Organizing Committee

Source: Processed Data 2023

4.5.2 Project Reporting on Financial Aspects

4.5.2.1 Project Implementation Financial Report

The 2023 creative economy seminar financial report consists of cash in and cash out. Cash inflow is the amount of funds received by the organizing committee from payments from activity participants and sponsors. Meanwhile, cash outflow is funds spent by the human resources division. Details of seminar income can be seen in table 4.17 below:

Table 4.17 Seminar Income

No	Goods	Volume	Unit	Unit Price	Total
1.	Participant Registration Fee	110	Person	Rp.10.000	Rp.1.100.000
2.	Sponsor	11	Person	Rp.2.800.000	Rp.2.800.000
TOTAL					Rp.3.900.000

Source: Processed Data 2023

From Table 4.17, it can be seen that income from organizing seminars comes from two main sources, namely participant registration fees and income obtained from sponsors. The total income generated from these two sources is IDR 3.900.000. At the 2023 creative economy seminar, participants consisted of owners, managers and actors of MSMEs, students and the general public who were interested in developing MSMEs.

Table 4.18 Cost Expenditures

No.	Goods	Volume	Unit	Unit price	Total
CASH FLOW					
1.	Participant Registration Fee	110	Person	Rp.10.000	Rp.1.100.000
2.	Sponsor	11	Person	Rp.2.800.000	Rp.2.800.000
Total					Rp.3.900.000
CASH OUTFLOW					
A. ADMINISTRATION					
No.	Goods	Volume	Unit	Unit price	Total
1.	Making Proposals	15	Pcs	Rp. 3.000	Rp.45.000
2.	Letters and Envelopes	4	Sheet	Rp.500	Rp.2.000
3.	Attendance of the Committee and Participants	8	Sheet	Rp.250	Rp.2.000
4.	ATK	-	-	-	Rp.30.000
Total					Rp.79.000
B. MARKETING AND PROMOTION					
1.	Promotion on Instagram Wargabks	-	-	Rp.50.000	Rp.50.000
2.	Brochure	20	Sheet	Rp.250	Rp.5.000
Total					Rp.55.000

C. CONSUMPTION					
1.	Preparation Event Consumption	-	person	-	Rp.30.000
2.	Participant Snacks	110	person	Rp.4.000	Rp. 440.000
3.	Committee Snacks	15	person	Rp.4.000	Rp.60.000
4.	Guest Snacks	6	person	Rp. 5.000	Rp.30.000
5.	Fruits	2	Kg	Rp.25.000	Rp.50.000
6.	Aqua bottle	6	bottle	Rp.3.000	Rp.18.000
7.	Committee Lunch	15	Person	Rp.10.000	Rp.150.000
Total					Rp.778.000
D. RESOURCE					
1.	Presenter 1 (Rahmad Hidayat)	1	Person	Rp.600.000	Rp.600.000
2.	Presenter 2 (Andri Saputra)	1	Person	Rp.700.000	Rp. 700.000
3.	Transportation	2	Person	Rp. 550.000	Rp. 550.000
4.	Lodging	2	Person	Rp. 80.000	Rp. 160.000
5.	Resource Person's Plaque	2	Pcs	Rp.110.000	Rp.220.000
6.	Resource Lunch	2	Person	Rp.20.000	Rp.40.000
Total					Rp.2.270.000
E. EQUIPMENT, FACILITIES AND INFRASTRUCTURE					
1.	Print Participant Certificate	110	Person	Rp.1.000	Rp.110.000
2.	Print Committee Certificate	15	Person	Rp 1.000	Rp.15.000
3.	Banner 2x3	1	Pcs	Rp. 150.000	Rp.150.000
4.	Raffle Coupon	8	Sheet	Rp.250	Rp.2.000
5.	Paper Bags	13	Pcs	Rp.2.000	Rp.26.000
6.	Stamp	1	Pcs	Rp.65.000	Rp.65.000
7.	Rent a Nametag	15	Pcs	-	Rp.10.000
Total					Rp. 378.000
F. Miscellaneous expense					
1.	Unexpected costs	-	-	-	Rp.0
Total					Rp.0
TOTAL EXPENDITURES					Rp.3.560.000

Source: Processed Data 2023

The table shows that the total expenditure specifically for HR is IDR 2.270.000 which is used to pay speaker honorariums, plaques and speaker lunches. Then the expenditure for the operational part is IDR 1.290.000 which is used for promotions, consumption, equipment, facilities and administration. So the total for all expenses is IDR 3.560.000. This shows that this final assignment was successful because from the known data there was IDR 340.000 remaining.

Then details of the budget and realization of human resource and operational costs can be seen in table 4.19 below:

Table 4.19 Realized Costs and Budget

No	Goods	Budget Estimates	Budget Realization
A. ADMINISTRATION			
1.	Making Proposals	Rp.100.000	Rp.45.000
2.	Letters and Envelopes	Rp.2.000	Rp.2.000
3.	Attendance of the Committee and Participants	Rp.5.000	Rp.2.000
4.	ATK	Rp.50.000	Rp.30.000
Total		Rp.157.000	Rp.79.000
B. MARKETING AND PROMOTION			
1.	Promotional attribute design	Rp.50.000	Rp.0
2.	Brochure	Rp.25.000	Rp.5.000
3.	Promotion on Instagram Wargabks	Rp.0	Rp.50.000
4.	Internet Quota	Rp.30.000	Rp.0
Total		Rp.105.000	Rp.55.000
C. CONSUMPTION			
1.	Preparation Event Consumption	Rp.0	Rp.30.000
2.	Participant Snacks	Rp.250.000	Rp.440.000
3.	Committee Snacks	Rp.20.000	Rp.60.000
4.	Guest Snacks	Rp.60.000	Rp.30.000
5.	Committee Lunch	Rp.100.000	Rp.150.000
6.	Aqua bottle	Rp.30.000	Rp.18.000
7.	Fruits	Rp.60.000	Rp.50.000
8.	Glass Aqua Water	Rp.100.000	Rp.0
9.	Presenter Lunch	Rp.10.000	Rp.0
Total		Rp.630.000	Rp.778.000
D. RESOURCE			
1.	Honorary Speaker	Rp.300.000	Rp.600.000
2.	Plaque	Rp.250.000	Rp.110.000
3.	Speaker Souvenir	Rp.100.000	Rp.0
4.	Transportation	Rp.0	Rp.300.000
5.	Lodging	Rp.0	Rp.80.000
6.	Speaker Lunch	Rp.30.000	Rp.20.000
Total		Rp.680.000	Rp.1.110.000
E. EQUIPMENT, FACILITIES AND INFRASTRUCTURE			
1.	Participant Certificate	Rp.400.000	Rp.110.000
2.	Committee Certificate	Rp.40.000	Rp.15.000
3.	Banner	Rp.100.000	Rp.150.000
4.	ID Card	Rp.50.000	Rp.10.000
5.	Stamp	Rp.85.000	Rp.65.000
6.	Paper Bag	Rp.0	Rp.26.000
7.	Raffle Coupon	Rp.0	Rp.2.000
Total		Rp.675.000	Rp.378.000
F. Miscellaneous expense			
1.	Unexpected costs	Rp.200.000	Rp.0
Total		Rp.200.000	Rp.0
TOTAL EXPENDITURES		Rp.2.447.000	Rp.2.400.000

Source: Processed Data 2023

From Table 4.19 above, you can see the difference between the planning budget and the actual budget. This difference occurred because there were several budgets that were not in accordance with what was previously planned, such as:

1. The budget plan for administration was initially estimated at around IDR 157,000, but in reality, the budget used was only IDR 79,000. This is because the organizing committee has a personal printer and still has remaining HVS paper from the previous proposal seminar. Therefore, to save the budget, the organizing committee decided to only buy binding paper and black duct tape as the main requirements. This decision was taken by considering the availability of existing resources and to maximize the use of equipment owned by the committee. Even though there were changes to the initial budget, this strategy aims at efficiency and optimizing the use of available resources.
2. The marketing and promotion budget plan was initially estimated at around IDR 105,000, but in reality, the expenditure incurred was only IDR 55,000. This happens because one of the organizing committee members has the ability to design and edit videos. Therefore, the organizers decided not to use external design services. Instead, for promotion, the committee used promotional services via Instagram Wargabks at a cost of IDR 50,000. Apart from that, the organizers also printed several brochures to be pasted on campus posters and carried out direct promotions. Thus, this budget reduction can be achieved through the use of internal skills and strategic choices in utilizing effective and affordable promotional platforms.
3. The consumption budget plan was initially around IDR 630,000, but in reality, expenditure reached IDR 778,000. This difference arises because when estimating the budget, no expenditure was budgeted for committee lunch costs and consumption during the preparation event. Apart from that, when estimating the budget, there are lunch costs for creative economy seminar presenters. This happens because the presenter is also part of the organizing committee, so that when it is realized, there is no expense for the presenter's lunch costs. Thus, these budget disputes are caused by changes in consumption expenditure estimates that were unexpected at the initial planning stage.

