

CHAPTER I

INTRODUCTION

1.1 Background

Global changes in technology are increasingly advanced in the world, entrepreneurship is one of the most important keys to creating progress and innovation in various fields of life. Increasing entrepreneurship is very important, especially for individuals who want to contribute to make a positive difference in society. Entrepreneurship Education is a plan to develop potential by expanding students' knowledge, intentions, or intentions and abilities to express creative and innovative behavior and the courage to take and manage risks, is a meaningful and applicable initiative.

In a journal written by Putri and Yuliani, (2019) Exports are a source of currency needed by open economy countries. By exporting to various countries, production can be increased, which promotes economic growth and significantly contributes to the country's economic growth and stability. Exports can improve the investment climate both at home and abroad. In this case, exports lead to the expansion of the domestic industrial market. Therefore, new, more innovative technologies were created to meet foreign competition. In addition, with the diversification of incoming goods, it is certain that public consumption will also increase, and in general an acceleration of economic growth can be achieved.

Indonesia is the fourth largest country in the world after China, India and the United States. Indonesia's population growth is currently in the demographic bonus stage, with the working-age population outnumbering the non-working-age population, accounting for more than 68% of the total population. The size of Indonesia's working-age population influences the number of unemployed and the availability of employment opportunities. Unemployment is one of the problems Indonesia is currently suffering from, especially related to Industrial Revolution 4.0, which has made the labor market more competitive. The industrial revolution made it more competitive as we had to compete with people from other countries.

Based on Research Abdullah, (2019) labor issues, including unemployment,

are global issues faced by all countries, including Indonesia. The imbalance between the number of workers and employment and employment opportunities is the main cause of this problem, which can lead to poverty, social inequality, and high crime rates. Advances in science and technology can bring new things to light quickly, requiring better qualifications and skills from job applicants. One way to reduce unemployment is to encourage the birth of new entrepreneurs.

In addition, exports can improve the investment climate both at home and abroad. In this case, exports lead to the expansion of the domestic industrial market. Therefore, new, more innovative technologies were created to meet foreign competition. In addition, with the diversification of incoming goods, it is certain that public consumption will also increase, and in general an acceleration of economic growth can be achieved.

Previous research conducted by Margahana, (2020) the importance of entrepreneurship education is so great that practically all study programs at all universities or colleges have incorporated it into their curriculum, implying that Indonesia will soon become a developed country. As the prevalence of educated animosity grows, a solution to this problem is urgently required. The most appropriate solution is to develop pupils with entrepreneurial characteristics. The entrepreneur character in question is the character of a modern entrepreneur, which means that students must form themselves intentionally and correctly to constantly be innovative in grasping possibilities and being able to convert these opportunities into something of corporate worth.

Every year a large number of students graduate from both public and private universities. This can pose new challenges in terms of finding employment. As a result, many university graduates become unemployed. The greater the value of entrepreneurship, the more advanced a country and the more educated its citizens. This problem can be minimized by becoming an entrepreneur, because entrepreneurship is the best choice to reduce unemployment. Therefore, it is better to build your own job than looking for it.

Based on previous conducted by Wahyudi, et al., (2021) enhancing the entrepreneurial spirit can also provide great benefits for economic growth,

especially in developing countries. With successful entrepreneurs, new jobs will be created, better economic growth, and increased social welfare. In the context of education, increasing the entrepreneurial spirit can be done through training, learning, and developing relevant skills. Interest means the desire or inclination of the heart towards something. In business, this interest is defined as the desire to do business. Therefore, when someone wants to run a business, actually he already has an interest in entrepreneurship. The word interest in entrepreneurship is important because it is the initial trigger for the occurrence of a business.

Many students successfully complete their study at State Polytechnic of Bengkalis, yet few obtain work, and some experience challenges in finding positions that fit their educational background. Developing an entrepreneurial spirit among students is one of the best options. However, a lack of understanding about entrepreneurship or a lack of confidence in beginning a firm is frequently the most significant impediment. As a result, it is critical for students to develop entrepreneurial awareness and abilities during their education. It is envisaged that with the help of the State Polytechnic of Bengkalis, it would be possible to establish a suitable environment for students to become successful entrepreneurs, so contributing to the creation of employment and economic growth.

Based on the things that have been described above, facilities are needed that can answer problems in coaching, namely by holding seminars. The seminar comes from the Latin word *semin* which means seed or from the word *seminarium*, which means the land where seeds are planted. Seminars are places where many people from various locations attend seminars. During the seminar session students can interact directly with the presenters by exchanging knowledge and experience through a question-and-answer session so that they can deepen their knowledge and train students to express opinions orally.

