

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Indonesia is famous for its high unemployment rate. In the Kompas.com article, according to Yohana Artha Uly (2021) the number of unemployed in Indonesia is 9.1 million people as of August 2021. The high unemployment rate in Indonesia is influenced by the lack of employment opportunities and the low potential of human resources as well as the lack of intention and self-motivation to learn information technology. has now grown. Over time, unemployment in Indonesia is growing rapidly every year. The high unemployment rate makes everyone compete to get the job they want.

The solution to reducing existing unemployment is to create their own jobs, namely entrepreneurship, so that they can recruit human resources to become employees. So, with these jobs, the previously high unemployment will decrease. Medium-sized businesses become the economic wheel for the lower middle class, because they can increase the income of business actors. Medium enterprises are able to survive for a long time in the unstable economy in Indonesia.

Entrepreneurship is an activity that is able to make someone innovate and be creative by producing goods that have economic value. According to Purwaningsih (2021) strong motivation in running a business is needed in addition to the intentions and spirit that exist in an entrepreneur. With a strong motivation can encourage entrepreneurs to start a business well to achieve the target that will be determined.

To make a business grow and be known by many people, business actors must have high enthusiasm and courage to innovate in their business. An entrepreneur must keep up with the times and see what the market needs. Business actors must always be updated on the development of the virtual world so that their business continues to run and attracts many people.

Currently, Indonesia is in the industrial era 4.0. Industry 4.0 is an era of combining cyber technology with automation technology that makes humans no longer needed to complete work because they have been replaced by machines and technology. In this era, humans are required to be independent, creative and innovative to be able to create their own jobs, especially for women. One of them is to create a creative industry.

Bittersweet by Najla is one of the most famous creative industries in Indonesia. Bittersweet by Najla was founded by Najla Farid Bisyr. Bittersweet by Najla is a creative industry that produces Dessert packaged in a box. With the creation of this industry, people are helped to get jobs. Not only being an employee, but also being a reseller.

In Bengkalis there are also several creative industries that are owned by a woman, one of which is Boss Salad, which was founded by Farida Alumni of the Bengkalis State Polytechnic. Boss salad is an industry that produces salads from fresh fruit. This product is very popular with the public, especially teenagers. The potential for creating a creative industry in Bengkalis is very high, because 276.019 residents of Bengkalis district (Bengkalis statistical center) have a high consumptive spirit to buy a new and unique product. Second, because the people of Bengkalis tend to be curious about a new product and have a desire to buy that product.

However, women have low interest in entrepreneurship. To foster interest in entrepreneurship, it can be done in various ways, one of which is seminars. Seminar is a discussion of scientific problems, even though the topics discussed are everyday problems. The purpose of the seminar is to motivate women to want and build a business in the era of creative industry 4.0.

Making seminars requires human resources and capital. Human resources function to organize and carry out seminars to completion. Human resources in question such as resource persons, presenters, participants and committees. Then, capital is needed so that the seminar can be carried out. Capital can be obtained from sponsors, participant registration fees and from personal funds. Based on the above background, a seminar for women will be held entitled "**Women**

**Entrepreneurship Seminar in Building Creative Business in the Industrial Era 4.0"** division of Human resources and Finance.

## **1.2 Identification of The Project**

This seminar discusses how a woman becomes an entrepreneur and what factors influence her to become an entrepreneur. Based on the background description that has been written, the identification of project problems that will be discussed **“Women Entrepreneurship Seminar in Building Creative Business in the Industrial Era 4.0”** division of Human resource and Finance.

## **1.3 Purpose of The Project**

### **1.3.1 The General Purpose**

The general objective of the project to be achieved in this final project is to find out related to be motivation of women to want and build a business in the era of creative industry 4.0 through a women’s entrepreneurship seminar.

### **1.3.2 The Specific Purpose**

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

1. To determine the Human resource that will be needed in organizing the women entrepreneurship seminar.
2. Determine job specifications and job descriptions of the seminar committee to increase personal potential.
3. Determine the criteria for resource persons at the seminar to provide knowledge about women entrepreneurship.
4. To know the technical implementation of women entrepreneurship seminar activities.
5. To supervise the implementation of seminar from human resource and financial division.
6. To find out the financial statements on the aspect of human resources.
7. To evaluating the implementation of activity the seminar.

#### **1.4 Significance of The Project**

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

1. For the Outhor

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.

2. For the Student

This thesis can be a guide on the steps to creating an event that is right and to find out how to build a creative business in the industry 4.0 era.

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 seminar will be held direct meeting. The location for the final project of this seminar is in Bengkalis district, to be precise in the multipurpose building of the Bengkalis State Polytechnic from August to November 2022.

#### **1.6 Writing System**

The writing systematic for **“Women Entrepreneurship Seminar in Building Creative Business in the Industrial Era 4.0”** divison of Human resource and Finance is as follows:

## **CHAPTER I : INTRODUCTION**

In this chapter, the author explains about the background of the project, project identification, project objectives and benefits, place and time of project implementation and systematic writing of women entrepreneurship seminar projects.

## **CHAPTER II : LITERATURE REVIEW**

In this chapter, the author explains the theories that are relevant to the main material in the final project, namely explaining women's entrepreneurship seminars.

## **CHAPTER III: METHOD AND ACCOMPLISHMENT PROCESS**

In this chapter, the author will describe the plan with the 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, up to the estimated costs of the undergraduate thesis.

## **CHAPTER IV : RESULT AND DISCUSSION**

In this chapter, the author will explain project activity profiles and project activity implementation reports which include project preparation, project implementation, project completion, project reporting, and project implementation financial reports.

## **CHAPTER V : CONCLUSIONS AND SUGGESTION**

This chapter contains a summary of the results of the writing in the previous chapters which are written in the conclusions as well as suggestions for improvements in the writing area.