

Seminar On Improving Entrepreneurship Spirits Of Export Business (Marketing Aspects)

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Abstract. *Abstract This seminar aims to support the development of the abilities of students and the general public in understanding more deeply the concept of entrepreneurship in the export business, as well as providing clear insight into strategies and best practices in the Export Business. Organizing seminars was chosen as a method because it was considered more effective in delivering and receiving material. The main objective of this final project is to organize a Seminar on increasing the entrepreneurial spirit in the export business. The steps taken include searching for and determining sponsor criteria, determining promotional tools such as brochures, advertisements and banners, planning and realizing the promotional budget, as well as identifying obstacles that may arise during implementation. This process includes finding solutions to overcome obstacles that arise, and finally, evaluating seminar activities through feedback from participants. There were 132 seminar participants, the project results show that the technical aspects of job promotion can be divided into several stages, including searching for project sponsors, determining promotion tools, determining promotion budgets, identifying obstacles, finding solutions to overcome obstacles, and launching the project through participant feedback.*

Keywords: *Seminar, Entrepreneurship, Export, Business, Marketing.*

1. INTRODUCTION

Global changes in technology are increasingly advanced in the world, entrepreneurship is one of the most important keys to creating progress and innovation in various fields of life. Increasing entrepreneurship is very important, especially for individuals who want to contribute to make a positive difference in society. Entrepreneurship Education is a plan to develop potential by expanding students' knowledge, intentions, or intentions and abilities to express creative and innovative behavior and the courage to take and manage risks, is a meaningful and applicable initiative.

Indonesia is the fourth largest country in the world after China, India and the United States. Indonesia's population growth is currently in the demographic bonus stage, with the working-age population outnumbering the non-working-age population, accounting for more than 68% of the total population. The size of Indonesia's working-age population influences the number of unemployed and the availability of employment opportunities. Unemployment is one of the problems Indonesia is currently suffering from, especially

related to Industrial Revolution 4.0, which has made the labor market more competitive. The industrial revolution made it more competitive as we had to compete with people from other countries.

Many students successfully complete their study at State Polytechnic of Bengkalis, yet few obtain work, and some experience challenges in finding positions that fit their educational background. Developing an entrepreneurial spirit among students is one of the best options. However, a lack of understanding about entrepreneurship or a lack of confidence in beginning a firm is frequently the most significant impediment. As a result, it is critical for students to develop entrepreneurial awareness and abilities during their education. It is envisaged that with the help of the State Polytechnic of Bengkalis, it would be possible to establish a suitable environment for students to become successful entrepreneurs, so contributing to the creation of employment and economic growth.

Based on the things that have been described above, facilities are needed that can answer problems in coaching, namely by holding seminars. The seminar comes from the Latin word *semin* which means seed or from the word *seminarium*, which means the land where seeds are planted. Seminars are places where many people from various locations attend seminars. During the seminar session students can interact directly with the presenters by exchanging knowledge and experience through a question-and-answer session so that they can deepen their knowledge and train students to express opinions orally.

Based on the problems that occur, to minimize these problems a little by proposing a project for students of the international business administration study program entitled "Seminar on improving entrepreneurship spirits of export business" (Marketing Aspects).

2. THEORETICAL STUDIES

Previous research conducted by Yusi, (2022) with the title "The Relationship Between Entrepreneurial Spirit and Entrepreneurial Values in Increasing Business Independence a Proposed Mode". Empirical evidence has shown that entrepreneurial tendencies and principles have an important correlation with entrepreneurial behavior and independence in business. Entrepreneurial behavior plays an important role in increasing the significance of these two variables. The main focus of SMEs should be on developing self-confidence, making bold decisions, and strengthening business expansion to build significant business independence in the future. Strengthening entrepreneurial tendencies can have a positive impact on entrepreneurial behavior, while enhancing entrepreneurial principles can promote the formation of business independence, which indicates that SME stakeholders who can

enhance entrepreneurial tendencies and principles will promote business independence. Entrepreneurial behavior shows a favorable influence on business independence, indicating that strengthening entrepreneurial behavior in entrepreneurs can result in business independence for SME stakeholders.