4. The human resources budget plan was initially set at around IDR 680,000, but in reality, HR costs increased to IDR 1,110,000. This difference arose because initially, the organizers planned for speakers from within Bengkalis for a seminar on increasing the competitiveness of creative economy-based MSME businesses in the 5.0 era. However, during the proposal hearing process, the examiners requested that the presenters come from outside Bengkalis. As a result, additional costs arise for transportation, lodging and a larger honorarium. However, the committee decided not to pay for souvenirs because the organizers had received sponsorship from Bee Tama, namely kelulut honey. This is the cause of the dispute between estimated and actual costs in the human resources budget plan.
5. The planned budget for equipment, facilities and infrastructure was initially estimated at around IDR 675,000, but in reality the expenditure was only IDR 378,000. This dispute occurred because at the time of the estimate, the cost of printing certificates was estimated to be very large. However, when it was realized, the organizers received certificate sponsorship from a new history shop, so the organizers only needed to spend money to print the certificates. Apart from that, there is an additional fee in the form of purchasing a paper bag to include the door prizes obtained by the organizer. Having sponsors can reduce the costs of creative economy seminars in 2023. Based on the report above, it can be seen that seminars on increasing the competitiveness of creative economy-based MSME businesses in the 5.0 era experienced a surplus of IDR 7,000. This shows that the seminar on increasing the competitiveness of creative economy-based MSME businesses in the final assignment of this thesis has been successful, because in all aspects it has gone according to plan.

4.5.2.2 Obstacles to Activities in Carrying out an Activity

There are bound to be certain challenges, both negative and positive, which can hinder the progress of the activity. At the 2023 creative economy seminar, there were several obstacles in project preparation, project implementation and project completion. Obstacles faced in its implementation include:

1. At the project preparation stage, there were problems in determining sources so that this activity which was supposed to be carried out on October 3 was postponed until it was carried out on October 19. This is caused by the organizers' limited network of relationships in seeking resource persons from outside Bengkalis. Apart from that, the organizers also experienced difficulties in determining suitable presenters to fill the creative economy seminar in 2023.
2. When holding seminars, organizers also face difficulties in determining when the seminar will be held. This was caused by a schedule conflict with the presenters, so the organizers had to wait for a suitable schedule from the speakers.
3. In the project preparation stage, there were challenges in finding participants. This difficulty arose because the seminar was scheduled in the morning, causing potential disruption to participants' activities. In addition, participants who had busy schedules in the morning found it difficult to participate in the event. Therefore, scheduling that takes into account participant availability and convenience can be important for increasing seminar participation.
4. During the project implementation stage, the obstacles faced were bad weather conditions and rain. This resulted in the presenters being late in arriving, so that the participants and other invited guests had to wait. The late arrival of the presenters affected the event schedule so that the event was slow to start.

4.5.2.3 Solutions to Overcome Problems in Activities

The solutions to the obstacles faced in the creative economy seminar are as follows:

1. To overcome difficulties in getting speakers from outside Bengkalis, the organizers should hold discussions with supervisors. By involving supervisors, they can provide positive direction such as networks or contacts they have and help in identifying potential speakers.
2. Steps that can be taken to overcome scheduling challenges faced during seminars are that the organizers must communicate actively with the presenters

from the start. Organizers may request more detailed schedule information from speakers at the initial planning stage. In this way, organizers can minimize potential schedule conflicts and determine a seminar time that is suitable for all parties involved.

3. Solutions that can be taken if obstacles like this occur are that the organizer can provide clear information about the benefits of the seminar and why participants should invest time in it. This can help convince them to deal with disruptions to their morning schedule.
4. An alternative that can be done by the organizer is to have a backup transportation option such as a car to deal with bad weather conditions.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

Based on the discussion in chapter four regarding the implementation of seminars to increase the competitiveness of creative economy-based MSME businesses in the industrial era 5.0, the author can draw the following conclusions:

1. Human resources involved in the creative economy seminar involve an organizing committee of 15 people, consisting of International Business Administration and Mechanical Engineering study programs. This seminar was attended by two speakers from Pekanbaru. There were 110 participants who attended this seminar. This activity was held in the ADM Mini Conference room, 3rd floor, Bengkalis State Polytechnic.
2. The organizing committee is the most important human resource. The organizing committee members are chosen on the basis of their expertise and experience in the subject, as well as their capacity to perform their jobs and responsibilities as effectively as possible. The organizing committee is divided into numerous sections, including finance, events, equipment, promotion, heads, and secretaries for each section.
3. The creative economy seminar organizing committee has its own job description and job specifications. Job descriptions and job specifications are created so that the organizing committee can understand the tasks given and carry them out well, so that the seminar can run smoothly.
4. Speakers in creative economy seminars are an important element. Because the speakers are chosen through a selection process that follows predetermined criteria, seminars are a crucial component. The selection criteria include speaking experience, a thorough comprehension of the subject matter to be covered, the capacity to explain the subject in a way that participants can readily grasp, an appealing look, and a strong commitment to the assigned

tasks. Selecting speakers who meet these criteria can make a positive contribution to achieving the objectives of the creative economy seminar.

5. The technique for implementing creative economy seminar activities is divided into four stages, namely the project preparation stage, project implementation stage, project completion stage, and project reporting stage. The explanation of each step can be explained as follows:

- a. Project Preparation Plan

The project preparation plan is a series of activities that need to be prepared before carrying out the activities. The project preparation plan for the human resources aspect consists of determining human resource needs, determining job descriptions and human resource specifications, determining speakers and determining participants, opening participant registration and evaluating seminar preparations. Meanwhile, the project preparation plan for the financial aspect is calculating seminar capital and Calculate costs before the seminar.

- b. Project Implementation Plan

Project implementation is an important point in the Creative Economy Seminar in the human resources aspect, consisting of two things, namely motivation for the organizing committee, supervising the implementation of activities, carrying out the agenda, giving appreciation awards to sponsors, giving and giving awards to participants and giving and giving awards to the committee. organizer. Meanwhile, in the financial aspect, namely calculating costs during the seminar.

- c. Project Achievement Plan

The project completion plan is the completion of activities in a structured manner. Before the activity is completed, it is necessary to pay attention to the things that need to be completed. Completion of the project in the human resources aspect is a seminar evaluation and an evaluation of the performance of the organizing committee. Meanwhile, the financial aspect is calculating costs after the seminar.

d. Project Reporting Plan

A project reporting plan is created to evaluate seminar activities. This evaluation aims to improve the quality of the seminar system that will be held again in the future. The project reporting plan in the human resources aspect is the dissolution of the organizing committee. Meanwhile, the financial aspect is the financial report on project implementation.

6. The seminar organizers and monitoring are inextricably linked when hosting seminars on the creative economy. It is the responsibility of supervision to make sure that operations are carried out in a coordinated, orderly, and seamless manner. Seminar monitoring begins with the planning stage of the creative economy seminar, allowing for the assurance that all preparations are made according to plan during execution. The committee thinks that by keeping an eye on each other's activities during the seminar, members and the committee will be able to hold each other accountable for completing the tasks assigned to them. In addition, they should be able to assist one another in carrying out tasks when necessary in order to minimize the possibility of mistakes when planning seminars.
7. Financial report for holding a creative economy seminar with total income of IDR 3,900,000. This income comes from sponsor contributions and participant registration fees. Human Resources Expenditures amounting to IDR 1.110.000.
8. The problem faced during the implementation of the seminar was the difficulty in determining presenters. This was caused by the organizer's limited network of relations in looking for presenters from outside Bengkalis. Apart from that, the organizing committee also found it difficult to determine the time of the seminar. Because you have to determine a time that doesn't conflict with the activities of the speakers and the activities of the event committee. During the organizer's open registration process, it was difficult to find participants because this activity was scheduled in the morning, causing potential disruption to participant activities. In addition, participants who had busy schedules in the morning found it difficult to participate in the event. During the seminar the

weather conditions were not good due to rain which resulted in delays in activities due to the late attendance of the presenters.

