

CHAPTER I

INTRODUCTION

1.1 Background

The demands for college graduates are not only able to work in companies and other agencies, but also must have an entrepreneurial spirit to create new jobs by taking advantage of the opportunities that arise from the 4.0 revolution. According to Nasir (2020), universities will face challenges in preparing and equipping human resources with the right competencies and skills to face the 4.0 revolution in order to continue to be able to contribute to economic growth and the welfare of the nation.

According to Gunawan (2020) high unemployment and limited job vacancies in Indonesia force all of us to become entrepreneurs, but limited knowledge, skills and motivation are the main obstacles. The millennial generation as the future young generation of the Indonesian nation needs to be trained and improved so that the technology they consume can be useful and generate income for themselves or others. The purpose of this digital entrepreneurship training is as entrepreneurship education based on the technology that is already attached to them, which is one of the important and strategic aspects to increase competitiveness and reduce unemployment which has an impact on Indonesia's economic stability.

Entrepreneurship is a generator of the development of a nation, the more citizens who pursue the field of entrepreneurship, the faster the rotation of a country's economy. Scholars are expected to play a role in advancing the economy. However, the problem that often occurs after graduating from college is that undergraduates tend to look for work rather than create jobs for themselves. Meanwhile, the absorption capacity of private and government agencies is very limited, causing a long waiting period to get a job. To anticipate this, it is necessary to build an entrepreneurial spirit in students since they are still in college so that they can become entrepreneurial students.

According to Prastyaningtyas, et al (2019) the industrial revolution 4.0 which was marked by innovations in information technology "internet of things" had a broad impact on the economy throughout the world, including Indonesia. The participation of universities can be done through the implementation of entrepreneurship education by utilizing digital technology, because universities are agents of change that prepare students to become superior, tough, and competent individuals in society.

Entrepreneurship is creating new jobs with creative new ideas or innovations to meet the needs of life in the long term. This is in line with the theory of Pelipa, et al (2020), the number of entrepreneurs in Indonesia has only reached 3.3% of the population and is still lagging behind Thailand, Malaysia and Singapore. It is hoped that students will be able to build an entrepreneurial spirit by creating various creative ideas and innovations, then being able to take advantage of and follow the increasingly rapid development of digital technology so that it will create new jobs and decrease the number of unemployed. The government and several agencies also support if the entrepreneurial spirit can be instilled by students. It is hoped that a startup will be able to improve the Indonesian economy which is experiencing a crisis and catches up. So that Indonesia is able to or at least compensate for several countries that have a larger entrepreneurial population.

The challenge of the industrial era 4.0 is to become an entrepreneur in the field of science, how to become an entrepreneur who cares, is independent, creative and adaptive. According to Hakim (2019) the era of the industrial revolution 4.0 is an era of major changes in all areas of life as a result of modern technology, and changes also occur in the field of education. Students who have received entrepreneurship education are likely to be appreciative or unappreciative about entrepreneurship. Entrepreneurial attitude must be improved by using a comprehensive and integrated approach so that students are fostered an attitude of awareness and entrepreneurial attitude which ultimately gives birth to independence in themselves.

Armed with entrepreneurship education, it is hoped that the unemployment of university graduates can be reduced. As we know, unemployment that occurs is

due to the orientation of education carried out in higher education is still focused on the ability to master science and technology alone. This is in line with the theory Tohani and Suharta (2019), though ideally universities should also be oriented to the paradigm of entrepreneur education. That is, changing the mindset from being a worker to how to create jobs or become an entrepreneur. In the context of the entrepreneurial education paradigm, education that leads to competence in the field of entrepreneurship needs to be provided consistently from the beginning until the student graduates.

According to Imaddudin, et al (2019) the development of the business world that is happening at this time has progressed quite rapidly, thus giving a greater role to the initiative and creativity of the community through various things such as information technology, transportation, economics, socio-cultural, political and organizational elements in the world. Public. In this era of globalization, information technology has developed very complex and rapidly in recent years which has an impact on various aspects of life, including the business world.