Based on research conducted by Sari, et al., (2022) the title of his research is "Analysis of Factors Affecting Interest in Entrepreneurship of PGSD Students Through Entrepreneurship Courses". The majority of the responses from student interviews indicate that they have a very great desire to run a business and become entrepreneurs because it promises relatively large profits demonstrates that PGSD students are very interested in entrepreneurship.

In a journal written by Dhira, et al., (2021) the title of his research is "The Influence of Entrepreneurship Courses on Interest in Entrepreneurship in Economics Education Students". The learning process of entrepreneurship courses is filled with knowledge about values, spirit, soul, attitudes, and behavior in order to have entrepreneurial thoughts. This will help students become entrepreneurs and will also foster entrepreneurial thoughts and characteristics, which will support students' interest in entrepreneurship.

Another study conducted by Khotimah, et al., (2020) proved that there is a significant positive correlation between the value of Creative Products and Entrepreneurship lessons with entrepreneurial interest in students. A positive correlation indicates that the higher the value of Creative Products and Entrepreneurship lessons obtained, the greater the student's interest in entrepreneurship. Thus, the learning outcomes of Creative Products and Entrepreneurship lessons affect student entrepreneurial interest.

Previous research by Amo Sugiharto, (2020) the title of his research is "The Influence of Entrepreneurship Course Learning on Students' Interest in Becoming an entrepreneur". The way that information is presented has an impact on students' desire in starting their own business. In order to encourage students' interest in starting their own businesses, entrepreneurship learning methods must be further developed through techniques such as writing company proposals or other initiatives such as providing business operating facilities.

3. RESEARCH METHODS

Based on the theories outlined above, the steps for the Export Business Entrepreneurship Spirit Improvement Seminar project were carefully prepared to ensure effective and efficient implementation. Following are the detailed steps taken in this project:

1. Methods and Accomplishment Process

Project implementation is divided into 4 stages, namely Project Preparation Plan, Project Implementation Plan, Project Completion Plan, and Project Reporting Plan.

2. Project Preparation Plan

A project preparation plan is a list of actions that must be completed before starting an activity. The first is that finding sponsors is one of the most important things in organizing this seminar. Because it can help researchers obtain the funding sources needed to hold events. With sponsorship, researchers can invite quality resource persons, print seminar materials, and fulfill other operational needs. Thus, seeking sponsors can provide significant benefits for researchers in organizing successful and useful seminars. Secondly Looking for speakers through sources to fill seminars by choosing based on their expertise, experience, and interest in the topics to be discussed.

The purpose of selecting speakers is to provide valuable insight and knowledge to the audience, as well as to enrich the discussion and deepen understanding of the topics discussed. Finding speakers is done by conducting their own research, contacting institutions or associations related to the topic, or using the services of a speaker's agent who provides speaker reservation services for certain events. then the third Looking for a support team in this seminar activity aims to make it easier for implementers in the activities carried out and ensure the smooth running of the event, the committee needed is the Chairperson of the committee, Secretary, Treasurer, Logistics Division, Security Division, Documentation Division. Each committee has its own particular duties and responsibilities to ensure this seminar can run well.

Then fourthly, through various promotional tools, implementers can reach the seminar's target audience. Targeted promotional messages and materials will reach people who are potentially interested in the seminar. Promotion is carried out offline and online, offline promotion such as word of mouth and online promotion, namely through social media platforms. and fifth, Participants are a very important component in the seminar because participants have a significant role in the success of the seminar. The seminar targets 100 participants consisting of International Business Administration Study Program students.

3. Project Implementation Plan

The implementation plan for the Seminar on improving entrepreneurship spirits of export business is to carry out the agenda and give appreciation to the speakers. Carrying out meetings with the meaningful seminar committee that has been planned for seminars on improving the entrepreneurial spirit of export businesses, and designing these elements well can help create a professional and attractive impression to potential attendees. An attractive design will increase the seminar's appeal and help ensure greater participation.