9. The solution to this problem is that the committee must hold discussions with the relevant supervisors in determining the presenters. And organizers should communicate actively with the presenters from the start. Organizers may request more detailed schedule information from speakers at the initial planning stage. In this way, organizers can minimize potential schedule conflicts and determine a seminar time that is suitable for all parties involved. Then, to find participants, the organizer can provide clear information about the benefits of the seminar and why participants should invest time in it. This can help reassure them to deal with disruptions to their morning schedule. The solution is to ensure that activities continue according to the predetermined schedule, therefore, organizers must have backup transportation options such as cars to deal with bad weather conditions.

5.2 Suggestions

There were a few issues with how the Creative Economy Seminar was put together and executed. As a result, the author offers the following recommendations in response to the issues encountered in organizing and finishing the seminar activities:

1. After the seminar is finished, because there are several obstacles during the event, it is necessary to make good preparations for the next event and pay careful attention so that the implementation of the activity can run successfully. Good cooperation from the committee is the main key that must be carried out. Because, if the committee does not synergize then the activities cannot run well. The committee needs to have a deep understanding of the tasks and responsibilities given and have the ability to achieve success in seminar activities so that there are no communication errors between committee members. By establishing effective communication, good cooperation can also be formed.

2. When recruiting human resources, choose individuals who are competent, diligent, have discipline, are able to collaborate with a team and are responsible for the tasks given, and even have experience in organizing seminars.
3. Thorough preparation is required for all phases of the seminar, including planning, execution, wrapping up, and reporting. As a result, many committee meetings are necessary for more thorough preparations, and each division's preparations must be closely monitored. Must make sure that every committee does its work effectively and adheres to the planning process from preparation to reporting.
4. The selection of resource persons for seminar activities should be based on a number of factors, including competency, familiarity with the themes and subjects of the material to be delivered, and a willingness to impart information to a broad audience.

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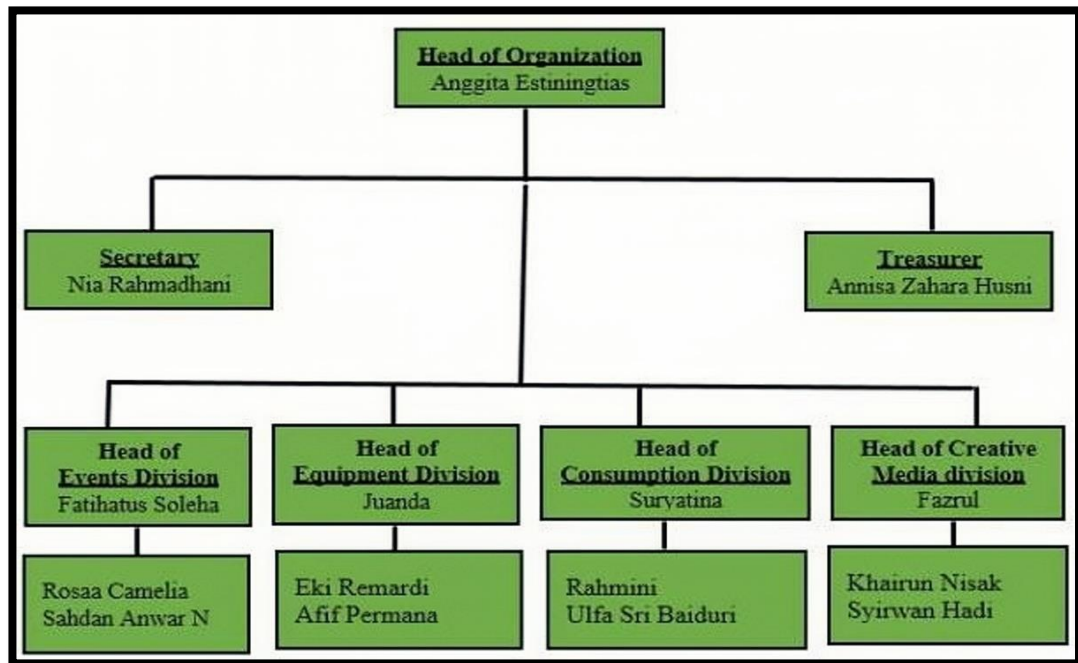
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APPENDICES

Appendix 1. Structure Committee




Source: Processed Data 2023

Appendix 2. Metting Committee



Source: Processed Data 2023

Appendix 3. Notulency of the First Comordination Meeting



CREATIVE ECONOMICS SEMINAR
 Sekretariat: Gg Nadia
 Jln. Bathin Alam, Sungai Alam, Bengkalis, Riau 28751
 Telephone: +62 822-6874-3691, Email: anggitabks4@gmail.com

CREATIVE ECONOMY MEETING RESULTS

Day, Date : September 25 2023
 Location : LAM-R
 Time : 08:00 sd 10:00

Absence of Committee Attendance

No	Name	Information
1.	Anggita Estiningtias	Present
2.	Annisa Zhahara Husni	Present
3.	Fatihatus Solcha	Present
4.	Suryatina	Present
5.	Nia Rahmadhani	permission
6.	Khairun Nisak	permission
7.	Juanda	Present
8.	Afif Permana	permission
9.	Fazrul	Present
10.	Syirwan Hadi	permission
11.	Eki Remardi	Present
12.	Rosa Camelia	Present
13.	Sahdan Anwar Nasution	permission
14.	Rahmini	Present
15.	Ulpa Sri Baiduri	permission

1. Explain the objectives of the creative economy seminar.
2. Determine the composition of the Creative Economy Seminar committee The structure of the Creative Economy Seminar Committee can be seen below:
 - Chief Executive : Anggita Estiningtias
 - Secretary : Nia Rahmadhani
 - Treasurer : Annisa Zhahara Husni
 - a. Head of Events Division : Fatihatus Soleha
 - Rosa Camelia
 - Sahdan Anwar Nasution
 - b. Head of Equipment Division : Juanda
 - Eki Remardi
 - Afif Permana
 - c. Head of Consumption Division : Suryatina
 - Rahmini
 - Ulfa Sri Baiduri
 - d. Head of Creative Media Division : Fazrul
 - Khairun Nisak
 - Syirwan Hadi
3. Explain the objectives of the creative economy seminar.
4. Convey the timing of the Creative Economy Seminar activities



No	Date	Name of Activity	Activity Place
1.	Oktober 19 2023	Creative Economy Seminar	ADM Mini Conference Hall, 3rd Floor

5. Distribution of Job Descriptions

No	Division Name	Jobdescription
1.	Event Division	1. Create a concept for a creative economy seminar event 2. Create an event rundown 3. Make an Activity Absence
2.	Event Equipment	1. Provide all equipment during the seminar. Tables, tablecloths, glasses, plates and so on
3.	Event Consumption	1. Look for consumption according to your budget 2. Providing food during the event
4.	Event Creative Media	1. Create registration and editorial flyers 2. Make a Banner 3. Banner Design 4. Nametag Design 5. Documentation during the activity 6. Edit the video from the results of the activity.