Based on the problems that occur, to minimize these problems a little by proposing a project for students of the international business administration study program entitled **“Seminar on improving entrepreneurship spirits of export business” (Marketing Aspects).**

1.2 Identification of the Project

Entrepreneurship seminars are becoming increasingly important in today's modern era. In a society that is constantly changing and developing, entrepreneurship is one of the keys to creating jobs and boosting the economy. In this seminar, students can acquire the necessary knowledge and skills to start their own business or become an innovative employee in a company. Therefore, the researchers chose to organize a seminar entitled Seminar on improving entrepreneurship spirits of export business.

Seminars learn how to understand and overcome the various challenges and opportunities that arise in a fast-changing business environment. One of the important things learned in entrepreneurship seminars is the ability to think creatively and innovatively. In business, innovation is an important factor in creating new and attractive products or services for consumers. In seminars, students can learn about how to create new ideas and develop innovative products or services properly. By acquiring innovation skills, students can also be better prepared for an increasingly competitive market.

Business is very important for students because it can provide valuable experience and learning in addition, business can also provide opportunities for students to build interpersonal skills, such as communicating with consumers, negotiating, and working in teams. Businesses can provide opportunities to earn additional income. Students often need additional funds to finance their living and educational needs. By running a business, students can earn additional income that can meet these needs. In addition, business can also help students prepare to enter the workforce after graduation.

1.3 Purpose of the Project

1.3.1 The General Project Purpose

The general project objective to be achieved in this final project is to organize a Seminar on improving entrepreneurship spirits of export business.

1.3.2 The Specific Project Purpose

The specific project goals that are expected to be achieved in the writing of

this final project are as follows:

1. To enhance participants' entrepreneurial spirit regarding the basic concepts of export business entrepreneurship.
2. To obtain sponsors and funds from various parties to support seminar activities.
3. To promote and market the seminar in order to attract the right participants.
4. To provide a platform for participants to expand their professional network and build connections with other business people and academics.
5. Evaluate seminar activities regarding the importance of seminars in increasing the entrepreneurial spirit

1.4 Significance of the Project

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

1.4.1 For the Authors

This bachelor thesis can be used as an addition to gaining new knowledge and insights about entrepreneurship and business ethics that can be applied in business, and as a requirement in completing the final project which is one of the requirements for completing the Applied Bachelor's degree in the International Business Administration study program.

1.4.2 For Students

Students will gain broader and deeper experience and knowledge regarding export business entrepreneurship, as well as enhance their entrepreneurial spirit, and develop the skills necessary to become a successful entrepreneur with high integrity. Students can obtain a certificate that can raise their profile and add value to their future career and personal life.

1.4.3 For Other Parties

Institutions and Academics can gain a better understanding of the concepts and practices of export business entrepreneurship, and develop more in- depth research and studies on these topics. This can help build businesses that are more sustainable and responsible, and meet the increasing demands and

expectations of consumers and society. This project can be used both as a reference for other researchers who are tackling the same problem from another point of view.

1.5 Time and Place of Project Implementation

Seminar on improving entrepreneurship spirits of export business Seminar will be held on:

Day, date : Saturday, 07 November
2023Time : 13.30 - 16.10 WIB
Place : Mini Conference Hall GKT 1 Bengkalis State
Polytechnic
Address : Bathin Alam Street, Sungai Alam. Bengkalis, Riau.

Participants will have the opportunity to learn and discuss from experts and practitioners regarding leading export business entrepreneurship.

1.6 Writing System

The systematics of writing was carried out for the Seminar on improving entrepreneurship spirits of export business project is as follows:

CHAPTER 1: INTRODUCTION

In this chapter the author explains the background, project identification, project objectives, project benefits, place and time of project implementation, and the systematic writing of the project report in the bachelor thesis.

CHAPTER 2: LITERATURE REVIEW

In this chapter the author explains the general theoretical basis of the project, the specific theoretical basis of the project, and a framework that explains seminars, marketing, promotion, sponsorship, entrepreneurship, export business.

CHAPTER 3: METHOD AND ACCOMPLISHMENT PROCESS

In this chapter, the author describes planning with project implementation diagrams, then proceed with the preparation, implementation, completion and project reporting plans. Then the schedule and estimated costs incurred during project work up to the estimated cost of the thesis.

CHAPTER 4: RESULTS AND DISCUSSION

In this chapter, the author presents the project activity profile and project activity implementation report covering project preparation, project implementation, project closure, project reporting on the implementation of project activities, and financial reporting.

CHAPTER 5: CONCLUSIONS AND SUGGESTION

This chapter is the last chapter, the author aims to provide affirmation, summary or conclusion regarding all the research results that have been carried out in the previous chapters, as well as provide opinions or recommendations on the topics discussed.

REFERENCES

APPENDICES

WRITER BIOGRAPHY