4. Project Completion Plan

The project completion plan is explained in the flow diagram below. This part of the flow serves to increase the motivation and enthusiasm of the participants who have taken part in the seminar, starting from Give Appreciation to the Presenter, Give appreciation to participants in the form of gifts, and Provide certificate appreciation.

5. Project Reporting plan

The seminar project reporting plan is used to provide reports or documentation of the implementation and results of seminar projects that have been implemented.

4. RESULTS AND DISCUSSION HASIL DAN PEMBAHASAN

1. Event Organizing Profile

Agnes Oktavia Gultom and Karisma Wati are event organizers who have successfully held a business seminar with the theme "Improving the Entrepreneurial Spirit of Export Business". With a caring and experienced committee, this seminar involves 14 committees organized since September 25, 2023 with the aim of making the business seminar a success.

This Business Seminar event is part of the Thesis Project which must be completed by Bengkalis State Polytechnic students, who are majoring in Commerce in the D-IV International Business Administration Study Program, as a requirement to complete the Bachelor's Program at the Bengkalis State Polytechnic institution. The theme of this business seminar is to raise the entrepreneurial spirit of export business.

2. Project Preparation

Preparing a business export seminar event requires careful planning so that its implementation can be successful and provide optimal positive impacts.

a. Looking for Sponsors

Table 4. 1 Types of Sponsor

No	Types of Sponsors	Information
1.	Sole Event Sponsor	Sponsor majors that provide the most financial support and gain exclusivity in promotional and branding events.
2.	Equipment or Technology Sponsorship	Providing equipment or technology needed for seminars, such as projectors, software or audio-visual equipment.
3.	Sponsored Media	Provide media coverage or promotion through media channels to increase seminar visibility.
4.	Brand Sponsorship	Brands that support seminars to build relationships with audiences that align with their values and brand image.
5.	Educational Sponsorship	Educational institutions that support seminars by providing facilities, resources, or expert speakers in related fields.
6.	Local or Community Sponsors	Local businesses or institutions supporting seminars to strengthen engagement with the local community.
7.	Sponsor Goods or Services	Goods or services sponsorship is a type of sponsorship that provides support in the form of goods or services that are relevant to the needs or theme of an event or project. They do not provide direct financial support, but make contributions that can improve the quality or implementation of the event
8.	Sponsor Category	Providing financial support in certain categories, such as sponsorship for specific sessions of an event or project.

Source: Processed Data 2023

b. Find a Speaker

Recruiting the right sources for export business seminars is a crucial aspect in ensuring the smoothness and success of seminars to increase the entrepreneurial spirit in the export business, as well as providing added value for the participants.

c. Looking for a Support Team

Finding a support team or committee for business export seminar preparation is an important step to ensure the event runs smoothly and successfully.

d. Determining Promotional Tools

Making decisions regarding promotional means for seminars which have a very crucial impact, is able to shape the direction of success of the Seminar on improving entrepreneurship spirits of export business. The author utilizes various marketing tools, both online and offline marketing. In the realm of online marketing, the author has combined a number of leading platforms such as Instagram, TikTok, Facebook, WhatsApp, and YouTube.

e. Event News

The Improving the Entrepreneurial Spirit of Export Business 2023 seminar has been scheduled as part of the agenda. Information regarding this event is a report prepared as official confirmation of an activity, explaining that the planned event was successfully implemented according to the schedule, date and location determined by the organizer.

f. Looking for Participants

The presence of participants at the Seminar on improving entrepreneurship spirits of export business had a significant impact on the overall dynamics of the event. The participants who attended were active and enthusiastic, creating a positive atmosphere in the room. Their spirit of participation influences the atmosphere to become more dynamic and interactive. There were 132 participants who attended, bringing a variety of knowledge, experience and views. The presence of participants provides an opportunity for the exchange of ideas and experiences that can enrich collective understanding.