6. Secretary

- Create a letter of borrowing a room and sound system
- Create Invitation Letters for Invited Guests
- Create Invitation Letters for Sponsors

7. Event Committee

- Mc : Annisa Zhahara Husni
- Moderators : -
- Prayer : -
- Director: Rosa Camelia
- Operator : Juanda
- Operator 2 : Nia Rahmadhani

8. Committee dress code : Batik

9. Equipment needed for creative economy seminars

No	Equipment	Amount	Unit
1.	Room	1	Room
2.	Wooden table	1	Pecies
3.	Glass table	2	Pecies
4.	Sofa chair	2	Pecies
5.	Sound System	1	Pecies
6.	Infocus	1	Pecies
7.	Cok Connect	1	Pecies
8.	Chargers	1	Pecies



CREATIVE ECONOMICS SEMINAR

Sekretariat: Gg Nadia

Jln. Bathin Alam, Sungai Alam, Bengkalis, Riau 28751

Telephone: +62 822-6874-3691, Email: anggitabks4@gmail.com


9.	Laptops	2	Pecies
10.	Gelass	7	Pecies
11.	Plate	6	Pecies
12.	White Cloth	2	Sheet
13.	Banner	1	Pecies
14.	Shoot Staples	1	Pecies
15.	ID Card	15	Pecies
16.	Absence Folder	1	Pecies
17.	Pen	1	Pecies
18.	Presenter's Plaque	2	Pecies
19.	Presenter Souvenir	2	Pecies
20.	VIP consumption	-	-
21.	Participant Consumption	110	Box
22.	Committee Consumption	15	Box
23.	Tupware	1	Pecies
24.	Coupon	100	Pecies
25.	Door prizes	22	Pecies

10. Contact persons for registration are Anissa Zahara Hasni and Suryatina

Chief Executive


Secretary Executive


DIGITAL MARKETING
Anggita Estiningtias
NIM.5404201281


Nia Rahmadhani
NIM.5404201255

Source: Processed Data 2023

Appendix 4. Notulency of the Second Comordination Meeting



CREATIVE ECONOMICS SEMINAR
 Sekretariat: Gg Nadia
 Jln. Bathin Alam, Sungai Alam, Bengkalis, Riau 28751
 Telephon: +62 822-6874-3691, Email: anggitaabs4@gmail.com

CREATIVE ECONOMY MEETING RESULTS

Day, Date : Oktober 10 2023
 Location : LAM-R
 Time : 15:00 sd 17:00

Absence of Committee Attendance

No	Name	Information
1.	Anggita Estiningtias	Present
2.	Annisa Zhahara Husni	Present
3.	Fatihatus Soleha	Present
4.	Suryatina	Present
5.	Nia Rahmadhani	Present
6.	Khairun Nisak	Present
7.	Juanda	Present
8.	Afif Permana	Present
9.	Fazrul	Present
10.	Syirwan Hadi	Present
11.	Eki Remardi	Present
12.	Rosa Camelia	permission
13.	Sahdan Anwar Nasution	Present
14.	Rahmini	Present
15.	Ulpa Sri Baiduri	Present

1. Ask about developments in each division.

No.	Division	Obstacle
1.	Events Division	No obstacles
2.	Equipment Division	No obstacles
3.	Consumption Division	No obstacles
4.	Creative Media Division	No obstacles

2. Event Committee

- Mc : Annisa Zhahara Husni
- Moderator : Syirwan Hadi
- Prayer : Sahdan Anwar Nasution
- Dirgen : Rosa Camelia
- Operator 1 : Juanda
- Operator 2 : Nia Rahmadhani

NB : It's Complete

2. Discuss the Event Rundown

3. Discuss the lottery and distribution of door prizes

4. Discuss funding needs in each division

5. Equipment needed for creative economy seminars

No	Equipment	Amount	Units	Information
1.	Room	1	Room	ADM Mini Conference 3rd floor
2.	Wooden table	1	Pecies	ADM Mini Conference 3rd floor
3.	Glass table	2	Pecies	ADM Mini Conference 3rd floor



CREATIVE ECONOMICS SEMINAR


Sekretariat: Gg Nadia
Jln. Bathin Alam, Sungai Alam, Bengkalis, Riau 28751
Telephone: +62 822-6874-3691, Email: anggitabks4@gmail.com

4.	Sofa chair	2	Pecies	ADM Mini Conference 3rd floor
5.	Sound System	1	Pecies	ADM Department
6.	Infocus	1	Pecies	Committee
7.	Cok Connect	1	Pecies	Committee
8.	Chargers	1	Pecies	Committee
9.	Laptops	2	Pecies	Committee
10.	Glass	7	Pecies	Committee
11.	Plate	6	Pecies	Committee
12.	White cloth	2	Sheet	Committee
13.	Banner	1	Pecies	Committee
14.	Shoot Stapler	1	Pecies	Committee
15.	ID Card	15	Pecies	Committee
16.	Absence Folder	1	Pecies	Committee
17.	Pen	1	Pecies	Committee
18.	Presenter's Plaque	2	Pecies	Committee
19.	Presenter Souvenir	2	Pecies	Committee
20.	VIP consumption	-	-	Committee
21.	Participant Consumption	110	Box	Committee
22.	Committee Consumption	15	Box	Committee
23.	Tupware	1	Pecies	Committee
24.	Coupon	100	Pecies	Committee
25.	Door prizes	22	Pecies	Committee

Chief Executive



DIGITAL MARKETING
Aneqita Estiningtias
NIM.5404201281

Sectertary Executive


Nia Rahmadhani
NIM.5404201255

Source: Processed Data 2023

Appendix 5. Notulency of the Third Comordination Meeting



CREATIVE ECONOMICS SEMINAR
 Sekretariat: Gg Nadia
 Jln. Bathin Alam, Sungai Alam, Bengkalis, Riau 28751
 Telephone: +62 822-6874-3691, Email: anggita4@gmail.com

CREATIVE ECONOMY MEETING RESULTS


Day, Date : Oktober 17 2023
 Location : LAM-R
 Time : 15:00 sd 17:00

Absence of Committee Attendance

No	Name	Information
1.	Anggita Estiningtias	Present
2.	Annisa Zhahara Husni	Present
3.	Fatihatus Soleha	Present
4.	Suryatina	Present
5.	Nia Rahmadhani	Present
6.	Khairun Nisak	Present
7.	Juanda	Present
8.	Afif Permana	Present
9.	Fazrul	Present
10.	Syirwan Hadi	Present
11.	Eki Remardi	Present
12.	Rosa Camelia	Present
13.	Sahdan Anwar Nasution	Present
14.	Rahmini	Present
15.	Ulpa Sri Baiduri	Present


- All event divisions, equipment divisions and operators are asked to be present at 07:00 WIB to prepare and check all the requirements needed for the creative economy seminar activities.
- All Consumption Divisions are asked to prepare snacks for participants, invited guests, presenters and committee members at 07:00 WIB with the target of having everything ready by 07:30 at the ADM Mini Conference on the 3rd floor.
- In the administration section, Fatihatus Soleha and Rosa Camelia were asked to be next to the ADM Mini Conference entrance building on the 3rd floor at 07:30 WIB.
- The chief executive was asked to remind the creative economy seminar participant group that the activity will be held on October 19 2023 and they are expected to attend on time before 07:30.
- The entire organizing committee is expected to be in the room no later than 07:05

Chief Executive



DIGITAL MARKETING
Anggita Estiningtias
 NIM.5404201281

Secretary Executive



Nia Rahmadhani
 NIM.5404201255

Source: Processed Data 2023

Appendix 6. Brochure for the Participant Registration



**KAMIS,
19 OKTOBER
2023**

**TERBUKA
UNTUK UMUM**

**CREATIVE ECONOMY
SEMINAR 2023**

Membangun UMKM yang Tangguh Melalui Inovasi Dalam Ekonomi Kreatif

RAHMAD HIDAYAT, S.Si Owner Soymond Milk	ANDRI SAPUTRA, S.Si., C.STMI Chief Executive Officer Skill Update	SYIRWAN HADI (Moderator) Mahasiswa Politeknik Negeri Bengkalis
M. ALKADRI PERDANA, BIT., M.Sc Dosen Politeknik Negeri Bengkalis	ANNISA ZHAHARA HUSNI (MC) Mahasiswi Politeknik Negeri Bengkalis	

**AULA GEDUNG ADM LANTAI 3 POLITEKNIK NEGERI BENGKALIS
PUKUL 08.00 WIB - SELESAI**

HTM: ONLY 10K
(Fasilitas: Sertifikat + Snack + Doorprize + Relasi)

