

**Women's Entrepreneurship Seminar in Building Creative Business in The Industrial Era 4.0"
(Case Study On Marketing Aspect)**

Zahara¹, Adrian Irnanda Pratama²,
Politeknik Negeri Bengkalis¹²
mszahra29.10@gmail.com¹, adrianirnanda@gmail.com

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.

1. PENDAHULUAN

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.

2. TINJAUAN PUSTAKA

According to the journal entitled Women's Entrepreneurship written by. Business has played an important role in creating a fast-moving agrarian-like society in India. These days it has been found that brave women have projected enterprising abilities that can be limited to transforming from career seekers to career providers. Public authorities truly understand the importance of their business. As a result, she offers a variety of projects for visionary business women. Sometimes it is different in public with whatever he does, and is not ready to take the initiative. When compared to men, women are less interested in starting a special unit due to some unwanted fears, lack of inspiration and certain types of exercises.

According to the journal titled Women Entrepreneurs in Asia: Eight Country Studies written by Yonjoo Cho (2020). The purpose of this special edition is to investigate the motivations, challenges, and opportunities of women entrepreneurs in eight Asian countries (China, India, Indonesia, Japan, Korea, Malaysia, Thailand, and Vietnam). This special edition provides insight into the development potential of aspiring female entrepreneurs living in thriving Asian countries where traditional cultural and religious expectations and modern values coexist. Despite the challenges and difficulties women face faced by entrepreneurs, the opportunities they create in business development can be a model for aspiring women entrepreneurs in Asia and other countries.

According to a journal entitled Worldwide role of Women Entrepreneurs in Economic Development written by Muhammad Sajjad, (2020). Said the contribution of women entrepreneurs is still not visible and needs to be cleaned up properly. The purpose of this paper is to link it to the measurement of women's entrepreneurship and economic development at the global level.

In short, women entrepreneurs can mark their contribution as a significant tool for future economic development, social development and sustainable development of the world. This contribution is in terms of education, better health for society and in all other areas in which people can take care of themselves. In fact, successful female entrepreneurs become role models for future world entrepreneurs Al Mamun (2019). The results of this study illustrate the positive impact of women's entrepreneurship throughout the world economy including developed and developing countries. It should be noted that the motives of women entrepreneurs are different for developed and developing countries.

According to a journal entitled factors that influence women's motivation in entrepreneurship in Wanatang village, Songgom regency, written by Umrah Atun G.F.(2020). The results showed that the variables of independence, capital, family, and education simultaneously had a positive and significant effect on the factors affecting women entrepreneurs in Wanatawang Village, Songgom District, Brebes Regency.

According to a journal titled The Comparative Analysis of Marketing Activities between rural women Entrepreneurs in Fars Province, Iran written by Kurosh Rezaei-Moghaddam,(2019). This study aims to identify and analyze marketing activities among rural women entrepreneurs. This research was conducted using a survey method among women entrepreneurs who are members of a company engaged in agricultural development in Fars province, Iran. A random sampling method was used to select 307 rural women entrepreneurs. According to the findings, marketing methods such as face-to-face advertising, making phone calls, participating in exhibitions, and sending text messages by women entrepreneurs are widely used. In applying marketing methods, paying attention to the components of the marketing mix, and implementing marketing strategies, women entrepreneurs in Marvdasht

have the highest scores. Entrepreneurial women in Marvdasht take risks more often, who more often use marketing methods and strategies than women in other Fars cities. Finally, some suggestions were made to improve the marketing activities of women entrepreneurs.