3. Project Implementation

Project implementation is an important stage in the project cycle. Carrying out the seminar agenda on improving entrepreneurship spirits of export business involves several steps so that the seminar goes according to plan and achieves the desired goals.

a. Execute the Agenda

Carrying out the seminar agenda is so that the seminar runs smoothly and achieves the desired goals, then carrying out activities according to plans that have been made previously, namely meeting with the committee, implementing the results of the meeting, and reviewing the venue for the seminar and ensuring that all the necessary facilities are available.

Table 4. 4 Business Export Seminar committee meeting schedule

No.	Meeting	Information
1.	First meeting	Date: September 25, 2023 Time: 10:00 Am – 12:00 PM Place: Mother's sausage stall
2.	Second Meeting	Date: October 16, 2023 Time: 10:00 Am – 12:00 PM Place: At the Saim stall
3.	Third Meeting	Date: October 30, 2023 Time: 12:00 Am – 12:30 PM Place: Mother's sausage stall
4.	Fourth meeting	Date: November 6, 2023 Time: 14:00 Pm – 17:00 PM Place: Bengkalis State Polytechnic ADM Building Hall

Source: Processed Data 2023

b. Design Certificates, Banners and Brochures

Designing certificates, banners, and brochures for a Seminar on improving entrepreneurship spirits of export business is important because it helps create a professional image, increases the appeal of the event, and conveys information effectively to participants. An attractive design will more easily attract the attention of potential seminar participants.

4. Project Completion

Completion of the seminar on improving entrepreneurship spirits of export business project includes various stages, namely giving appreciation to the presenter, giving appreciation to participants in the form of gifts, and providing certificate appreciation. Successful project completion can increase stakeholder satisfaction. Projects that meet the author's expectations can have a positive impact on the campus or project committee.

4.1 Give Appreciation to the Presenter

Giving awards is not only a reward for the presenter's hard work and contribution, but can also create a positive atmosphere and motivate the participants. Giving an award in the form of a plaque to the presenter, namely Firza Evandry, is the author's way of appreciating his contribution to the seminar on improving entrepreneurship spirits of export business. Giving a plaque to the presenter is a more formal and effective way of conveying appreciation for the presenter's contribution. Plaques are not only decorative objects, but also have a strong symbolic value in the context of awards and achievements.

4.2 Give appreciation to participants in the form of gifts

Providing awards to participants in the form of prizes in the Seminar on improving entrepreneurship spirits of export business has benefits that can improve the quality of the event and participant motivation. By giving prizes to participants who provide quality questions or answers, you can increase the quality level of discussions in seminars. Help create an environment that motivates participants to contribute with thoughts and views. Providing prizes can help build team spirit among participants, creating a sense of unity and shared motivation in achieving seminar goals.

4.3 Provide certificate appreciation

Certificate is a form of formal recognition of a participant's participation and contribution to a seminar, giving participants a sense of accomplishment and appreciation for the time and effort they invested in the event. Providing seminar certificates to increase the entrepreneurial spirit of export business is a formal way to recognize and appreciate participants' contributions. The certificate contains information about the type of activity, the name of the participant. With an attractive and professional certificate design, it reflects the seriousness of the award given.

4.4 Obstacles

The obstacles faced in implementing the Seminar Improving the Entrepreneurial Spirit of Export Business 2023 in the context of export business and how to improve entrepreneurial abilities in facing global market challenges are as follows:

1. Seminar activities have been postponed from September 2023 due to waiting for the event preparation process.
2. Looking for speakers and seeking funding from sponsors.

4.5 Solution

Solutions to existing obstacles in Seminar Improving the Entrepreneurial Spirit of Export Business 2023 to improve entrepreneurial abilities in facing global market challenges are as follows:

1. Activities will be held in November 2023 after excellent preparation for seminar activities.
2. get the right sources and get funding from sponsors.

4.6 Evaluating the Activity Agenda

The 2023 Business Export Evaluation Seminar was carried out with the main aim of measuring and as-sessing the extent to which the implementation of these activities was smooth. This evaluation process includes an in-depth analysis of a number of aspects related to organizing seminars, with a primary fo-cus on participant understanding and acceptance. This evaluation is holistic, combining thorough ob-servations of each stage of the seminar, as well as careful tracking of feedback collected through ques-tionnaires filled out by participants.

