

## **Women Entrepreneurship Seminar in Building Creative Business in the Industrial Era 4.0, Division of Human Resource and Finance**

Indri Setia Putri<sup>1</sup>, Adrian Irnanda Pratama<sup>2</sup>  
Politeknik Negeri Bengkalis, Jl Bathin Alam Sei Alam Bengkalis, Riau  
putriindri096@gmail.com<sup>1</sup>, adrianirnanda@gmail.com<sup>2</sup>

### **Abstract**

*This seminar is an activity carried out to help students, the community and business actors to become women entrepreneurs in the creative industry sector in the 4.0 era. With this seminar, it is hoped that participants will have an interest in entrepreneurship. The goals to be achieved in making this final assignment are determining the required human resources, determining job specifications and job descriptions for the committee, determining speaker criteria, determining participants, motivating the cooperation of the event committee, knowing reports on making webinars and calculating costs incurred. The technical aspects of the work in carrying out these activities start from the stages of project preparation, project implementation, project completion and project reporting. At the seminar implementation, the required committee numbered 13 people with different duties and responsibilities. The event was attended by 98 participants from various backgrounds. The speaker for this seminar is Sani who already has experience in coconut shell charcoal entrepreneurship. In carrying out the seminar, the costs incurred amounted to IDR. 2,551,000. This event was held on 5 November 2022 in the Bengkalis district education office hall.*

*Keywords : Seminar, Business, Women entrepreneur, Industry 4.0, Human Resource, Finance.*

### **1. PENDAHULUAN**

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 solution to reducing existing unemployment is to create their own jobs, namely entrepreneurship, so that they can recruit human resources to become employees. Entrepreneurship is an activity that is able to make someone innovate and be creative by producing goods that have economic value. 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.

## **2. TINJAUAN PUSTAKA**

According to Darmanto et al. (2021), In the journal women entrepreneurial career maturity towards success of business in Semarang, entrepreneurial orientation and the need for achievement have a positive influence on the progress of commerce. The maturity of women's entrepreneurial work has a significant and positive impression on the progress of commerce. However, the impression of instrumental willingness on women's work maturity and business progress is not significant, while the effect of entrepreneur experience on business progress is also not significant.

According to Priyono and (2014), Human Resource Management is an acknowledgment of the importance of the organization's workforce as a very important human resource contributing to organizational goals, and the use of several functions and activities.

According to Sofyan Tsauri (2013) Human resource management, abbreviated as HRM, is a science or method of how to manage the relationship and the role of resources (labor) owned by individuals efficiently and effectively and can be used optimally so that the goals (goals) are achieved.

According to Andre (2021) a financial analyst is someone who makes business decision recommendations for an organization. This is done based on an analysis of several factors that have a large impact on business development.

According to Adi Robert Setiana (2019) Job Specifications or also known as employee specifications are in writing about educational qualifications, experience levels, special qualities, physical, emotional, and communication skills needed to do the work and the responsibilities involved.

## **3. METODE PENELITIAN**

Planning and organizing "Women Entrepreneurship Seminar in Building Creative Business in the Industrial Era 4.0" division of Human resource and Finance consists of 4 stages, namely the project preparation plan, project implementation plan, project completion plan, and project reporting plan.

## **4. HASIL PENELITIAN DAN PEMBAHASAN**

The Women Entrepreneurship Seminar in Building Creative Business in the Industrial Era 4.0 held on November 5, 2022 in the Bengkalis district education office hall. The Women Entrepreneurship Seminar in Building Creative Business in the Industrial Era 4.0 is an activity carried out by a group called Women Entrepreneurs which was established on September 12, 2022.

### **Project Preparation**

#### **1. Determination of Human Resource Requirement**

In carrying out the Women Entrepreneurship Seminar in Building Creative Business in the Industrial Era 4.0 activities, human resources are needed to form a committee consisting of committee chairs, secretaries, flags, promotions, operations and members. The committee structure is very much needed so that the committee and members know and can carry out their responsibilities properly by preparing things according to the specified fields.

#### **2. Determination Job Specification and Job description of Human Resource**

Job specifications must be made so that the selected committee can adjust the work to their competence and abilities. In addition, so that the supporting committee that has been

selected by the core committee has met the requirements of being competent in their field. So, with the creation of job descriptions, activities that have been previously planned can be carried out properly and smoothly as desired.

3. Determination of the Speaker

To organize a seminar, an appropriate speaker is needed, therefore, the speaker must have good criteria. The criteria that must be possessed by women entrepreneur seminar speakers include knowledge, experience, material mastery, appearance and dedication. After carrying out the process of selecting speakers according to the criteria, the committee finally decided to invite Mrs. Sani, is a head of the East Bantan village and a woman entrepreneur who has a business of making charcoal from coconut shells as a speaker.

4. Determination of the Participant

Participants are an important point in the implementation of an event. The selection of participants must also be considered so that the knowledge provided by the speaker can be conveyed properly. The implementation of the Women's Entrepreneurship Seminar in Building Creative Business in the Industrial Age 4.0 requires female participants from among students, the general public and business people.