3. METODE PENELITIAN

Project implementation was carried out in 4 stages, consisting of a Project Preparation Plan, Project Implementation Plan, Project Completion Plan, and Project Reporting Plan. A flowchart of the project completion methods and Processes is below in the operational aspects. Project preparation plan is a series of activities that need to be prepared before carrying out an activity. project implementation plan, several activities are carried out such as project schedule planning, project promotion to prospective sponsors, potential donors, and potential participants. The project completion plan is described in the Flowchart. This flowchart serves to facilitate the flow of systematic completion of activities. The project reporting plan of the seminar entitled Women's Entrepreneurship seminar related to women's motivation to want and build a Making Certificate Giving Appreciation to Participants Through Certificate Form business in the era of the creative industry 4.0. This evaluation is very important to improve the quality of seminars that will be held in the future. To carry out the planning and implementation of the Women's Entrepreneurship seminar in building Creative Businesses in Era 4.0, the Project Implementation Report Project Implementation Financial Report Marketing and Operations Division requires a schedule and details of the implementation costs.

4. HASIL PENELITIAN DAN PEMBAHASAN

A. Event Organizer Profile

Women's entrepreneurship seminar with the theme of increasing the Entrepreneurship Spirit for Women Entrepreneurs in the Digital Age at an activity organized by a group called Women Entrepreneur. Women Entrepreneurs who have been formed since September 12, 2022 consist of 13 students who also have an entrepreneurial spirit, including:

1. Ruth Maranata Silalahi, Student of the International Business Administration Study Program, as Chair of the Event Organizer in charge operational division.
2. Zahara, Student of the International Business Administration Study Program, as secretary in charge of the secretarial section.
3. Indri Setia Putri, Student of the International Business Administration Study Program, as Treasurer in charge of the finance section.
4. Shinta Karunia, International Business Administration Study Program student in charge of the event, as Host.
5. Reza Syafitri and Desfi Irma Putri are International Business Administration students who are responsible for events.
6. Isnadia and Viky Oktaviona Public Finance Accounting students are responsible for the consumption division.
7. Umi Hanifah, Alika Hernisa, and Nurliandari International Business Administration students are responsible for the equipment division.
8. Putri Julianti Tampubolon and Sepni Guyanti International Business Administration students are responsible for the documentation Section.

This Business Seminar activity is a student thesis of Bengkalis State Polytechnic, Department of Commerce, Business Administration D-IV Study Program as one of the requirements for completing the Undergraduate Program at Bengkalis State Polytechnic. The theme of this business seminar is Enhancing Entrepreneurship Spirit for Women Entrepreneurs in the Digital Age. This seminar aims to invite students and the female community of Bengkalis

Regency in general to stay enthusiastic and create opportunities in every business. The 2022 Business Seminar is organized by Women Entrepreneurs. Women Entrepreneur was established on September 12 2022. Apart from the group name, there is also a logo which is the identity of the 2022 Business Seminar Strengthening activity.

The meaning of the Women Entrepreneur logo in the Women Entrepreneurship seminar is as a benchmark for the development of Business Opportunities for Women Entrepreneurs today, which is a great and good opportunity for economic progress, and the meaning of each icon is as follows :

1. The meaning of the name Women Entrepreneur is a group of female students who have an entrepreneurial spirit and through this seminar they are able to provide solutions to social problems around them.
2. Circle is a form of business opportunity that is always there.
3. Element of 3 people is a seminar initiated by 3 female students.
4. RIZ is the initials of 3 students who initiated the seminar.
5. Slogan 3B is Growing, Fruiting, Impacting which has its own meaning: (Growing) – Growing Interest in Entrepreneurship in Every Woman, (Fruitful) - Interest that grows produces a business, (Impact) – The existence of a business that grows from the intention of being able to create New Business Opportunities, Jobs.
6. The Background Color Orange is the identical color where the 3 initiators of the Seminar Take Education, namely the International Business Administration.
7. Vertical and Horizontal Lines only as Additional Components Seminar This activity is a Thesis project created with the concept of preparing businesses for women (generally) in creating workforce and businesses in the digital era. The theme of this seminar is "Improving Entrepreneurial Spirit for Women Entrepreneurs in the Digital Age". The purpose of holding this seminar is to increase the interest in entrepreneurship for all women in Bengkalis Regency in order to create an effort to spread positive energy to women in Bengkalis Regency so that they become a generation that knows how to plan and implement business in the face of the industrial era 4.0.