5. Project Reporting

Project Reporting Seminar on improving the entrepreneurial spirit of export businesses, including a Project Implementation Report covering what has gone through during project implementation and a Project Implementation Financial Report. The following are some explanations regarding these two sub-sections.

5.1 Project Implementation Report

The Seminar Project Implementation Report on improving entrepreneurship spirits of export business is a comprehensive overview of the planning, implementation and results of the seminar or conference. This report is critical to the success of the event and identifies areas for improvement. The aim of holding the Seminar on improving entrepreneurship spirits of export business is to discuss the important role of entrepreneurship in the context of export business and how to improve entrepreneurial abilities in facing global market challenges. The following is the rundown of the seminar on improving entrepreneurship spirits of export business:Completion of the seminar on improving entrepreneurship spirits of export business project includes var-ious stages, namely giving appreciation to the presenter, giving appreciation to participants in the form of gifts, and providing certificate appreciation.

Table 4. 8 Rundown of the 2023 Business Export Seminar

No.	Time	Activity Description	Person Responsible
1.	13:00-13:30	Committee Preparation	Entire Committee
2.	13:30-13:45	Registration of Participants	Events Division
3.	13:45-13:50	Opening of the seminar	Sahdan Anwar Nasution
4.	13:50-13:55	Singing Indonesia Raya	All Seminar Participants and Invited Guests

5.	13:55-14:00	Opening Prayer	Fazrul
6.	14:00-14:20	Opening speech: 1. Chief Executive 2. Supervisor 3. Head of the Department of Business Administration 4. Deputy Director III & Opening of the seminar	1. Juanda 2.M. Alkadri Perdana, B.IT., M.Sc. 3.Supriati, S.ST., M.Si 4. Akmal Indra, S.Pd., M.T
7.	14:20-14:25	Providing Souvenirs for Presenters & Photo Sessions	Business Export Seminar Committee
8.	14:25-14:30	Speaker Introduction by Mc	Sahdan Anwar Nasution
9.	14:30-15:20	Speaker Presentation	Firza Evandry, S.E
10.	15:20-15:35	Question and answer session for 3 people	Firza Evandry, S.E
11.	15:35-15:40	Game Kahoot Quiz	Events Division
12.	15:40-15:45	Distribution of quiz prizes, question and answer sessions and certificates.	Entire Committee
13.	15:45-15:50	Lucky draw	Event division
14.	15:50-16:00	Photo session with all participants	Entire Committee
15.	16:00-16:10	Event Closing	Sahdan Anwar Nasution

Source: Processed Data 2023

5.2 Project Implementation Financial Report

Report The financial report for the implementation of the Seminar Improving the Entrepreneurial Spirit of Export Business 2023 is as follows:

Table 4. 9 Realization of Use of Business Export Seminar Fees in 2023

No	Items	Amount/ Volume	Unit	Unit price	Total
CASH INFLOWS					
1	Participant registration fee	132	Person	Rp10,000.00	Rp1,320,000.00
2	Sponsorship	6	Agencies	Rp1,400,000.00	Rp1,400,000.00
TOTAL					Rp2,720,000.00
CASH OUTFLOW					
A. ADMINISTRATION					
No	Items	Amount/ Volume	Unit	Unit Price	Total

