

**“PLANNING AND ORGANIZING A SEMINAR ON
INCREASING THE COMPETITIVENESS OF CREATIVE
ECONOMY MICRO, SMALL AND MEDIUM ENTERPRISES
(MSMES) IN THE INDUSTRIAL AGE 5.0”
(REVIEW OF MARKETING ASPECTS)**

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ABSTRACT

This seminar is an activity carried out to help students and the wider community improve the competitiveness of Creative Economy-Based MSMEs in the Industrial Era 5.0. The seminar method was chosen because it is more effective in delivering and receiving material. The main objective of the project to be achieved in this final project is to create or organize a seminar on Planning and Organizing a Seminar on Increasing the Competitiveness of Micro, Small and Medium Enterprises (MSMEs) Based on Creative Economy in the Industrial Era 5.0. Find and determine the criteria for sponsors and donors, determine the means of promotion used such as brochures, advertisements and banners, know the planning and realization of promotional budgets, know the obstacles that occur, find solutions to the obstacles faced and evaluate seminar activities through feedback from participants. The project results show that the technical aspects of promotional work in carrying out activities are divided into several stages, namely the stage of finding project sponsors and donors, determining project promoters.

Keywords : UMKM, Industrial Revolution 5.0, Economy Creative, Marketing.