

CHAPTER I

INTRODUCTION

1.1 Background

MSMEs have a strategic role in national economic development. MSMEs play a role in economic growth and employment. In addition, MSMEs also play a role in distributing development results. The existence of the MSMEs sector is not only considered as a temporary shelter for workers who have not yet entered the formal sector, but also as a motor of economic activity growth. This is because the number of labor absorption is so large. Given the experience that Indonesia has faced during the economic crisis, it would not be an exaggeration if the development of the private sector is focused on MSMEs.

According to Rudjito, the definition of MSMEs is a business that has an important role in the Indonesian economy, both in terms of jobs created and in terms of the number of businesses. Meanwhile, according to M. Kwartono, the definition of MSMEs is the economic activity of people who have a maximum net worth of IDR 200,000,000, - where tana and buildings for business premises are not taken into account. Or those who have an annual sales turnover of at most Rp1.000.000.000,- and belong to Indonesian citizens. The fields of MSMEs vary from fashion, culinary, handicrafts to agriculture.

Based on data from the Ministry of Cooperatives and Small and Medium Enterprises in 2022, MSMEs contribute a very significant contribution to the economy. Given its labor-intensive nature, MSMEs can effectively create jobs according to the level of ability and skills possessed by the community. MSMEs have also proven to be able to withstand the shock of the 1997 economic crisis and still show their existence in the economy. MSMEs have a very important and strategic role in the economy, especially in developing countries. For this reason, the development of the MSMEs sector is very necessary in order to improve the economy. In addition, MSMEs are one of the alternative solutions to social problems such as poverty and unemployment. Even MSMEs are also one of the

economic sectors that have proven to be able to survive the shock of the crisis so that the economy continues to run.

According to the Financial Services Authority, credit disbursement of micro, small and medium enterprises (MSMEs) continued to grow towards the end of 2020. Credit has the potential to grow in line with the high demand for new capital in 2021. Currently, there are more than 65 million MSMEs spread across Indonesia. In 2016, there were 61.7 million MSMEs in Indonesia. The number continues to increase, in 2017, the number of MSMEs reached 62.9 million and in 2018, the number of MSMEs reached 64.2 million. Micro, Small and Medium Enterprises (MSMEs) thrive in a number of regions. This can be seen from data reported by the Ministry of Cooperatives and Small and Medium Enterprises (Kemenkop UKM), the total MSMEs in Indonesia exceeded 8.71 million business units in 2022.

Marketing activities that accelerate the movement of goods and services from producer centers to consumer centers, namely all related to advertising, distribution, trade, product plans, promotion, publicity, research and development, sales, transportation, and storage of goods, and services (marketing). In today's era of increasingly competitive business competition, every business person who wants to win the competition in market competition will pay full attention to the marketing strategy he runs. Products that are marketed made through a quality process will provide privileges that can increase consumer satisfaction with the use of these products.

According to Philip Kotler, marketing is a social process in which individuals or groups get what they need and want by creating, offering, and freely exchanging valuable products from others. According to Paul Flanigan, marketing is the act of developing an interesting relationship with any human being who shows interest in something.

Based on the background that has been presented. The author is interested in conducting research entitled **"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)".

1.2 Identification of the Project

Based on the background presentation above, the identification of project problems to be discussed by the author is How can the Seminar on Increasing the Competitiveness of Creative Economy Micro, Small and Medium Enterprises (MSMEs) in the Industrial Age 5.0 (Review of Marketing Aspects) be conveyed to the participants?

1.3 Purpose of the Project

1.3.1 General Purpose

The general objective is to 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).

1.3.2 Specific Purpose

The specific objectives of the project are expected in writing the Thesis Proposal Seminar on Increasing the Competitiveness of Creative Economy Micro, Small and Medium Enterprises (MSMEs) in the Industrial Age 5.0. These are as follows:

1. To create Promotional tools such as Browser, Ads, etc.
2. Find and determine the criteria for Sponsors and Donors at the Seminar on Increasing MSME Competitiveness Based on the Creative Economy of the Industrial Age 5.0.
3. To find out the obstacles that occur during the Promotion of the Seminar on Increasing the Competitiveness of MSMEs Based on the Creative Economy of the Industrial Age 5.0
4. To find Solutions to the Problems faced.
5. Evaluating the activities of the Seminar on Increasing MSME Competitiveness Based on the Creative Economy of the Industrial Age 5.0.

6. To find out the Planning and Realization of the Promotion Budget for the Seminar on Increasing the Competitiveness of MSMEs Based on the Creative Economy of the Industrial Age 5.0.

1.4 Significance of the Project

The benefits of planning and implementing the Creative Economy-Based Micro, Small and Medium Enterprises (MSMEs) Competitiveness Improvement Seminar in the Industrial Era 5.0 are as follows:

1. Increase the understanding of MSMEs players about the importance of marketing in increasing the competitiveness of their business. In this seminar, the participants will learn effective and up-to-date marketing strategies that can help them increase sales and expand their market reach.
2. Provide a forum for discussion and sharing of experiences between MSME actors and related stakeholders in the field of creative economy. This can help MSMEs players to expand their business networks and gain new insights about the industries and markets they are in.
3. Encourage collaboration and partnership between MSME actors. In this seminar, participants will be given the opportunity to interact and discuss with fellow MSMEs actors, which can open opportunities to establish business cooperation and develop new products or services that are more innovative and effective.
4. Inspire MSMEs players to continue to develop and innovate. In this seminar, the participants will gain insight and inspiration about the latest trends in the creative economy and marketing industries, which can help them to continuously innovate and update their business strategies.
5. Increase the competitiveness of MSMEs in the industrial era 5.0. By acquiring new knowledge and skills in effective marketing, MSME players will be able to increase their business competitiveness and adapt to changes and challenges in the increasingly complex and dynamic industrial era 5.0

1.5 Time and Place of Project Implementation

This project is planned to be carried out in Oktober 2023 to coincide with the multipurpose building of the Bengkalis State Polytechnic Implementation with a total of 110 participants, this project we will invite expert speakers and professionals who have experience in the business field, activities in this project will be carried out offline, but still pay attention to applicable health protocols. All activities will be closely monitored by the project management team to ensure the smooth and quality of project implementation. We are confident that the implementation of this project will run successfully and have a great positive impact on the community.

1.6 Writing System

Systematics of writing research proposals in running a business Seminars in the Industrial Era 5.0 are divided into several parts, namely as follows:

CHAPTER I: INTRODUCTION

In this chapter, the author explains the background of the project, project identification, project objectives, and project benefits, project place and time and systematics of project report authors in the Undergraduate Program.

CHAPTER II: LITERATURE REVIEW

In this chapter, the author presents theories relevant to the subject matter of the Proposal, namely about general and specific theories in the Proposal report such as Definition of Creative Economy, Industrial Era 5.0, Understanding MSMEs, Increasing MSME Competitiveness and Marketing Aspects.

CHAPTER III: METHODS AND ACCOMPLISHMENT PROCESS

In this chapter, the author presents the plan with a project implementation diagram, then continued with the implementation plan and implementation process and project report. Then proceed

to make a schedule of esmitation of costs incurred to succeed the seminar.

CHAPTER IV: RESULTS AND DISCUSSION

In this chapter, the author will describe the profile of project activities and reports on the implementation of project activities which include project preparation, project reporting, and financial statements for the implementation of project activities.

CHAPTER V: CONCLUSIONS AND SUGGESTIONS

In this chapter, it contains summaries and results of writing in previous chapters written in the conclusion section as well as suggestions for improving the place of writing.

REFERENCES

APPENDICES

WRITER BIOGRAPHY