		Volume			
1	Proposal Making	10	Pcs	Rp6,000.00	Rp60,000.00
2	Letter	7	Sheet	Rp250.00	Rp1,750.00
3	Absence of the Committee and participants	4	Sheet	Rp250.00	Rp1,000.00
TOTAL					Rp62,750.00
B. MARKETING AND PROMOTION					
1	Brosur	30	Pcs	Rp500.00	Rp15,000.00
TOTAL					Rp15,000.00
C. KONSUMPTION					
1	Participants' snacks	132	Person	Rp5,000.00	Rp660,000.00
2	Committee Snack	14	Person	Rp5,000.00	Rp70,000.00
3	Guest Consumption	6	Person	Rp8,000.00	Rp48,000.00
4	Fruit	-	Pcs	Rp50,000.00	Rp60,000.00
TOTAL					Rp838,000.00
D. RESOURCES					
1	Honorary Speaker	1	Person	Rp250,000.00	Rp250,000.00
2	Resource Person's Souvenir	1	Pcs	Rp100,000.00	Rp100,000.00
3	Speakers Snack	1	Pcs	Rp20,000.00	Rp20,000.00
TOTAL					Rp370,000.00
E. EQUIPMENT, FACILITIES AND INFRASTRUCTURE					
1	Committee certificate	14	Person	-	Sponsor
2	Participant certificate	132	Person	-	Sponsor
3	Banner 3x2	1	Pcs	Rp180,000.00	Rp180,000.00
4	ID Card	14	Pcs	Rp2,000.00	Rp28,000.00
5	Door prize	13	Pcs	-	Sponsor
6	Sweepstakes Coupon	5	Pcs	Rp500.00	Rp2,500.00
7	rent a white cloth	4	Pcs	Rp10,000.00	Rp40,000.00
8	Tissue	3	Pcs	Rp3,000.00	Rp9,000.00
TOTAL					Rp259,500.00
F. OTHER COSTS					

1	Unforeseen expenses	-	-	-	-
TOTAL					-
TOTAL ENTIRE EXPENDITURE					Rp1,545,250.00

Source: Processed Data 2023

Table 4. 9 Realization of Use of Business Export Seminar Fees in 2023

No	Item	Budget Estimation	Budget Realization
OPERATIONAL SECTION OUTFLOW			
A. ADMINISTRATION			
1	Proposal Making	Rp100,000.00	Rp60,000.00
2	Letter	Rp1,000.00	Rp1,750.00
3	Absence of the Committee and Participants	Rp1,000.00	Rp1,000.00
Total		Rp102,000.00	Rp62,750.00
B. MARKETING AND PROMOTION			
1	Brosur	Rp27,270.00	Rp15,000.00
Total		Rp27,270.00	Rp15,000.00
C. CONSUMPTION			
1	Participant's Snacks	Rp840,000.00	Rp660,000.00
2	Committee Snacks	Rp84,000.00	Rp70,000.00
3	Guest Consumption	Rp60,000.00	Rp48,000.00
4	Fruit	Rp60,000.00	Rp60,000.00
Total		Rp1,044,000.00	Rp838,000.00
D. RESOURCES			
1	Honorary Speaker	Rp250,000.00	Rp250,000.00
2	Resource Person's Souvenir	Rp150,000.00	Rp100,000.00
3	Speakers Snacks	Rp20,000.00	Rp20,000.00
Total		Rp420,000.00	Rp370,000.00
E. EQUIPMENT, FACILITIES, AND INFRASTRUCTURE			
1	Committee Certificate	Rp56,000.00	Sponsor
2	Participant Certificate	Rp560,000.00	Sponsor
3	Banner 3x2	Rp100,000.00	Rp180,000.00
4	ID Card	Rp210,000.00	Rp28,000.00
5	Door Prize	Rp250,000.00	Sponsor
6	Sweepstakes Coupon	Rp5,000.00	Rp2,500.00
7	Rent a white cloth	Rp60,000.00	Rp40,000.00
8	Tissue	Rp5,000.00	Rp9,000.00
Total		Rp1,246,000.00	Rp259,500.00
Total		Rp2,839,720.00	Rp1,545,250.00

Source: Processed Data 2023

6. CONCLUSIONS AND SUGGESTIONS

From holding a Seminar on improving entrepreneurship spirits of export business in 2023, the author would like to share suggestions regarding the challenges faced from the preparation stage to the closing of the event. As the project ends, it needs to be acknowledged that there are still several obstacles in all stages of event implementation, from pre-operational, operational, to post-operational. Therefore, it is very important to make careful preparations so that the next event can run more smoothly. Special attention to the pre-operational, operational and post-operational event stages to ensure the smooth implementation of activities.

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