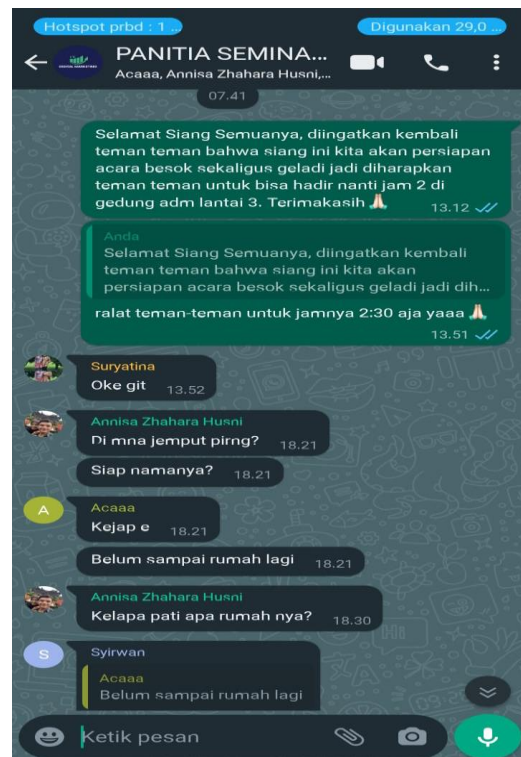
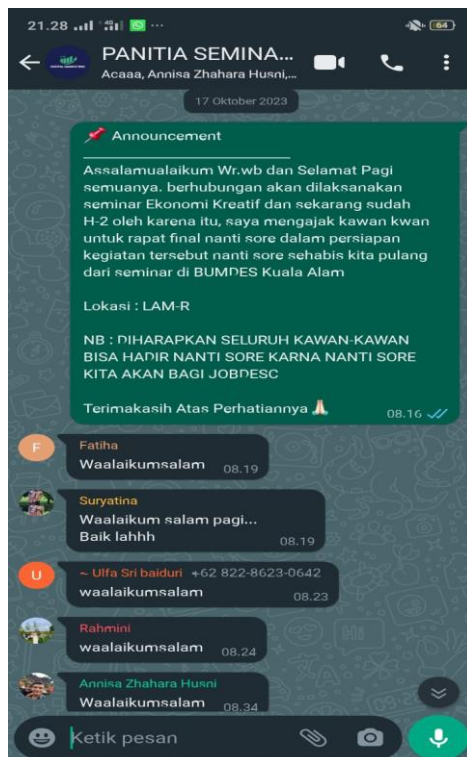
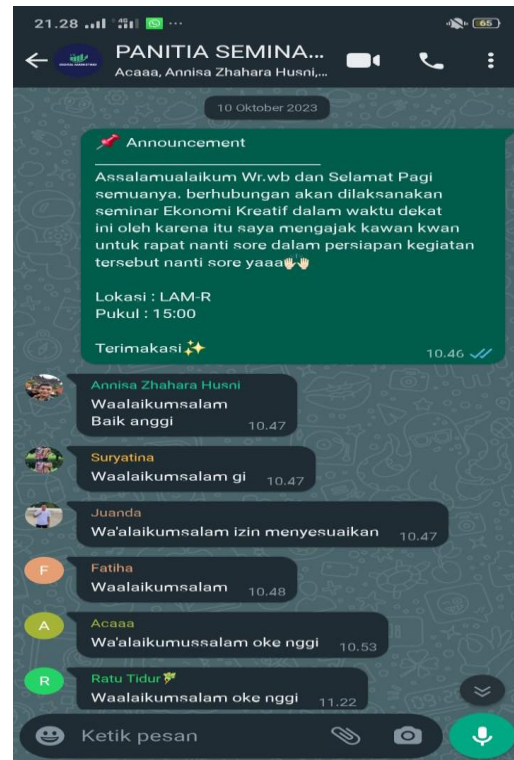
Supported by: No rek **BRI 0189-01-036345-50-3 A.N Annisa Zhahara Husni**



PENDAFTARAN : 0822-8356-8417 (Suryatina)

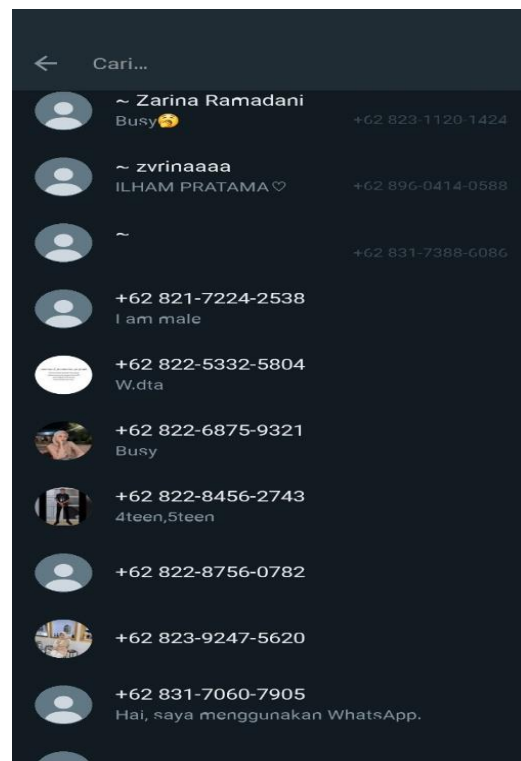
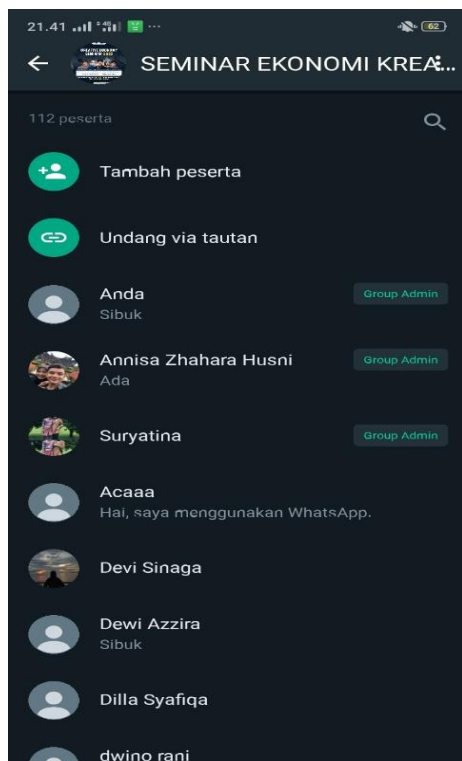
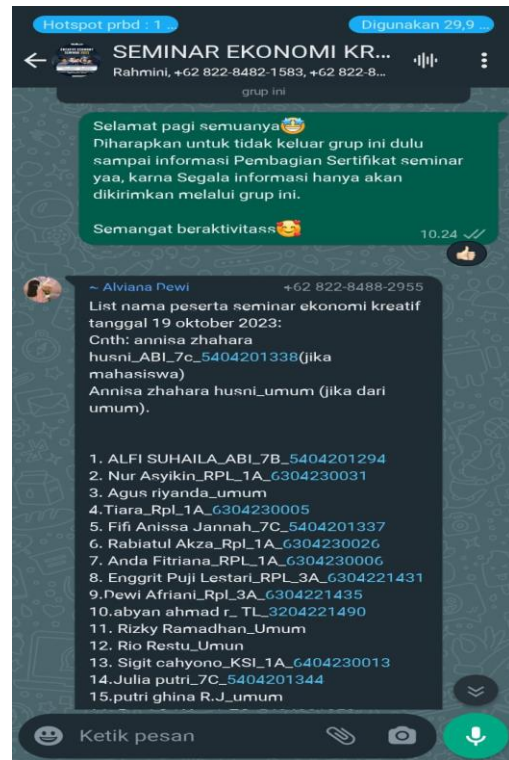
Source: Processed Data 2023

Appendix 7. Committee Whatsapp Group




Source: Processed Data 2023

Appendix 8. Participants Whatsapp Groups



Source: Processed Data 2023

Appendix 9. Invitation Letter from the head of the Study Program

 KEMENTERIAN PENDIDIKAN, KEBUDAYAAN, RISET DAN TEKNOLOGI
POLITEKNIK NEGERI BENGKALIS
JURUSAN ADMINISTRASI NIAGA
Jalan Bathin Alam, Sungai Alam, Bengkalis, Riau 28714
Telepon: (0766) 7008877, Faximile (0766) 8001000
Website : <http://www.polbeng.ac.id>

