

# **“WEBINAR ON THE MASTERY QUALITY IMPROVEMENT OF E-COMMERCE COMPETENCIES FOR BENGKALIS STUDENTS IN ORDER TO ENTER THE ERA OF THE INDUSTRIAL REVOLUTION 4.0”**

Name of Student : Delvani Silalahi  
Student ID Number : 5404181127  
Advisor : Teguh Widodo, S.Sos., M.SM.,M.Rech

## **ABSTRACT**

This webinar is an activity carried out to help students improve their mastery of e-commerce in the era of the industrial revolution to start a business. The webinar method was chosen because it adapts to the current pandemic conditions so that it is not possible to do face-to-face meetings. The general objective of the project to be achieved in this final project is to find out how to plan and implement e-commerce in business by Bengkulu students in the era of the industrial revolution 4.0. Determining the human resources needed, determining job specifications and job descriptions for the committee, determining speaker criteria, motivating team work, knowing how to compile reports on the implementation of webinars and financial reporting from the aspects of human and operational resources, to find problems that occur from initial preparation to finished the webinar, to find out how to overcome the problems that occur starting from preparation in planning and organizing the webinar. The result of the research project showed that. The technical aspects of the work in carrying out activities are divided into several stages, namely the project preparation stage, project implementation stage, project completion and project reporting.

**Keywords** : Webinar, E-commerce Industrial Revolution 4.0, Business, Human Resources