This seminar activity is the final assignment of students of the International Business Administration study program, Bengkalis State Polytechnic. The theme of this seminar is "Increasing Entrepreneurship Spirit for Women Entrepreneurs in the Digital Age". Where an audience consisting of only women can decide to start or even develop an existing business. The event committee at the 2022 business seminar activities include: Host and Moderator : Shinta Karunia

Al Quran Reading : Nurliandari

Administration : Vicky Oktaviona, Indri Setia Putri

Prayer Chant : Nurliandari

Director General : Isnadia

Documentation : Putri Julianti

Operator : Reza Syafitri

The Women's Entrepreneurship Seminar was held on Saturday, 05 November 2022 offline at the Bengkalis Education Office Building, 2nd floor, which was attended by 98 participants from community students and general women in Bengkalis Regency. This seminar

was attended by 2 (two) resource persons, namely Mrs. Sani, the owner of a Coconut Shell Charcoal Business. The second source is Mrs. Rohana. She is the founder of Masti Donuts.

4. Project Preparation

Promotion Tools In a promotional activity it is very necessary and very important to do because without a promotional role an activity will not be carried out optimally. The Women's Entrepreneurship Seminar on building a creative business in the industrial era 4.0 is an activity that involves many parties, of course, requires the right promotion strategy and needs to be prepared. The promotion was carried out to introduce, invite and attract students and the general public especially for women to be able to participate both as donors and as participants in the Women's Entrepreneurship Seminar activities.

3. Project Implementation

Determine Sponsor Criteria The existence of sponsors is very influential in the activities of the Women's Entrepreneurship Seminar on building a creative business in the industrial era 4.0. Sponsors are parties who really help the smooth running of an activity not only in terms of material but also in terms of non-material such as activity equipment and supplies. The author conducts lobbying to influence, persuade and convince potential sponsors so that the parties are interested in helping and providing material support. In the form of money with an unspecified nominal In organizing the Women's Entrepreneurship Seminar on building creative businesses in the industrial era 4.0, funds were obtained from individuals who were voluntary donors. The assistance is in the form of an unknown nominal donation of funds, which will be used to help organize this seminar activity.

The promotion was carried out with seminar participants via Online namely Whatsapp Group, Whatsapp Story, Facebook and Instagram. Participants were invited to a women's Entrepreneurship seminar about building a creative business in the industrial era 4.0. They are students and the general public, especially women in Bengkalis Regency. The number of participants who registered for the Women's Entrepreneurship Seminar on building a creative business in the industrial era 4.0 was 120 participants and 98 participants attended the seminar location.

The Women's Entrepreneurship Seminar has already been scheduled. News of this activity is a report made as legal evidence of an activity explaining that the planned event has been carried out according to plan, including the time, date and place that has been determined.

4. Project Completion

In the implementation of an activity there must be certain obstacles, both large and small, which of course hinder the activities carried out. In the Women's Entrepreneurship Seminar with the theme Spirit of Entrepreneurship for Women Entrepreneurs in the Digital Era, there are several obstacles in project implementation, The solutions to the obstacles faced in the Women's Entrepreneurship Seminar with the theme Spirit Entrepreneurship for Women Entrepreneurs in the Digital.

Evaluation of the Women's Entrepreneurship Seminar to find out whether the activities carried out went well by looking at the feedback from the participants who filled out the questionnaire. Often the organizers of women's entrepreneurship seminars are related to the opening of events that are not opened on time due to delays in participants. In addition, the quota of questions from participants to resource persons is very limited, it is hoped that

questions will not be limited, the performance of the committee in the future must be even better, the number of participants is limited according to seminar participants, things like this must be held frequently because according to them this seminar is very good for young people and the general public. Furthermore, the committee pays more attention to participants who play mobile phones to focus on the material presented, the sound system has problems in the middle of the event, they also hope that the committee will check again so that they are not disturbed during the event. event and the participants also gave suggestions that seminars like this could be held frequently so that students and the general public of women could gain new knowledge.