Based on this, advances in information technology have a positive impact with the discovery of software that can be used for online business applications. E-commerce provides convenience in communication, marketing, buying and selling transactions, and payments. Therefore, in the current era using information technology is not a new thing, but it is a major requirement in competing in today's modern era.

According to Adyanto, et al (2018), E-commerce provides various attractive features so that consumers are easily 'influenced' to want to buy these products. Service quality, brand image, and price have a positive and significant influence on product trust which has an impact on purchasing decisions. The five e-commerce business models are Consumer to Consumer (C2C), Business to Business (B2B), Business to Consumer (B2C), Consumer to Business (C2B) and Business to Government (B2G). In this discussion will be described about C2C and B2C.

Based on the problems that occur, to slightly minimize this problem by proposing a project for Bengkalis Regency students entitled **“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”.

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: “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”.

1.3 Purpose of Study

1.3.1 The General Project Purpose

The general project purpose to be achieved in this final project is to find out how to plan and implement e-commerce in business by Bengkalis students in the era of the industrial revolution 4.0.

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 determine the human resources needed in organizing the webinar to improve personal business potential through e-commerce.
2. To determine job specifications and job descriptions of committee for the webinar to improve personal potential.
3. To determine the criteria for speakers on the webinar for provide knowledge about the mastery of quality improvement of e-commerce competencies for Bengkalis students in order to enter the era of the industrial revolution 4.0.
4. To find out descriptive reports and financial reports on the aspects of human resource and operational.
5. To find out the technical aspects of the work carried out in the pre-operation, operational implementation, and during the post-operation of the activities 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.

6. To find out the obstacles that occurred from the beginning of preparation until the completion of the implementation the 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.
7. To find out how the solutions to the obstacles that occurred starting from preparation until the completion of implementation the 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.

1.4 Significance of the Study

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

1.4.1 For the Authors

This under graduate thesis can be used as additional experience, insight and as a guide in completing the final project which is one of the requirements for completing an Applied Bachelor's Degree in the Department of International Business Administration. To find out and solve problems related to the project. Useful as a way to apply the knowledge gained to be applied.

1.4.2 For Students

This under graduate thesis can be used as a form of increasing student creativity in the business world. By utilizing e-commerce in improving the economy for students and making students the goal of the project so that it is easy to understand and apply the knowledge that will be obtained. Utilization of technology and information in building a business.

1.4.3 For Other Parties

This under graduate thesis is expected to provide more knowledge to other institutions. This project can also be used as the output of the project to be

implemented and as a reference for other researchers who will raise the same problem but with a different point of view.

1.5 Place and Time of Project Implementation

The location of the final project that has been determined is online. Through several social media applications, namely WhatsApp, Instagram, and Zoom Cloud Meeting, through the link provided, webinar participants will join. Held on Saturday, October 2, 2021, carried out through Zoom Cloud Meeting.

1.6 Writing System

The systematics of writing carried out for the project “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” is as follows :

CHAPTER 1 : INTRODUCTION

In this chapter, the author explains the background of the project, project identification, project objectives and benefits, the place and time of the project and the systematics of writing project reports in the under graduate thesis.

CHAPTER 2 : LITERATURE REVIEW

In this chapter, the author describes theories that are relevant to the main material in the Final Project, namely explaining webinar, e-commerce and the era of the industrial revolution 4.0.

CHAPTER 3 : METHOD AND ACCOMPLISHMENT PROCESS

In this chapter, the author will describe the plan with a project implementation diagram, then proceed with the implementation plan and implementation process, implementation plan, and project implementation report. Then proceed with the schedule and estimated costs incurred during the project period, to the estimated cost of the under graduate thesis.

CHAPTER 4 : 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 implementation, project completion, project reporting, and financial reports on project activity implementation.

CHAPTER 5 : CONCLUSIONS AND SUGGESTION

This chapter contains a summary of the results of writing in the previous chapters which are written in the conclusion as well as suggestions for improvement in the place of writing.

REFERENCES

APPENDICES

WRITER BIOGRAPHY