5. Calculate Capital of the Seminar

At the project preparation stage, the committee must prepare capital for project creation. The capital collected comes from participant registration fees and from personal funds is IDR 3.000.000.

6. Calculate Income of the Seminar

At project preparation, the committee calculates the income earned for holding women entrepreneur seminars. Income earned, among others, from participant registration fees and from sponsors is total IDR 1.340.000.

### **Project Implementation**

1. Motivation for the Organizing Committee

With the motivation that has been given, it is hoped that all committees for the Women Entrepreneurship Seminar in Building Creative Business in the Industrial Era 4.0 can be enthusiastic and be able to carry out the tasks given properly as expected by the head of the committee until the activity is complete.

2. Give an Award Appreciation for the Sponsor

Sponsors who support the implementation of the Women Entrepreneurship Seminar in Building Creative Business in the Industrial Era 4.0 are Bos Salad Bengkalis. Giving appreciation to sponsors is mentioning the name of the sponsor when the seminar is held and placing the sponsor's logo on the banner.

3. Give an Award Appreciation for the Speaker

The speaker presented at the Women's Entrepreneurship Seminar in Building Creative Business in the Industry 4.0 Era was Sani, a woman entrepreneur who has experience in entrepreneurship.

4. Give an Award Appreciation for the Participant

Certificates are given when the seminar is over, that is when participants want to leave the room and the committee gives certificates to all participants. Participant certificates can be seen in Figure 3.3 below:

5. Supervise the Implementation of the Seminar

The committee hopes that when the seminar is held, the committee and members supervise each other's activities so that all committees can be responsible for the tasks that have been given. And can help each other when others need help when carrying out activities.

6. Calculating Cost During the Seminar

This report aims to find out how much the costs came out when seminar activities were held starting from human resource, operational, equipment, administration, consumption, promotion and other costs. After all expenses for holding the seminar are calculated, the total of all expenses is IDR 2,551,000. This amount is calculated based on the sum of all the items needed when the seminar is held.

### **Project Accomplishment**

1. Evaluating the Seminar

Evaluation of the organizers of this seminar activity was the opening of the event which was not opened on time due to late participants and unfriendly weather conditions. The response from the Women's Entrepreneurship Seminar participants was very good for those who are going to start a business and develop the business based on the experience of the speakers and the committee.

2. Evaluating of the Organizing Committee Performance

The divisions to be evaluated are the event division, equipment division, promotion division and consumption division. The stages used in this final project are the preparation, implementation, completion and reporting stages.

3. Calculating Cost After the Seminar

Expenditures for human resources are IDR 726,000. for the operations section covering administration, marketing, consumption and equipment totaling IDR 1,825,000. If all costs are added up, it will be IDR 2,551,000.

### **Project Reporting**

1. Dissolution of the Organizing Committee

The seminar committee was disbanded after the activities were completed which were carried out in the hall of the Bengkalis district education office.

2. Project Implementation Finance Report

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

(1)

## **5. KESIMPULAN DAN SARAN**

From the discussion in chapter four regarding the implementation of the Women Entrepreneurship Seminar in Building Creative Business in the Industrial Era 4.0, the writer can draw the following conclusions:

1. The Women Entrepreneurship Seminar in Building Creative Business in the Industrial Era 4.0 was attended by 13 committee members, 2 speakers, 120 participants who registered and 98 participants who attended. This activity was carried out in the Bengkalis district education office hall.
2. The organizing committee is selected based on experience and knowledge in the field who are competent and able to carry out their duties and responsibilities properly. The

- organizing committee consists of several divisions, such as division head, division secretary, finance division, promotion division, event division and equipment division.
3. The organizing committee for women's entrepreneurship seminars has job descriptions and job specifications for each. Job descriptions and job specifications are made so that the committee can understand the tasks assigned and carried out properly, so that the seminar can run smoothly.
  4. Speakers in women's entrepreneurship seminars are an important point because the speakers are selected through a selection based on the criteria they have. The criteria include having experience as a speaker, having knowledge of the material to be conveyed, the material being presented is easy for participants to understand, having an attractive appearance and having a high sense of dedication to the task given.
  5. The technique for implementing seminar activities is divided into four stages, namely the project preparation stage, the project preparation stage, the project completion stage and the project reporting stage, which are as follows:
    - a. **Project Preparation Plan**  
The project preparation plan is a series of activities that need to be prepared before carrying out the activity. The project preparation plan in the human resources aspect consists of determination of human resources requirement, determination of job description and specification human resource, determination of the speaker and determination the participant.
    - b. **Project Implementation Plan**  
Project implementation consists of two namely motivation for the organizing committee, give an award appreciation for the sponsor, give an award appreciation for the speakers, and give and award appreciation for the participant. While in the financial aspect that is calculating the cost during the seminar.
    - c. **Project Accomplishment Plan**  
The project completion plan is the systematic completion of activities. Before the activity ends, it is necessary to pay attention to the things that must be completed. Completion of the project in the aspect of human resources is evaluating the seminar and evaluating of the organizing committee. While in the financial aspect is calculate the cost after the seminar.
    - d. **Project Reporting Plan**  
A project reporting plan is made for the evaluation of seminar activities. The evaluation aims to improve the quality of the seminar system which will be held again in the future. The project reporting plan in the aspect of human resources is dissolution of the organizing committee. While in the financial aspect is the project implementation finance report.
  6. In the Women's Entrepreneurship Seminar, the organizers of the seminar cannot be separated from supervision. Supervision functions so that the implementation of activities runs smoothly, orderly and coordinated.

