

CHAPTER I

INTRODUCTION

1.1 Background

Indonesia is one of the countries with the largest population in the world. Indonesia is ranked 4th in the world after China, India, and the United States as the countries with the most population. Population growth in Indonesia from year to year is increasing. The problem of unemployment and poverty is still a big problem facing the Indonesian nation today and in the next few years, the high unemployment rate demands creativity from everyone not to rely on other people's jobs but to create their own jobs that can absorb existing labor and revive the wheels of the Indonesian economy.

Bengkalis City is a city that has enormous potential in the application of creative business. In 2020 the number of women in the city of Bengkalis was recorded as many as 276 019 by the Central Statistics Agency of Bengkalis, bengkalis women who live in the city of Bengkalis currently show creative business ideas in accordance with the era and lifestyle of the current generation, for example, the creative idea that many women are engaged in is to open a business selling food and drinks.

One of the businesses obtained from a creative business run by one of the bengkalis businesswomen is Bos Salad. The founder of Bos Salad is a woman who graduated from the Bengkalis State Politkenik Campus, namely Farida A.Md.A.B. Currently, he already has several branches of Bos Salad outlets in the city of Bengkalis. The women's entrepreneurship seminar is focused on the general public of women in the city of Bengkalis which aims to motivate women to build creative businesses in the industrial era 4.0.

By applying the Marketing event into this women's seminar, it is hoped that it can help the seminar process in introducing the purpose of the seminar that has been made as stated in the title of this project. Event marketing is a unique

personal interaction with seminar participants that will be invaluable for the seminar because it can build a more meaningful long-term relationship.

In addition to the event marketing applied in this women's entrepreneurship seminar, operational management is also needed in the process of running the seminar. How a seminar lasts from beginning to end and what activities are carried out at the time of the women's entrepreneurship seminar. By implementing these Marketing, it is hoped that women's entrepreneurship seminars focused on women's communities in Bengkalis city can open perspectives and foster interest in opening a business in the 4.0 era.

1.2 Project Identification

Based on the background of the above problems through the Seminar on Women's Entrepreneurship in the nature of Building a Creative Business in the Industrial Era 4.0". Implementing Marketing Division, a seminar aimed at the women's community of Bengkalis city to have the desire to build a creative business in the 4.0 era.

1.3 Project Objectives

1.3.1 Project General Objectives

The general objective of the project to be achieved in this final project is to run a Women's entrepreneurship seminar which raises the topic of building a creative business in Era 4.0 and implementing the Marketing Division, in order to realize a seminar that is in accordance with planning.

1.3.2 Specific Project Objectives

The specific project objectives that are expected to be achieved in writing in this final project are as follows:

1. To determine the marketing strategy at the seminar.
2. To find and determining criteria for sponsors and donors at seminars on building a creative business in the industrial era 4.0.
3. To make promotion tools such as brochures, advertisements, banners and others.
4. To find out the planning and realization of the promotion budget at seminars on building a creative business in the industrial era 4.0.

5. To find out the obstacles that occur when promoting a seminar on building a creative business in the industrial era 4.0.
6. To find solutions to the problems encountered.
7. Evaluating seminar activities on building a creative business in the industrial era 4.0. through feedback from participants.

1.4 Significance of the Project

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

1. For Authors

This Thesis Proposal 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 means to apply the knowledge gained to apply.

2. For Students

This thesis proposal can be used as a form of increasing student motivation and creativity in the business world.

3. For Others

This thesis is expected to provide more knowledge to other institutions. The project can also be used as an output of the project to be implemented and as a reference for other researchers who will raise the same issue but with a different point of view.

1.5 Time and Place of Project Implementation

The implementation of the Women's Entrepreneurship Project Seminar was carried out in the period from August to November and the place where the Women's Entrepreneurship Project Seminar was held in the building hall of the Dinas Pendidikan Bengkalis.

1.6 Writing System

The systematic writing of the project "Women's Entrepreneurship Seminar" is as follows:

CHAPTER 1: INTRODUCTION

In this chapter, the author describes the background of the project, project visits, project objectives and benefits, the place and time of the project and the systematics of writing a project report in an undergraduate thesis.

CHAPTER 2: LITERATURE REVIEW

In this chapter, the author explains the theories that are relevant to the main material in the Final Project is to explain the implementation of job descriptions and job specifications from the Marketing and Operations division.

CHAPTER 3: METHODS AND PROCESSES OF ACHIEVEMENT

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

CHAPTER 4: RESULTS AND DISCUSSION

In this chapter, the author will describe the project profile and activity implementation report consisting of project preparation, activity implementation, implementation report, and activity implementation report.

CHAPTER 5: CONCLUSIONS AND SUGGESTIONS

This chapter contains a summary of the results of the writings in the previous chapters written in conclusions as well as suggestions for improvement in lieu of writing.