

CHAPTER 1

INTRODUCTION

1.1. Background

At present the development of growth in Indonesia that contributes to advancing the country is Micro, Small and Medium Enterprises (MSMEs). This business has a very strategic role in national economic development. Therefore, apart from playing a role in economic growth and employment, it also plays a role in the distribution of development results. In the economic crisis that occurred in our country since a few years ago, many large-scale businesses are able to compete to improve business strategies so that the company remains successful. This is indicated by the activities of the Micro, Small and Medium Enterprises (MSME) sector which have proven to be more resilient in facing the economic crisis (Hertanto, 2017). The performance of MSMEs can be seen from the characteristics of entrepreneurs, business capital, and MSME development strategies..(Nihlatul Qudus Sukma Nirwana & Sarwendah Biduri, 2021).

Digital marketing is a marketing or promotional activity carried out by business actors to introduce their products through social media or the internet, for digital marketing business actors this is very useful for them to help promote their business to the wider community through applications related to selling a product. So that it is very easy for business actors to get profits quickly, but the products being sold must innovate and be creative so that customers are interested in the products being sold.

The era of the industrial revolution 4.0 is the integration of internet use through production lines in the industrial world. Changes in the industrial world are marked by changes in business and industry to become more innovative and competitive due to the development of information technology. Industry 4.0 is an industry that combines automation technology with cyber technology. This includes trends in automation and data exchange in business technologies spanning multiple

sections, namely the Internet of Things (IoT), cloud computing and cognitive computing. (Bambang & Diaz, 2020).

SMEs in Indonesia currently need the right information technology to grow faster and compete in the digital era. Although many SMEs apply information technology for their business activities, there are still many SMEs who have not implemented it and do not understand the benefits that can be felt from using information technology (Mutia, Achmad & Hanim (2012). Lack of understanding of information technology related to marketing, relationships with consumers and even the development of products and services is suspected to be the cause of the low learning of information technology by SMEs in Indonesia (Rianita, Deri, & Dewi, 2020).



Figure 1.1 BUMDESA Mekar Jaya
Source : Processed Data 2022

Technological progress is one thing that cannot be avoided in today's life, because technological advances will continue to run according to the times. Every innovation created will provide positive benefits and provide convenience for people's lives. The development of technology is currently experiencing very significant progress and has resulted in the MSME sector participating in developing its business so as not to be left behind.

Therefore, further project research is carried out on “Workshop Digital Marketing of Revolution 4.0 on MSMEs (Case Study on UMKM Binaan PT Kilang Internasional RUU II Sungai Pakning)”.

1.2. Identification of the Project

This workshop discusses how to implement or use Marketing Applications on Smartphones for MSMEs so that businesses that have been run are more known and easy to know. As business people, we must be able to be ahead of our competitors in terms of marketing, production, packaging and suppliers.

1.3. Purpose of the Project

1.3.1. General Purpose of the Project

The general objective of this project is to organize a Digital Marketing Workshop for SMEs assisted by PT Kilang Internasional RUU II Sungai Pakning in this era of the Industrial Revolution 4.0.

1.3.2. Project Specific Purpose

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

1. Determining MSMEs to be participants in organizing the workshop.
2. Determine the criteria and tasks of the workshop organizing committee to increase personal potential.
3. Determining criteria and looking for speaker to provide knowledge about the application and use of digital marketing for MSMEs in the 4.0 revolution era.
4. Determine promotion tools in holding workshops.
5. Determine the budget for this digital marketing workshop.
6. Evaluate workshop activities through feedback from participants.

1.4. Significance of the Project

The benefits of this project are expected to be useful for the parties involved in the process of this activity taking place are:

1.4.1. Writer

This thesis can be used as experience, insight and as a guide in completing the final project which is a requirement for obtaining an Applied Bachelor degree in International Business Administration Study Program and to find out and solve problems related to this project.

1.4.2. other parties

1. Make it easier for MSME business actors to develop the businesses they have run.
2. Make it easy to find out what applications can become business sales targets for MSMEs.

1.5. Time and Place of Project

This final project activity was held on the day of, September 2022 offline, through invitations that have been distributed, business people will join the digital marketing workshop activities on SMEs in this 4.0 revolution era.

1.6. Writing System

The writing systematics carried out for the project "Digital Marketing of Revolution 4.0 Workshop on MSMEs (Case Study on MSMEs Guided by PT Kilang Internasional RUU II Sungai Pakning" are as follows:

CHAPTER 1 INTRODUCTION

This chapter describes the background of the project, identification of the project, the objectives and benefits of the project, the place and time of project implementation, and the systematics of writing project reports in the thesis.

CHAPTER 2: LITERATURE REVIEW

This chapter describes the previous theories that are relevant to the main material in the Final Project, namely explaining digital marketing, MSMEs and the 4.0 revolution era.

CHAPTER 3: METHODS AND PROCESSES OF ACHIEVEMENT

In this chapter, the author will describe the plan with the project implementation scheme, then proceed with the implementation plan and implementation process, post-implementation, and project implementation reports. After that, it is continued with the schedule and estimated costs incurred during the duration of this project, to the estimated cost of the thesis.

CHAPTER IV: RESULT 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 of project activity implementation.

CHAPTER V: CONCLUSION AND SUGGESTION

This chapter contains a summary of the results of writing in the previous chapters which are included in the conclusions and suggestions for improvement at the author's place.