5. Project Report

Reporting on Women's Entrepreneurship Seminar on building creative businesses in the industrial era 4.0. This is divided into 2 (two) activities, namely

The report on the implementation of the thesis project activities and the report on the use of promotion costs. Women's entrepreneurship seminar on building creative businesses in the industrial era 4.0. is form 9 to all seminar participants whose aim is to convey the benefits of women's entrepreneurship Seminar activities which will be held at the Bengkalis Education Office Building Floor II on Saturday, November 5 2022. The following is the schedule for the Women's Entrepreneurship Seminar Seminar on building a creative business in the industrial era 4.0.

The financial report of the Women's Entrepreneurship Seminar project to find out how to plan and implement Creative Enterprises in business by Bengkalis Women in the era of the industrial revolution 4.0 consists of cash inflows and cash outflows. Cash inflows are funds that enter the organizing committee from the results of payment of contributions by seminar participants. While cash outflows are funds issued by the human resources division and operational division. You can see the difference between the planning budget and the actual costs. This difference occurs because there are several budgets that are not in accordance with what has been planned before, namely:

1. Budget plan for human resources of IDR 1.260.000 and the realization is IDR 726.000. this is because the costs required for human resources were smaller than planned.
2. The budget plan for the operational administration of IDR 102.000 and the realization was IDR 72.000. this is because the cost of making stamps is cheaper than previously planned.
3. The planned budget for the operations of the equipment, facilities and infrastructure section is IDR 1.044.000 and the realization is IDR 878.000. this is due to the making of fewer certificates than what was planned because it follows the number of participants who register.
4. The budget plan for the promotion section's operations is IDR 10.000 and the realization is also IDR 10.000. this is because the planned costs and costs at the time of realization are the same.
5. The budget plan for the operational costs of the consumption section is IDR 1.015.000 and the realization is IDR 865.000. this is due to the smaller number of snacks, thereby reducing costs on the consumption part. Based on the report above, it can be seen that women entrepreneurs experience an excess of IDR 880.000. this shows that the seminar

on 59 women entrepreneurship in the final assignment of this thesis has been successful, because from all aspects it has gone well as planned

5. KESIMPULAN DAN SARAN

Conclusion

From the discussion in chapter four on implementation Seminar on Women's Entrepreneurship Seminar in Building Creative Businesses in the Industrial Era 4.0 with the theme of increasing the Entrepreneurship Spirit for Bengkalis Women Entrepreneurs in Order to Enter the Industrial Revolution Era 4.0, the authors can draw the following conclusions:

1. Women's Entrepreneurship Seminar with the theme of increasing the Entrepreneurship Spirit for Women Entrepreneurs in the Digital Age was attended by 13 committee members, 2 speakers, and 120 participants of the seminar. This activity was carried out in the building hall of the Dinas Pendidikan Bengkalis.
2. Criteria for Sponsors and Donors at the Women Entrepreneurship Seminar's Building Creative Business in Industrial Era 4.0 are to support the implementation of the seminar. Sponsors and Donors are given in the form of cash.
3. Promotional tools carried out at the Women Entrepreneurship Seminar's Building Creative Business in Industrial Era 4.0 are physical promotion tools, namely brochures and billboards, while non-physical promotional tools are social media such as Facebook, Instagram and WhatsApp.
4. The description of the Women's Entrepreneurship seminar report can be explained that the activities have gone according to plan and the implementing committee has implemented them according to their respective fields. Then, the financial report on the holding of the Women's Entrepreneurship Seminar with total fraud from participants and sponsors in cash of IDR 1.200.000 and IDR 140.000
5. The technical aspects of the work in the implementation of activities are divided into 4 stages, namely the project preparation stage, project implementation stage, project completion and reporting as follows:
 - a. Stages of Project Preparation The preparation plan is the preparation of activities that need to be prepared before carrying out an activity. Project Preparation in the Human Resources Review Aspect, consisting of: Project Preparation in Search for Speakers, Determination of Support Team's Human Resources Needs, Opening of Participant Registration and Participant Search, and Determination of Promotional Mix.
 - b. Project Implementation Plan Project implementation is the main objective. Implementation of the Seminar project to increase Interest in Entrepreneurship, especially for women in Bengkalis in order to enter the era of the industrial revolution 4.0, namely carrying out the agenda, and giving appreciation to the presenters.
 - c. Project Completion Plan Completion plan is a systematic completion of activities. Before the end of the activity, it is necessary to pay attention to the things that must be completed. Completion of projects in: Project Completion in Certificate Design, and Giving appreciation to participants in the form of certificates.
 - d. Project Reporting Plan Project reporting plan made for Seminar activities. This evaluation is very important to improve the quality of the seminar system that will be held in the future. The project implementation report consists of: Project Implementation Report, and Project Implementation Financial Report.