Nomor: 274/PL.31.06/PP/2023
Lamp : -
Hal : **Permohonan Peminjaman Mini Conference & Soundsystem**

Bengkalis, 11 Oktober 2023


Kepada Yth.
Kepala Bagian Umum
Politeknik Negeri Bengkalis
Di
Tempat

Dengan hormat,

Sehubungan dengan adanya kegiatan Seminar Ekonomi Kreatif di lingkungan Program Studi Sarjana Terapan Administrasi Bisnis Internasional Jurusan Administrasi Niaga Politeknik Negeri Bengkalis, maka dengan ini kami bermaksud mengajukan permohonan peminjaman gedung Mini Conference & Soundsystem untuk kegiatan tersebut yang akan dilaksanakan pada :



Hari/Tanggal : Kamis/19 Oktober 2023
Pukul : 08.00 s.d selesai
Tema : Membangun UMKM Yang Tangguh Melalui Inovasi Dalam Ekonomi Kreatif
Narasumber : 1. Andri Saputra, S.Si.,C.STMI (Chief Executive Officer Skill Update)
2. Rahmad Hidayat, S.I.I (CEO Founder Krupuk Santuy, Soymond Milk, dan TEPSI.

Demikian permohonan ini kami sampaikan, atas perhatiannya kami mengucapkan terima kasih.

Hormat kami,
Ketua Jurusan Administrasi Niaga

Supriati, M.Si
NIP. 198310042019032005

Source: Processed Data 2023

Appendix 10. Building Loan Letter

	EKONOMI KREATIF Jln. Bathin Alam, Sungai Alam, Bengkalis, Riau 28751 Telepon : 0822 3634 7473, Email : anggitabks4@gmail.com	
---	--	---

Nomor	:021/SEK/2023	Bengkalis, 17 Oktober 2023
Lampiran	: -	
Perihal	: <u>Undangan</u>	

Kepada Yth.
Bapak Wakil Direktur III Politeknik Negeri Bengkalis



Di-
Tempat

Dengan Hormat,
Assalamualaikum warahmatullahi wabarokatuh
Teriring do'a dan puji syukur kehadiran Allah semoga Bapak dalam keadaan sehat wal'afiat. Amin.
Sehubungan akan dilaksanakannya kegiatan **CREATIVE ECONOMY SEMINAR** yang diselenggarakan oleh Mahasiswa Administrasi Bisnis Internasional semester 7 oleh karena itu, kami memohon kesediaan bapak Akmal Indra, S.Pd,MT (Wakil Direktur III Polbeng) untuk berkenan menghadiri acara tersebut sekaligus memberi sambutan dalam seminar tersebut yang insyaallah dilaksanakan pada :

Hari / Tanggal	: Kamis, 19 Oktober 2023
Pukul	: 08.00 s/d selesai
Tempat	: Aula Gedung ADM Lantai III Politeknik Negeri Bengkalis

Demikian surat Undangan ini kami sampaikan, terimakasih atas perhatiannya.
Wassalamualaikum warahmatullahi wabarokatuh..

Hormat kami	
Panitia Pelaksana,	
Ketua Pelaksana	Sekretaris Pelaksana

 DIGITAL MARKETING <u>Anggita Estiningtias</u> 5404201281	 <u>Nia Rahmadhani</u> 5404201255
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Source: Processed Data 2023

Appendix 11. Committee Nametag

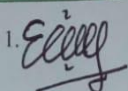
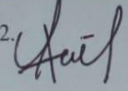
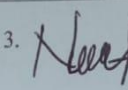
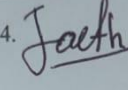
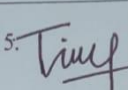

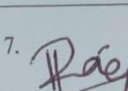
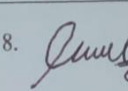
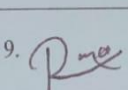
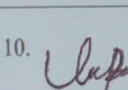
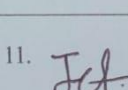
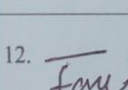
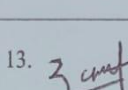
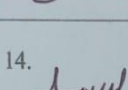
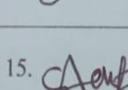


Source: Processed Data 2023

Appendix 12. Committee Attendance




SEMINAR EKONOMI KREATIF
Membangun UMKM yang
Tangguh Melalui Inovasi dalam Ekonomi Kreatif

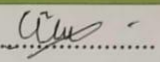
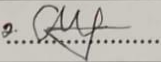
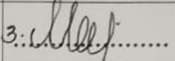
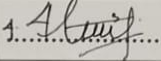
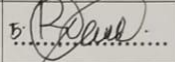
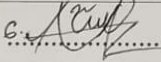
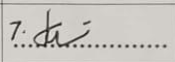

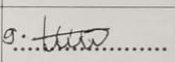
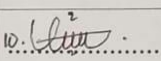
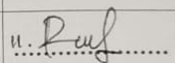
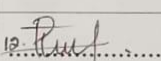
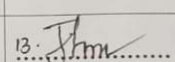
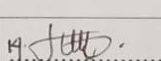
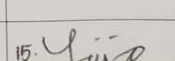
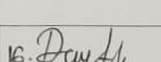
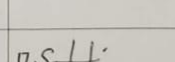
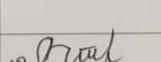
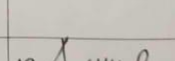
NO	NAMA	TANDA TANGAN	
1.	Anggita Estiningtias	1. 	2. 
2.	Annisa Zhahara Husni		
3.	Nia Rahmadhani	3. 	4. 
4.	Fatihatus Soleha		
5.	Suryatina	5. 	6. 
6.	Khairun Nisak		
7.	Rosa Camelia	7. 	8. 
8.	Sahdan Anwar Nasution		
9.	Rahmini	9. 	10. 
10.	Ulpa Sri Baiduri		
11.	Juanda	11. 	12. 
12.	Fazrul		
13.	Eki Remardi	13. 	14. 
14.	Afif Permana		
15.	Syirwan Hadi	15. 	

Source: Processed Data 2023

Appendix 13. Participant Attendance



SEMINAR EKONOMI KREATIF
Membangun UMKM yang
Tangguh Melalui Inovasi dalam Ekonomi Kreatif

NO.	NAMA	NAMA USAHA	TANDA TANGAN
1	M. Wiranto		
2	Sindi Ayu Lestari		2. 
3	Fifi Anisa Jannah		3. 
4	Alfi Suhaila	Finuna store	4. 
5	Ricky Ilham		5. 
6	Nisa Asyryfa	Puding Art	6. 
7	Jumati		7. 
8	Rinji Astari		8. 
9	Idrivina		9. 
10	Umi Nadiyah	Hassani store	10. 
11	Rizky Ramadhan	STAIN	11. 
12	Mohd. Rahman Hamri	Sehateca	12. 
13	Juspiani		13. 
14	Julia Putri		14. 
15	Yuni Norfarza		15. 
16	Putri Sri Yanti	Mochi catin bow	16. 
17	Sigit Cahyono	STAIN	17. 
18	Iis Farida Orta		18. 
19	Assofaini	Tripting	19. 



SEMINAR EKONOMI KREATIF
Membangun UMKM yang
Tangguh Melalui Inovasi dalam Ekonomi Kreatif

20	Melisa	Melissashop	30. Muff.....	
21	Novalia R	Burger	31. Muff.....	Burger
22	Nurhanisyaq			32. Muff.....
23	Katuna Ayuni		33. Muff.....	
24	Diia Syafiq			34. Muff.....
25	Dwino Rani		35. Muff.....	
26	Dewi Asira			36. Muff.....
27	Abil Ashassagafi		37. Muff.....	
28	Irmawati	Nabina cookies		38. Muff.....
29	Anda Fitriana		39. Muff.....	
30	Muthia Salsabeta p.			40. Muff.....
31	Nur Asyirin		41. Muff.....	
32	Feby Kurnawati			42. Muff.....
33	Rahmahan F	STAIN	43. Muff.....	
34	Nadia Putri			44. Muff.....
35	Nairinda Rahma	Buket	45. Muff.....	
36	Agus Ryanda	STAIN		46. Muff.....
37	Imam Alghasau		47. Muff.....	
38	Yasila Muharri	STAIN		48. Muff.....
39	Muhammad Idham	Sumbas floral	49. Muff.....	