7. A financial report for organizing the seminar with a total income of IDR 4,340.00 from private contributions, collaboration and participant registration fees. Outflow for Human Resources is IDR.726,000.
8. The problem faced during the implementation of the seminar is when determining the time of the seminar. Because you have to determine a time that does not clash with the activities of the speakers and the activities of the event committee.
9. The solution to the problem is that the committee must prepare the best time to match the schedule of the speakers and the event committee. Then to find participants, is to make promotions earlier so that participants can register and can get participants according to the targets that have been planned. The solution for late participants is to contact the committee in advance via the telephone number listed on the participant registration flyer.

## **6. DAFTAR PUSTAKA**

- Abrar, Ana, Nadhya. (2016). *Mengenal Jurnalisme Lingkungan Hidup*. UGM Press.
- Adamy, Marbawi. (2016). *Manajemen Sumber Daya Manusia*. Lokseumawe.
- Darmanto, S., Alagappar N, P., Xavier, J.A. (2021). Women Entrepreneurial Career Maturity towards Success of Business in Semarang, Indonesia. *Jurnal Pengurusan*. 43 -45.
- Devi, F., Dahren, L.D., Ronald, J. (2021). Faktor-faktor yang mempengaruhi motivasi wanita untuk berwirausaha di kabupaten pasaman barat. *Jurnal Horizan Pendidikan*. 1(2), 334 – 344.
- Kawiana, I,G,P. (2020). *Manajemen Sumber Daya Manusia perusahaan*. Kampus Universitas Hindu Indonesia, Bali.
- Kusuma, A., Tutiasri, R, P., Romadona, M, R., Khasanah, U,U. (2019). Rural Women Entrepreneur in Digital Era. *Advances in Social Science, Education and Humanities Research*. 423, 1-10.
- Kusuma, C,S,D. (2016). *Modul Manajemen event*. Univeristas Negeri Yogyakarta. Yogyakarta.
- Masram and Mu'ah. (2017). *Manajemen Sumber Daya Manusia Profesional*. Zifatama Publisher, Surabaya.
- Meyer, N and Hamilton, L. (2020). Female entrepreneurs' business training and its effect on various entrepreneurial factors: evidence from a developing country. *International journal of economics and finance studie*. 12(1), 135 – 151.
- Ningrum, M., Latifah, A, I., Pawaka, A, F., Husna, A, N. (2020). Motivasi wirausaha wanita: Studi litterratur sistematis. *University research Colloquium*.
- Noor, S and Isa F,Md. (2020). Contributing factors of women entrepreneurs business growth and failure in Pakistan. *International Jurnal Business and Globalisation*. 25(4), 503 - 518.

- Novialumi, A., Affandy, A., Narimawati, U. (2020). Perkembangan media sosial dalam merubah perilaku women entrepreneurship di kota Bekasi. *Jurnal Manajemen dan Akuntansi*. 15(2), 188 – 195.
- Ozsungur, Fahri. (2019). A research on women's entrepreneurship motivation: Sample of Adana Province. *Women's Studies International Forum*. 114 – 126.
- Priyono and Marnis. (2014). *Manajemen Sumber Daya Manusia*. Zifatama Publisher, Suarabaya.
- Purwaningsih, Dewi. (2021). Pentingnya motivasi dalam menumbuhkan minat berwirausaha. *Jurnal ekonomi teknik*. 1(2), 69-72.
- Poerwanto., Shambodo, Yoedo. (2020). Revolusi Industri 4.0: Googelisasi Industri Pariwisata dan Industri Kreatif. *Journal of Tourism and Creativity*. 4(1), 59-72
- Rohman, Abdul. (2017). *Dasar-dasar Manajemen*. Intelegensia Media, Malang.
- Setiana R, A. (2019). *Manajemen Sumber Daya Manusia*. Tasikmalaya.
- Suchitra and Gopinath. (2020). Impact of knowledge management practice on women entrepreneur and organizational performance. *International Journal of Management*. 11(6), 2234 – 2244.
- Suleman, Dede., Marginingsih, Ratnawaty., Susilowati, Isnurini, Hidayat. (2019). *Manajemen Keuangan*. Jakarta.
- Sumardi, Rebin., Suharyono. (2020). *Dasar-dasar Manajemen keuangan*. Lembaga Penerbitan Universitas-universitas Nasional, Jakarta.
- Tsauri, Sofyan. (2013). *Manajemen Sumber Daya Manusia*. Jember.
- Uly, Y,A. (2021). Jumlah pengangguran diindonesia turun jadi 9,1 juta orang. (<https://money.kompas.com/read/2021/11/05/211102226/jumlah-pengangguran-di-indonesia-turun-jadi-91-juta-orang?page=all>). 5<sup>th</sup> November 2021.