6. The problem faced is the schedule of activities that are adjusted to the schedule of the organizing committee and seminars from similar communities. In addition, the problem of finding participants. This is due to the lack of interest in entrepreneurship and only female participants, making it difficult to reach the required participants. Then participants who are late to the location of the Seminar according to the specified time. The opinion of the participants of this seminar is that this activity is a very useful activity for women, especially women who want to have the intention to do business, because it presents speakers who are experts in their fields, and are easy to reach for implementation. With a moderator who is very good at bringing the atmosphere, and speakers who add to the game for the participants. Hopefully each participant can receive the knowledge that has been obtained and applied.
7. The solution going forward is to improve communication between the main organizing committee so that it can optimize free time to prepare for the event, then make activities earlier than other programs that also hold seminars at the same time. The solution for participants is the responsibility of each committee to find participants by means of 1 committee looking for 10 participants such as organizations around campus and other communities known through social media. The solution for the delay event is to remind participants through the whatsapp group and provide optimal additional time to immediately join the seminar event location. Then for the solution, participants who attended only half of the event were considered to be present by uniting Innormasi in the WhatsApp group by the organizing committee. The solution is to contact the organizing committee via the WhatsApp application at the time of the dissolution of the core committee, and agree to dissolve the activity with athank you.

Suggestions

From organizing a Seminar on Increasing Interest in Entrepreneurship for Bengkalis Women in Facing the Industrial Revolution Era 4.0, the author can provide suggestions regarding the problems faced during the preparation until the completion of the Seminar activities as follows:

1. After this project activity is completed, considering that there are still several obstacles in the activity stages, starting from the pre-operational, operational, and post-operational stages of the event, it is necessary to make good preparations for the next event and pay close attention so that the implementation of the activities runs smoothly.
2. Good cooperation from the implementing committee is also very important in carrying out this project activity. Due to the coordination between several committees, it is better to determine human resources who understand and know about the activities to be held. This is so that the tasks that have been given can be carried out properly and can make the activity successful and there are no communication errors between the committee. So, if there is good communication, there will be cooperation and good results.
3. Important participants in Seminar activities, so if not available participants, the activities to be carried out will be less efficient. Due to obstacles caused by some participants not attending, it is important to ensure that all registered participants can attend according to the predetermined schedule. Then provide a link to fill out the participant form via google form.

6. DAFTAR PUSTAKA

- Kurosh Rezaei-Moghaddam, O. K. (2019). Comparative analysis of marketing activities among rural women entrepreneurs in Fars province, Iran. *Journal of Global Entrepreneurship Research*, 1. doi:10.1186/s40497-019-0189-8
- Muhammad Sajjad, N. K. (2020, May 15). The role of women entrepreneurs around the world in economic development. *Asia Pacific Innovation Journal*, 14 No. 2, 2020. doi:10.1108/Apijie-06-2019-0041
- Umrah Atun, G. F. (2020, August). Factors Affecting Women's Motivation in
- Yonjoo Cho, J. L. (2020). *Women Entrepreneurs in Asia: Eight Country Studies*. Sage, 1. doi:10.1177/1523422320907042