

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Ivanov & Dolgu (2021); Geissinger et al. (2020) The fourth industrial revolution is referred to as this significant change. Change does not happen gradually in the era of the fourth industrial revolution, like someone climbing a flight of stairs. The epochal transformation was more akin to a volcanic explosion that destroyed the previous ecology and substituted a totally new one. Salvador et al. (2020); and Geissinger et al.(2019) noted that the industrial revolution 4.0 era was one in which profound changes took place, altering more recent economic practices and social norms. The major causes of Industry 4.0 are fresh innovation and creativity. Every life, especially those in business, faces opportunities and problems as a result of the Fourth Industrial Revolution. Business players claim that the victims are the ones who suffer the most swiftly because numerous newly founded enterprises in a variety of industries have abruptly failed.

According to research (Santoso, 2020), digital marketing plays a significant function as a medium or supporting means for communicating precisely and effectively, as well as in physical networks of various globally connected computer devices. One of the best ways for actors to increase a company's value and presence in society is digital marketing.

Chaffey & Bosomworth's (2021) assertion that digital marketing is an intriguing concept for businesspeople to explore is corroborated by the effectiveness of this system's application and its considerable effects on boosting sales value and brand recognition. In the digital era, SMEs undertaking traditional marketing had a 67% decline in profitability, while SMEs conducting internet marketing saw a 58% decline in profits, according to Aditi et al. (2022)

The data above also reveals, according to Nuseir et al. (2022), that SMEs using offline marketing saw a 69% decline in sales while SMEs using online marketing had a 60% decline in profits. This indicates that, with a 9% difference

in sales, SMEs who currently employ online marketing are more robust than those who don't. In contrast, SMEs that engaged in offline marketing saw a 15% loss in staff, while SMEs that engaged in internet marketing saw a 30% decrease in staff. According to Farida et al. (2017), SMEs that have employed internet marketing have seen a 15% larger reduction in staff than SMEs that have used offline marketing.

According to Rambe & Aslami (2002), marketing is a crucial task for any organization that interacts directly with clients in order to ensure ongoing operations. According to Sudarsono (2020), marketing is a managerial process activity that entails offering, developing, and other actions for delivering items to clients in order to fulfill the goals of the firm. Today, one of the mediums that is frequently employed in marketing operations is digital marketing.

MSMEs may have access to a bigger and more varied market thanks to digital media. Due to the large number of MSMEs in Bengkalis, it is possible to extend business opportunities and the possibility for higher sales by enhancing the marketing of MSMEs on digital platforms. In the 4.0 era, there are many resources and training available to help MSMEs understand and master digital marketing, because of that a seminar will be held entitled "**Seminar of Increasing MSMEs Marketing on Digital Media in the 4.0 Era**" Finance division.

1.2 Identification of the Project

This seminar discusses how one improves general marketing on digital media. Based on the background description that has been written, the identification of the project problem that be discussed is "**Seminar of Increasing MSMEs Marketing on Digital Media in the 4.0 Era**" Finance Division.

1.3 Purpose of the Project

1.3.1 General Purpose

The general objective of this project is to organize seminars project is to increase MSME marketing on digital media in the 4.0 era through this seminar.

1.3.2 Specific Purposes

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

1. Determine the source of funds that will be needed in holding the seminar
2. To make a budget planning for holding seminars
3. To evaluating the implementation of activity the seminar

1.4 Significance of the Project

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

1.4.1 For Outhor

This project can be used as additional experience, insight and as a guide in completing the final assignment which is one of the requirements for completing an Applied Bachelor Degree in the Department of International Business Administration. To find out and solve problems related to the project.

1.4.2 For Students

This project can be a step-by-step guide for making the right event and knowing how Increasing MSMEs marketing on digital media in the 4.0 era.

1.4.2 For Other Parties

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

1.5 Time and Place of Project Implementation

This seminar is held face to face. On October 19,2023 a Creative Economy Seminar was held in a small conference room next to three administration buildings.

1.6 Writing Systems

The systematics of writing " Seminar of Increasing MSMEs Marketing on digital media in the 4.0 era " in the Finance section is as follows:

CHAPTER I: INTRODUCTION

In this chapter the author explains the background of the project, project identification, project objectives and benefits, place and time of project implementation and the systematics of writing a seminar project. Seminar of Increasing MSMEs marketing on digital media in the 4.0 era

CHAPTER II : LITERATURE REVIEW

In this chapter, the author explains theories that are relevant to the main material in the final assignment, namely explaining the Seminar of Increasing MSMEs marketing on digital media in the 4.0 era.

CHAPTER III : METHOD AND ACCOMPLISHMENT PROCESS

The author first outline the plan using project implementation diagrams before moving on to the implementation plan, implementation process, and project implementation report. After that, schedule the project's duration and estimate costs up to the expected cost of the thesis.

CHAPTER IV : RESULTS AND DISCUSSION

The author describe the profile of project activities and project activity implementation reports in this chapter, which also cover project planning, implementation, and completion as well as project reporting and financial reports.

CHAPTER V : CONCLUSIONS AND SUGGESTIONS

This chapter summarizes the outcomes of the writing in the preceding chapters as stated in the conclusions and offers writing improvement recommendations

REFERENCES

APPENDICES

BIOGRAPHY WRITER