

CHAPTER I

INTRODUCTION

1.1 Background

Some countries including Indonesia are preparing to enter new normal or new normality. The era when society has begin to do normal activities again, but with strict health protocols. Arguably, this new normal changes people's behavior. In this era, people will be more careful in regulating finances. In addition, the life of the virtual world will also grow. In the new normal, people also prefer online health care. Not only that, most residents will still choose to do so at home. Although the cure or vaccine *corona Covid-19* has not been found, a new normal life is an option so that the wheels of the economy can re-roll. People also coexist with *Covid-19*. With changes in people's behavior during physical distancing due to *Covid-19*, this actually opens up new business opportunities for business people. Especially if you are just starting out or starting a business. Rebuilding a business is a challenge for entrepreneurs in a new era of normality. Because, almost all business sectors show unpreparedness in responding to and managing unprecedented changes.

News of casualties and breathing difficulties in Indonesian cities, quickly spread throughout Indonesia. It was later discovered that they had coronavirus, which was first discovered in november 2019, the disease is known as *covid-19*. Disease Occurrence of human interaction with people from various countries have caused the disease to spread rapidly overseas. This fast the transmission had caused panic and fear in everyone, coupled with the written information on various social media and mass media, raises concerns about this corona virus disease. Almost all governments in various countries are taking steps to prevent and stop it the spread of COVID-19. Overall in Indonesia, March 11, 2020 there were more than 1 positive case of Covid-19, it did not last long for this virus to spread throughout Indonesia starting in

December there was an increase and 636,154 were affected, people lost as many as 19,248 lives reported by the Indonesian Ministry of Health.

This situation caused various hospitals to increase in number patients, resulting in disconnection of health services due to lack of facilities. This disease spreads very quickly, with close interaction and contact with the sufferer can cause someone to contract this disease. So that health experts recommend doing it social distancing, physical distancing and staying at home. New normal era policies is a situation that makes Indonesian people have to adapt to the new life order in the middle the Covid-19 virus out break. The Indonesian government everyone to bring activities out of the house including teaching and learning activities. This will undoubtedly an impact on various sectors of life.

The current pandemic condition has caused many government and private organizations and agencies to hold online meetings to discuss certain issues, such as webinars with various themes, teaching and learning activities, graduation events and others. Of course, in this event there are several people who work together to organize it which is called the Event Organizer. According to Noor (2013) in Fadhil (2020), an event is defined as an activity that is carried out at a certain time.

The Event Organizer will plan and create events related to MICE such as holding meetings, tournaments, exhibitions and major conferences. MICE stands for Meeting, Incentive, Conference, Exhibition. MICE is a type of activity contained in the tourism industry, this activity has been carefully planned by a group or group of people who have the same goals in carrying out these activities. MICE is a business world that has great potential but is still very new to society because there are not many enthusiasts like other businesses.

Webinar as an alternative to meet the needs of face-to-face meetings with Participants in different locations. Webinar comes from two words, namely web and seminar. Webinars are also defined as seminars, presentations, lectures, or workshops that are conducted online, delivered via the internet, and attended by many people

from various locations. In the webinar session, participants can interact directly via pictures (video) or text (chat). At this new normal stage, business people certain communities that are certainly familiar and able to access product information sold in business groups in the new normal era.

To carry out this webinar activity, the operational aspects are required, as one of the objectives of the seminar planning. Business that can manifested into real potential both physical and non-physical in realizing existence a business.

The final project that the author has done is planning and organizing the successful business strategy seminar event in the new normal era strategy base on webinar (Review of Aspect Operational).

Planning this webinar is very necessary before starting the final project, this is because there are many webinars from various scientific fields via the internet and almost the same as the author. The planning aim to make this final project reach more webinar participant so that it can provide useful knowledge for participant in planning and organizing the successful business strategy seminar event in the new normal era strategy base on webinar and can become a business opportunity for writer in the field of MICE.

In this webinar-based seminar the number of participants to be invited is the entire Bengkalis community ranging from teenagers to adults by targeting 113 participants. Bengkalis State Polytechnic as one of the vocational universities always gives opportunities to its students in order to implement all the knowledge that has been learned while in the university.

Based on the background that has been described, the author are interested in conducting a study entitled “planning and organizing the successful business strategy seminar event in the new normal era strategy base on webinar (Review of Aspect Operational)”.

1.2 Project Identification

Based on the explanation from the background above, the identification of project problems that will be discussed by the author is as follows: Planning And Organizing the Successful Business Strategy Seminar Event in the New Normal Era Strategy Base on Webinar “(Review of Aspect Operational)”.

1.3 Purpose of the Study

1.3.1. The General Project Purpose

The general purpose of the thesis project is to know about how to planning and organizing the successful business strategy seminar event in the new normal era strategy base on webinar “(review of aspect operational)”.