SEMINAR EKONOMI KREATIF
Membangun UMKM yang
Tangguh Melalui Inovasi dalam Ekonomi Kreatif

40	Abyan ahmad			40. A. Ahmad
41	Farah Irena H		41. Farah	
42	Zarina Ramadhani			42. Z. Ramadhani
43	Rio Restu	STAIN	43. Rio	
44	Dhoni Mulyadi			44. D. Mulyadi
45	Sonia Eivika	Postel MDSARELA	45. Sonia	
46	Handini Arifiani	STAIN		46. H. Arifiani
47	Robiyatuli Ma'rup		47. R.	
48	Aidi Antocuo	STAIN		48. A. Antocuo
49	Afrida Silvia Lolita	Mercan Heat BITES.	49. Afrida	
50	Asmirasari			50. A. Smk
51	Siska Vitria		51. Siska	
52	Zulfarijanda	STAIN		52. Z. Farijanda
53	Sonia Eivika		53. Sonia	
54	Ardea Ramadhani R			54. Ardea
55	NoviYangi Saputri		55. Novi	
56	Nofid Zuriati H			56. N. Zuriati
57	Siti Nurhafizah	ROSAKULESKUI	57. Siti	
58	Robiyatuli Adawiyah			58. R. Adawiyah
59	RIZCI AFRILAH	STAIN	59. Rizci	



SEMINAR EKONOMI KREATIF
Membangun UMKM yang
Tangguh Melalui Inovasi dalam Ekonomi Kreatif

60	Tamara Biez mky	pedas pasta		60. T Biez
61	Suryani Mdzn		61. Suryani	
62	Dewi Afriani			62. Dewi
63	Nur Irfayanti		63. Nur Irfayanti	
64	Enggrit Puji Lestari			64. Enggrit
65	Juriani		65. Aale	
66	Novira Armani			66. Atb
67	Miza Hulmiya		67. Miza	
68	Gira Febiola	Glam Fingers		68. Gira
69	Suci Zuliana Paras		69. Suci	
70	Devi Sinaga			70. Devi
71	Rabi'atul Anza		71. Rabi'atul Anza	
72	Tidra			72. Tidra
73	Mifta Zulima Ramadhani	Sweet Ring DORITS	73. Mifta	
74	Muthia Rifki Ananda			74. Muthia
75	Abdi	STAIN	75. Abdi	
76	Mhd. Firdaus			76. Mhd. Firdaus
77	Abil Ashassagafi		77. Abil	
78	Putri Ghira r-j			78. Putri
79	Julia Ningsih		79. Julia	



SEMINAR EKONOMI KREATIF
Membangun UMKM yang
Tangguh Melalui Inovasi dalam Ekonomi Kreatif

80	Nor Nadra			80. Cahya
81	Ramla Otari		81. Zuhdi	
82	Nor Hafiza			82. Heli
83	Irma Jk	Bakso pedas Hebat	83. Fandi	
84	Suci Ramadhani			84. Gunt.
85	Yesia Mukarni		85. Yuh	
86	Seti Mardiana			86. Suli
87	Fitri		87. Zuhdi	
88	Siska			88. Luli
89	Rizki Iham		89. Ben.	
90	Anwar Puadi			90. Didi
91	M. Irfan stah		91. hub	
92	Jamriati Ritana			92. sil
93	Muhammad Indah		93. K. Ludi	
94	Xu usnawati			94. Jati
95	Juni		95. Jul	
96	Amrina Rosyada			96. Sudi
97	Garsha diua		97. Afi	
98	Ikhwani			98. Suh.
99	I smadi	STAIN	99. SU.	



SEMINAR EKONOMI KREATIF
Membangun UMKM yang
Tangguh Melalui Inovasi dalam Ekonomi Kreatif

100	Aldino M.A.			100. <i>Aldino</i>
101	Nora Ajunindra		101. <i>Nora</i>	
102	Anwana Dewi			102. <i>Anwana</i>
103	Amelin		103. <i>Amelin</i>	
104	Putri Miftahul H.			104. <i>Putri Miftahul H.</i>
105	Melisa Ortavia		105. <i>Melisa</i>	
106	Mer Sarah			106. <i>Mer Sarah</i>
107	Parida		107. <i>Parida</i>	
108	Karnisah			108. <i>Karnisah</i>
109	Jasmine Nabun		109. <i>Jasmine</i>	
110	Rodiansyah			110. <i>Rodiansyah</i>

Source: Processed Data 2023

Appendix 14. Curriculum Vitae of Resource Person



Rahmad Hidayat, S.I.I

"Coba Aja Dulu, Mana Tau Asik. Biar Nyaman, Kita Jalanin Dulu"

PROFIL

Saya Rahmad Hidayat Lahir Bangkalis, 16 Juni 1998. Saya aktif di berbagai organisasi baik selama dikampus serta selesai kampus, sekarang aktif dalam mengembangkan UMKM sendiri serta tahapan dalam pengembangan ekonomi kreatif bersama HIKARUSA (Himpunan Mahasiswa Rumbai Bersatu) yaitu Wisata Pulau Semut.

PENDIDIKAN

- Universitas Lancang Kuning
SI Ilmu Perpustakaan (2017-2022)

Whatsapp
0823-7668-6539

Email
hidayat.ahmed16@gmail.com

Alamat
Jl. Terubuk, Margoyan Damai, Pekanbaru

Instagram
Cilmad_16

PENGALAMAN

- TEMPAT EKSPRESI (TEPSI)
Founder TEPSI (Komunitas Wadah Anak Negeri)
- SOYMOND MILK
Owner Soymond Milk (Susu bubuk Untuk Penambah Ibu ASI serta Susu Diet)
- KRUPUK SANTUY
Owner Krupuk dari kulit Kebab
- WARKOP BM
Owner Warung Kopi Mahasiswa, Pekanbaru

PENGALAMAN ORGANISASI

- BEM UNIVERSITAS LANGCANG KUNING
Wakil Presiden Mahasiswa (2020-2021)
- HIMPUNAN MAHASISWA ILMU PERPUSTAKAAN INFORMASI INDONESIA (HMPII)
Ketua DPW 1 Sumatera (2019-2021)

Source: Processed Data 2023

Appendix 15. Implementation of the Seminar



Source: *Processed Data 2023*

Appendix 16. Certificate of the Participants



Source: Processed Data 2023

Appendix 17. Certificate of the Committee



Source: Processed Data 2023

Appendix 18. Minutes of Creative Economy Seminar

Riau.com Search


Trending
Suara Nasional
Riau24 Channel

Meranti Rokan Hilir Rokan Hulu Petaiawan Indragiri Hilir Bengkalis Kam

Riau24.com / Bengkalis

Mahasiswa Jurusan Administrasi Niaga Poltek Bengkalis Gelar Seminar Ekonomi Kreatif

Dahlan - 22 Okt 2023, 14:09



Mahasiswa Poltek Bengkalis

RIAU24.COM - BENGKALIS - Kampus politeknik Negeri Bengkalis mengadakan seminar ekonomi kreatif yang dilaksanakan jurusan administrasi niaga, program studi administrasi bisnis internasional, 19 Oktober 2023 lalu.

Seminar ini merupakan proyek untuk tugas akhir dari Anggita Estiringlas, Annisa Zahara husni, Fatmahan Soleha dan Suryatna yang dibimbing langsung oleh M Ai Kadi Perdana yang dibuka oleh Wadri II bidang kemahasiswaan Politeknik Akmal Indra S.Pd., MT.

Baca juga: Bupati Kasamari Tinjau ANBK dan Ingatkan Para Kepsek untuk Tingkatkan Mutu Pendidikan

Dalam hal ini, Akmal Indra mengucapkan dan mengucapkan selamat kepada para pemateri serta peserta seminar.

