

CHAPTER I

INTRODUCTION

1.1 Background

In this modern era, we often use digital media in doing all things including product marketing. Entrepreneurship is often seen as one of the incomes that can encourage the economic growth of a country. Entrepreneurship is the process of working on a product that has value as an effort to increase competitiveness. Entrepreneurship is a person who is able to create a business in the midst of uncertain risks aimed at obtaining profits as expected.

MSMEs are stand-alone businesses owned by individuals or groups and are not business entities of the main company. This is one business that can improve the community's economy. Often these MSMEs are job opportunities that are easy to find. Meanwhile, digital media itself is a platform that is often used by entrepreneurs to market their products so that they can be reached by everyone.

When the economic crisis occurred due to the Covid-19 pandemic, many businesses experienced losses because access to outside was closed. Meanwhile, there are many MSMEs in Indonesia. Therefore, some people switch to using digital media as a marketing tool.

The results of a survey by the Ministry of Manpower showed that around 88 percent of companies affected by the pandemic during the last six months were generally at a loss. It was even stated that 9 out of 10 companies in Indonesia were directly affected by the Covid-19 pandemic. This data is based on a survey conducted online, including by telephone and email, on 1,105 companies selected using probability sampling of 95 percent and a margin of error (MoE) of 3.1 percent in 32 provinces in Indonesia.

Based on a survey conducted by the Ministry of Manpower in collaboration with INDEF, a decline in demand, production and profits generally occurred in MSME companies, namely above 90 percent. The companies most affected are those providing food and drink accommodation, real estate and construction.

According to research conducted by Andina Dwijayanti et al (2021), sales of food and beverage items climbed by 260%, including an increase in online

transactions for other products (Kominfo, 2020). Nearly everyone's wants are satisfied by internet or digital e-commerce shopping. In Indonesia, e-commerce transactions continue to be predominant.

Then, Andina Dwijayati et al (2021) emphasized that everyone must stay at home due to the Covid-19 epidemic at this time. The public or customers can now conduct business or make purchases online without having to leave their homes thanks to e-commerce marketing, which uses marketplaces for online buying and selling to facilitate these kinds of interactions. This research work has developed numerous market places. like Shopee, Lazada and Tokopedia so that it can make it easier for Pempek4beradek MSMEs to sell their products.

Pandu Adi Cakranegara (2022) said that access to any information needed to support corporate operations is made easier for those in the know thanks to the Internet. Strategic business applications such as sales, marketing, and customer service are replacing electronic information sharing as the primary use of the Internet in business. MSMEs are impacted by this change (Micro, Small and Medium Enterprises).

Moreover, according to Pandu Adi Cakranegara (2022) Digital marketing encompasses advertising campaigns and consumer analysis carried out using digital platforms and other methods, such as social media. Using social media platforms, such Instagram, Facebook, Twitter, and others, to advertise products is a popular digital marketing tactic used by companies. Digital marketing can also be used on e-commerce sites and a variety of other venues..

Meanwhile, according to Agus Suroso et al (2021), Marketing is one of the key areas of business expertise. By bringing people to their products, marketing assists SMEs in making money. Nowadays, traditional marketing—which advertises goods and services using antiquated techniques—is losing ground. Businesses and organizations typically gain more by using digital platforms to market their goods and services to consumers.

Researchers will hold a seminar on improving MSME marketing in digital media in the 4.0 era for students and the general public to know about the importance of digital media in marketing. Researchers hope that seminar

participants will be able to apply this knowledge. This is a very useful activity for those who want to have a business or those who already have a business. Therefore, promotion is very useful for attracting the interest and attention of participants who want to take part in this seminar. Promotion of these activities is a mix to support the success of marketing activities.

In addition to playing social media, it also has a positive impact in the form of a promotional medium for business products. This positive impact also affects the marketing power of MSMEs. By posting product photos or videos to digital media, more people will know about these products. In today's millennial era, many use digital media as a marketing tool to increase their sales, plus everyone in this world uses sophisticated smartphones that are able to access digital media anywhere and anytime. Therefore, based on this background, the researcher intends to do a project with the title **“SEMINAR OF INCREASING MSMEs MARKETING ON DIGITAL MEDIA IN THE 4.0 ERA”**.

1.2 Identification of the Project

based on the background of the above problem through the seminars on increasing MSMEs marketing on digital media in the 4.0 era. for the marketing division, the seminar is intended for students and the general public who have businesses in order to improve marketing in their business in the 4.0 era.

1.3 Purpose of the Project

1.3.1 General Purpose of the Project

The general goal to be achieved in this final project is to implement a seminar on improving marketing for SMEs that raises the topic of digital media in Era 4.0 and implementing the Marketing Division, in order to realize a seminar that is in accordance with planning.

1.3.2 Project Specific Purpose

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

1. To find and determining criteria for sponsors and donors at Seminars on

digital media in Era 4.0.

2. To make promotion tools as brochures, advertisements, banners and others.
3. To find solutions to the problems encountered.
4. Evaluating seminar activities on digital media in Era 4.0.

1.4 Significance of the Project

The benefits of the project are as follows:

1. Able to increase the amount of marketing from the MSMEs.
2. Able to understand marketing in digital media.
3. Able to add to the benefits of umkm from using digital media.

1.5 Time and Place of Project Implementation

Project Implementation the Seminars on Increasing MSMEs Marketing on Digital Media in the 4.0 era was held at the Bengkalis State Polytechnic Campus on October 19, 2023 in the third floor of the ADM building.

1.6 Writing System

Systematically the contents of this are arranged as follows:

CHAPTER 1: INTRODUCTION

In this chapter, the author describes the background of the project, project visits, project objectives and benefits, the place and time of the project and the systematics of writing a project report in an undergraduate thesis.

CHAPTER 2: LITERATUR REVIEW

In this chapter, the author explains the theories that are relevant to the main material in the final Project is to explain the implementation of job descriptions and job specifications from the Marketing and Operations division.

CHAPTER 3: METHODS AND PROCESSES OF ACHIEVEMENT

In this chapter, the author will explain the plan with a project diagram, then continue with the implementation plan and

implementation process, implementation plan and project implementation report. Then continue with the schedule and estimated cost incurred during the project period, to the estimated cost of the undergraduate thesis.

CHAPTER 4: RESULTS AND DISCUSSION

In this chapter, the author will describe the project profile and activity implementation report consisting of project preparation, activity implementation, implementation report, and activity implementation report.

CHAPTER 5: CONCLUSIONS AND SUGGESTIONS

This chapter contains a summary of the results of the writings in the previous chapters written in conclusions as well as suggestions for improvement in lieu of writing.

REFERENCES

APPENDICES

WRITER BIOGRAPHY