

**“SEMINAR ON WOMEN’S ENTREPRENEURSHIP IN  
BUILDING CREATIVE BUSINESS IN THE  
INDUSTRIAL ERA 4.0”  
(CASE STUDY ON MARKETING ASPECT)**

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**ABSTRACT**

This seminar is an activity carried out to help students and the wider community increase their desire to build a creative business in the 4.0 era. The seminar method was chosen because it is more effective in conveying and receiving material. The main goal of the project to be achieved in this final project is to create or organize a seminar on increasing the desire to build a creative business in the 4.0 era. Finding and determining the criteria for sponsors and donors, determining the promotional tools used such as brochures, advertisements and banners, knowing the planning and realization of the promotion budget, knowing the obstacles that occur, looking for solutions to the obstacles encountered and evaluating seminar activities through feedback from participants. The results of the project show that the technical aspects of promotion work in carrying out activities are divided into several stages, namely the stage of finding project sponsors and donors, determining project promotion tools, determining the promotion budget, constraints that occur, solutions to obstacles encountered and project evaluation.

**Keywords :** Seminar, E-commerce Industrial Revolution 4.0, Business, Marketing.