CHAPTER I
INTRODUCTION

1.1 Background

The news casualties and difficulty breathing in the city of Wuhan, China quickly spread throughout the world. It was later discovered that they had the corona virus, which was first discovered in November 2019, this disease is known as COVID-19. Disease The occurrence of human interaction from Wuhan with people from various countries has caused this disease to quickly spread abroad. This rapid transmission has caused panic and fear in everyone, coupled with written information on various social media and mass media, giving rise to fears of this coronavirus disease. Almost all governments in various countries are taking steps to prevent and stop the spread of COVID-19.

Globally, 11 March 2020 there were more than 118,000 cases in 114 countries, and 4,291 people have lost their lives that reported by the World Health Organization. This situation caused various hospitals to experience an improve in the number of patients, which resulted in the disconnection of health services due to lack of facilities. This disease spreads very quickly, with close interaction and contact with the sufferer can cause a person to contract this disease. So that health experts recommend doing social distancing, physical distancing and staying at home. The new normal era policy is a situation that makes Indonesian people have to adapt to a new life order amid the outbreak of the Covid-19 virus. The Indonesian government urges everyone to carry out activities from home including teaching and learning activities. This will undoubtedly have an impact on various sectors of life.

Like other countries, Indonesia has also made a policy by closing all educational institutions to offline classroom activities. However, all universities are required to apply learning technology as online lectures. This policy was created as an effort to prevent the transmission of COVID-19. This is not a problem for some universities that have online-based academic systems. However, this policy will be

an obstacle for universities that do not have online-based academics. Lectures with the online system aim to provide opportunities for all Indonesian citizens to be able to enjoy the teaching and learning process anywhere and anytime.

This condition causes some students to feel an improve in stress and anxiety because they do not have the ability to complete tasks properly through technology as it usually results in decreased Personal-confidence, decreased learning achievement, and the ability to be productive individuals during the pandemic. While, in Yunianto on His website https://katadata.co.id/ekarina/berita/5f3bc0461 7957survei-smrc-92-siswa-memiliki-banyak-masalah-dalam-belajar-daring, Saiful Mujani Research and Consulting (SMRC) released data on the results of a survey conducted between 5 - 8 August 2020 related to online education during the Covid-19 pandemic. The survey results showed that 92% of students experienced many problems in taking courageous lessons during the outbreak of the corona pandemic. SMRC Public Policy Manager Tati D. Wardi that said this survey was followed by respondents aged 17 years and over. Of this number, as many as 5% admitted that they are still in school or college. As many as 87% of the respondents did online learning, while 13% did not learn.

According to Petrova et al (2017) in Smirnova et al (2019) that said, in an effort to improve the quality of human resources, support is needed that can improve productivity, but is usually constrained by costs, time and place of implementation. The internet is a technological development that is closely related to people's lives. Thus, the relevance of modern forms of improving the level of student knowledge in conditions of dynamic educational development predetermines the search for effective means of telecommunication interaction, ensuring the continuity of professional development, flexibility and mobility of the training of modern specialists. One such tool, which has recently become widespread in educational practice, is webinars.

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.

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).

To carry out this webinar activity, a Human Resource Management section is needed, as one of the supporting elements. Human resources as one of the supporting elements of the organization can be interpreted as humans who work in the organization or human potential that drives the organization to realize its existence, or potential which is an asset as non-material capital in a business organization which can be realized into real potential both physical and non-physical in realizing the existence of an organization.

The implementation of this webinar requires a Human Resource Management section, as one of the supporting elements. Human resources as one of the supporting elements of an organization can be defined as people who work in the organization that drives the organization to realize its potential which is an asset and as non-material capital in business organizations which can be realized into real potential both physically and non-physically in realizing the existence of an organization.

The Undergraduate Thesis that the Author has done is planning and organizing national education webinars to improve personal potential through

organization and achievement in the new normal era (Review of Human Resource and Operational Aspect). Planning this webinar is very necessary before starting the Undergraduate Thesis, 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 Undergraduate Thesis reach more webinar participant so that it can provide useful knowledge for participant in improving their potential through organization and achievement in the new normal era and can become a business opportunity for writer in the field of MICE.

Based on the background that has been described, the Author are interested in conducting a study entitled "Planning and Organizing National Education Webinar to Improve Personal Potential through Organization and Achievement in the New Normal Era (Review of Human Resources and Operational Aspect)".

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 National Education Webinars To Improve Personal Potential Through Organization and Achievement in the New Normal Era (Review of Human Resource and Operational Aspect)".