"Bahwa seminar ini dilakukan oleh empat orang mahasiswa yang akan melaksanakan tugas akhir. Mereka wajib membuat kegiatan seminar," ungkap Akmal Indra.

Baca juga: Enam Puluh Peserta Dari Berbagai Daerah Ikuti KPL di Bengkalis

"Ambillah dan serapi ilmu ilmu yang di sampaikan para pemateri hari ini, terapkan ketika kalian semua sudah kembali ke daerahnya masing masing karena ilmu tidak akan pernah habis agar terus bisa dimanfaatkan untuk orang banyak,"ucapnya.

Sementara, Ketua panitia Anggita Estiringlas menyampaikan bahwa tema seminar tersebut 'Membangun UMKM yang tangguh melalui inovasi dalam ekonomi kreatif'.

Sambungan berita: Anggita kembali mengatkan, adapun tujuan seminar ekonomi kreatif ini diharapkan...

Seminar Ekonomi Kreatif di Politeknik Negeri Bengkalis Mendorong Inovasi dalam Dunia Wirausaha

Jurnalisticendekapobeng 22 Oktober 2023 Berita Mahasiswa



Politeknik Negeri Bengkalis telah sukses menggelar Seminar Ekonomi Kreatif yang diprakarsai oleh mahasiswa Program Studi Administrasi Bisnis Internasional. Dalam acara yang berlangsung di Aula Gedung ADM Lantai 3 Politeknik Negeri Bengkalis pada Kamis, 19 Oktober 2023, seminar ini mengusung gagasan penting tentang membangun Usaha Mikro, Kecil, dan Menengah (UMKM) yang tangguh melalui inovasi dalam ekonomi kreatif.

Dalam sambutannya, Akmal Indra S.Pd., MT, Wakil Direktur Bidang Kemahasiswaan Politeknik Negeri Bengkalis, menyatakan dukungan penuh lembaga terhadap mahasiswa dalam meningkatkan pengetahuan berwirausaha. Menekankan pentingnya persiapan sejak dini untuk menjadi agent of change dalam dunia wirausaha, ia juga menekankan peran vital mahasiswa dalam memberikan kontribusi positif terhadap pertumbuhan ekonomi lokal.

Seminar ini dihadiri oleh 109 peserta, termasuk mahasiswa dan pelaku UMKM dari berbagai sektor. Rahmad Hidayat, pemilik Soymond Milk, Kerupuk Santuy, Warung Kopi Mahasiswa Pekanbaru, dan pendiri Komunitas Wadah Anak Negeri, bersama dengan Andri Saputra, Chief Executive Officer Skill Update, memberikan wawasan berwirausaha yang segar dan insight mendalam.

WhatsApp 12.53 69%

Seminar Ekonomi Kreatif Membangun UMKM Yang Tangguh Melalui Inovasi Dalam Ekonomi Kreatif

Editor: Humas

Tanggal: 19 Oktober 2023



Politeknik Negeri Bengkalis (Polbeng) 19 Oktober 2023 – Jurusan Administrasi Niaga Prodi Administrasi Bisnis Internasional Politeknik Negeri Bengkalis Sukses menyelenggarakan Saminar Ekonomi Kreatif dengan tema

Mengobrol dengan Politeknik ...
Hi! How can we help you?

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Dahlan - 22 Okt 2023, 14:09



Mahasiswa Poltek Bengkalis

RIAU24.COM - BENGKALIS - Kampus politeknik Negeri Bengkalis mengadakan seminar ekonomi kreatif yang dilaksanakan jurusan administrasi niaga, program studi administrasi bisnis internasional, 19 Oktober 2023 lalu.

Seminar ini merupakan proyek untuk tugas akhir dari Anggita Estiringlas, Annisa Zahara husni, Fatmahan Soleha dan Suryatna yang dibimbing langsung oleh M Ai Kadi Perdana yang dibuka oleh Wadri II bidang kemahasiswaan Politeknik Akmal Indra S.Pd., MT.

Baca juga: Bupati Kasamari Tinjau ANBK dan Ingatkan Para Kepsek untuk Tingkatkan Mutu Pendidikan

Dalam hal ini, Akmal Indra mengucapkan dan mengucapkan selamat kepada para pemateri serta peserta seminar.

"Bahwa seminar ini dilakukan oleh empat orang mahasiswa yang akan melaksanakan tugas akhir. Mereka wajib membuat kegiatan seminar," ungkap Akmal Indra.

Baca juga: Enam Puluh Peserta Dari Berbagai Daerah Ikuti KPL di Bengkalis

"Ambillah dan serapi ilmu ilmu yang di sampaikan para pemateri hari ini, terapkan ketika kalian semua sudah kembali ke daerahnya masing masing karena ilmu tidak akan pernah habis agar terus bisa dimanfaatkan untuk orang banyak,"ucapnya.

Sementara, Ketua panitia Anggita Estiringlas menyampaikan bahwa tema seminar tersebut 'Membangun UMKM yang tangguh melalui inovasi dalam ekonomi kreatif'.

Sambungan berita: Anggita kembali mengatkan, adapun tujuan seminar ekonomi kreatif ini diharapkan...

Source: Processed Data 2023

Appendix 19. Sponsorship Income Receipt

No.		No.	
Telaah terima dari		Telaah terima dari	Waring Atuk Ucu
Uang Sejumlah		Uang Sejumlah	Rp. 300.000
Rp.		Untuk Pembayaran	Sertifikat peserta
Untuk Pembayaran		Terbilang Rp.	Rp. 300.000


AU
MESKOM

No.		No.	
Telaah terima dari		Telaah terima dari	Bee Tama
Uang Sejumlah		Uang Sejumlah	Rp. 300.000 dan 3 Bawal Madu Kelulut
Rp.		Untuk Pembayaran	
Untuk Pembayaran		Terbilang Rp.	Rp. 300.000


Ponda Kurnialis

No.		No.	
Telaah terima dari		Telaah terima dari	Diberagan Takoyaki
Uang Sejumlah		Uang Sejumlah	Rp. 250.000 dan 3 voucher Takoyaki
Rp.		Untuk Pembayaran	
Untuk Pembayaran		Terbilang Rp.	Rp. 250.000


Ayu Ratimahani

27 Sep 2023	
5260512010213740#0	+ Rp500.000,00
00000575018#ATM	13:59:00 WIB
#TRFLA	

Source: Processed Data 2023

WRITING BIOGRAPHY



The Author name is Anggita Estiningtias. The author was born to parents named Mr. Zakaria and Mrs. Siti Mardiaty as the first of two children. The author was born on May 2 2002 in Bengkalis Riau. The author completed elementary school in 2014, MTs in 2017, and vocational school in 2020 majoring in Natural Sciences. After that the author continued his education at Bengkalis State Polytechnic majoring in Business Administration with the Diploma IV International Business Administration study program.

The Author is also a student who is active in several student organizations on campus and likes to take part in activities organized by campuses. such as Department Student Associations and seminars. In July 2022 the author made an industrial visit and table manner in Jakarta-Bandung. With discipline, high motivation, and support from family, lecturers and friends to continue learning and trying, the author completed this thesis with the title “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)” with Mr. M. Alkadri Perdana, B.IT., M.Sc. Hopefully this thesis can make a contribution to the world of education.

NO	TANGGAL	REVISI	PARAF PEMBIMBING
1	12/7/2023	DISKUSI terkait pemateri	<u>1-2-P</u>
2	8/8/2023	DISKUSI membahas kerja sama dalam mencari sponsor.	<u>1-2-P</u>
3	9/10/2023	Diskusi tentang: - Waktu pelaksanaan - Rundown acara - Konsep acara.	<u>1-2-P</u>
4	14/10/2023	Diskusi persiapan acara sebelum acara berlangsung.	<u>1-2-P</u>
5	18/12/2023	Diskusi tentang bab IV perbaiki kata tulis.	<u>1-2-P</u>
6	23/12/2023	Tambahkan obstacles Lanjut Abstract.	<u>1-2-P</u>
7	27/12/2023	Perbaiki Abstract. Daftar Isi, Finalisasi Strategi	<u>1-2-P</u>
8	28/12/2023	Acc to sidang	<u>1-2-P</u>