1.3.2 The Specific Project Purpose

The specific project purpose that are expected to be achieved in the writing of this Final Project are as follows:

1. To find out the technical aspects of the work done who webinar in the form of operations, during the webinar activity of successful business strategy in the new normal era.
2. To determine the criteria for speaker that will fill out the material of the planning and organizing the successful business strategy seminar event in the new normal era strategy base on webinar.
3. To determine the criteria of participants of the planning and organizing the successful business strategy seminar event in the new normal era strategy base on webinar.
4. To find out how to planning, during planning and organizing the successful business strategy seminar event in the new normal era strategy base on webinar.
5. To find financial reports on the aspects of operational.
6. To find out how to solution from the obstacles that occur from the beginning of preparation to the operational of a planning and organizing the successful business strategy seminar event in the new normal era strategy base on webinar.

1.4 Significant of the Study.

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

1. Benefit for Executor

It is hoped that this thesis project of planning and organizing the successful business strategy seminar event in the new normal era strategybaseon webinar. The author can be used as one of the means to increase the development of creativity, innovation and knowledge while also being able to know how the successfully busin ess strategy in the new normal era.to improve the professionalism of the event organizer in organizing the webinar event.

2. Significance for the Participant

The benefits of organizing a planning and organizing the successful business strategy seminar event in the new normal era strategy base on webinar for participant to improve the potential and abilities of student and college student in organization and achievement in the new normal era, to inspire and improve insights about how to improve their potential through the organization and achievements in the new normal era.

3. Significance for the Author

This research project can be used as an additional experience, insight and as a guide for the completion of the final project which is one of the requirements for completing an applied degree in the department of business administration and can be used as a means to improve the development of the author's creativity and innovation.

4. Significance for the Academic

Significance for the academic the benefit of the final project for academics is as a reference material for creaders in the field of conducting webinars, especially Planning And Organizing The Successful Business Strategy Seminar Event In The New Normal Era Strategy Base on webinar.

1.5 Time and Place of Project Implementation.

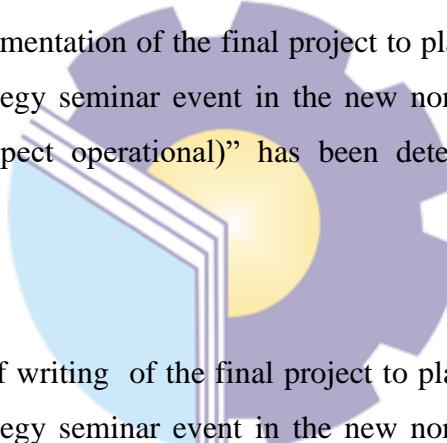
The planning for the implementation of the project thesis planning and organizing the successful business seminar event in the new normal era base on webinar strategy that has been planned is:

1. Project Implementation Place

The final project Planning And Organizing The Successful Business Strategy Seminar Event in the New Normal Era Strategy Base On Webinar “(Review Of Aspect Operational)”. place that has been determined is to be carriedout through several social media applications, namely WhatsApp and Zoom Cloud Meeting.

2. Project Implementation Time

The time for implementation of the final project to planning and organizing the successful business strategy seminar event in the new normal era strategy base on webinar “(review of aspect operational)” has been determined on Wednesday, December 02 , 2020.



1.6 Writing System

The systematics of writing of the final project to planning and organizing the successful business strategy seminar event in the new normal era strategy base on webinar “(review of aspect operational)”, are as follows:

CHAPTER 1: INTRODUCTION

Chapter 1 describes the background of the problem, project identification, project objectives, project benefits, place and time of project organizing and systematics of writing a project in the thesis project report.

CHAPTER 2: LITERATURE REVIEW

Chapter 2 explaining the general and specific theories in the thesis project report, the author outlines the theories relevant to the subject matter of this project, which consists of previous research, MICE

theory, webinars, events, lanning, organizing, new normal and operational management.

CHAPTER 3: METHODS AND ACCOMPLISHMENT PROCESSES

Chapter 3 describes the identification of project preparation plans, project implementation plans, project completion plans and project reporting plans that include project activity implementation reports and project finance reports.

CHAPTER 4: RESULTS AND DISCUSSIONS

This chapter the author will outline the activity profile, project activity implementation report consisting of project preparation which includes finding the speaker, finding participants and determining of the promotion, while on the completion of the project namely the repayment of webinar costs, then project reporting which includes reporting on the implementation of project activities and financial reporting of project activities.

CHAPTER 5: CONCLUSIONS AND SUGGESTIONS

This contains a summary of the writing results in the previous written in conclusion as well as suggestions as recommendations for improvement in the place of writing.

REFERENCES

APPENDIX

WRITER BIOGRAPHY