1.3 Purpose of the Study

1.3.1 The General Project Purpose

The general project purpose to be achieved in this Undergraduate Thesis is to find out how to plan and organize the National Education Webinars to Improve Personal Potential through Organization and Achievement in the New Normal Era (Review of Human Resource and Operational Aspect).

1.3.2 The Specific Project Purpose

The specific project purpose that are expected to be achieved in the writing of this Undergraduate Thesis are as follow:

1. To determine the human resources needed in organizing the national education webinar to improve personal potential through organization and achievement in the new normal era.

2. To determine job specifications and job descriptions of committee for the national education webinar to improve personal potential through organization and achievements in the new normal era.

3. To determine the criteria for speaker at the national education webinar to improve personal potential through organization and achievement in the new normal era.

4. To find out how to motivate the organizing committee to conduct a national education webinar to improve personal potential through organization and achievement in the new normal era.

5. To find out descriptive reports and financial reports on the aspects of human resource and operational.

6. To find out the technical aspects of the work carried out in the pre-operation, operational implementation, and during the post-operation of the national education webinar activities to improve personal potential through organization and achievement in the new normal era.

7. To find out the obstacles that occur from the beginning of preparation until the completion of the implementation the national education webinar to improve personal potential through organization and achievement in the new normal era.

8. To find out how the solutions to the obstacles that occur starting from preparation until the completion of implementation the national education webinar improve personal potential through organization and achievement in the new normal era.

1.4 Significance of the Study

1.4.1 Significance for the Executor

The benefits of implementing the national education webinar to improve personal potential through organization and achievement in the new normal era for the Executors are as follow:

1. To avoid and overcome problems that occur during the webinar.
2. To improve the professionalism of the event organizer in organizing the webinar event.
3. To improve the credibility of event organizer among the public by organizing the good webinar.

1.4.2 Significance for the Participant

The benefits of organizing a national education webinar to improve personal potential through organization and achievement in the new normal era for participant are as follow:

1. To improve the potential and abilities of student and college student in organization and achievement in the new normal era.
2. To inspire and improve insights about how to improve their potential through the organization and achievements in the new normal era.
3. To improve relations with participants from various regions in Indonesia.

1.4.3 Significance for the Author

This research project can be used as an additional experience, insight and as a guide for the completion of the Undergraduate Thesis 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.

1.4.4 Significance for the Academic

The benefit of the Undergraduate Thesis for academics is as a reference material for readers in the field of conducting webinars, especially on improving personal potential through organization and achievement in the new normal era.

1.5   Place and Time of Project Implementation

1.5.1   Project Implementation Place

The Undergraduate Thesis national education webinar improving personal potential through organization and achievement in the new normal era implementation place that has been determined is to be carried out through several social media applications, namely WhatsApp and Zoom Cloud Meeting.

1.5.2   Project Implementation Time

The time for implementation of the Undergraduate Thesis national education webinar improving personal potential through organization and achievement in the new normal era has been determined on October 25, 2020.

1.6   Writing Systematic

The systematic of writing a report on the Undergraduate Thesis success in doing webinar business in the New Normal Era is divided into several parts, namely as follow:

CHAPTER I : INTRODUCTION

In this chapter, the Author describes the background of the project, the identification of the project, the objectives and benefits of the project, the place and time of the project and the systematic of writing a project report in the Undergraduate Thesis.

CHAPTER II : LITERATURE REVIEW

In this chapter, the Author describes the theories that relevant to the subject matter in the Undergraduate Thesis, which is about general and specific theories in the Undergraduate Thesis report, such as MICE, webinar, event, personal development, organization, achievement, operational management and human resource management.

CHAPTER III : METHOD AND ACCOMPLISHMENT PROCESS

In this chapter, the Author described the project preparation plan with the project implementation flow chart, then proceed with the

project implementation plan, the project completion plan and the project reporting plan containing implementation of project activities, financial reports and reports on the implementation of Undergraduate Thesis.

CHAPTER IV : RESULTS AND DISCUSSION

In this chapter the Author will describe the Undergraduate activity profile and activity implementation report which include project preparation, project implementation, project completion, project reporting, and project activity implementation financial reports.

CHAPTER V : CONCLUSION AND SUGGESTION

This chapter contains a summary of the writing result in the previous chapters written in a conclusion as well as suggestion as recommendation for improvement in the place of writing.

REFERENCES
APPENDICES
WRITER BIOGRAPHY