# COMMUNICATOR COMPETENCE IN IMPROVING ENTREPRENEUR CAPACITY IN PEKANBARU

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## ABSTRACT

Entrepreneurship education is a lifelong educational learning process, by fostering entrepreneurial interest and the use of technology in the form of webinars in improving the competence of entrepreneurs. The goal is for entrepreneurs to have new insights and compete amid the Covid-19 pandemic. This study aims to determine the message process in the interaction in it and the role of the speaker in making the webinar facility effective. The research method used is a qualitative approach located in the city of Pekanbaru. Data collection techniques using observation, in-depth interviews, and documentation. While the qualitative data analysis technique is descriptive according to Huberman and Miles. The results of this study and the webinar provide a new nuance for entrepreneurs in Pekanbaru City in obtaining information amid social restrictions due to the Covid-19 pandemic. The presenter is the main key in presenting the information needed by the participants and can bring the participants into a real entrepreneurial state. With so many conveniences provided, Webinar is like a double-edged sword that presents shortcomings if they can't be covered with careful preparation. The success of the webinar can be measured by the participant's responses survey. This can provide an evaluation in the future so that Webinar activities can be maximized.

*Keywords: **Entrepreneurship, Competence, Webinars***

## INTRODUCTION

Entrepreneurship education is an endless learning process. Anyone can learn either in formal education or directly down in the world of entrepreneurship. Amid the Covid-19 pandemic, the world of entrepreneurship seems to be hit by an incessant storm. This can be seen from the declining economy and exacerbated by the restrictions on social activities issued by the government. The pandemic does not provide an opportunity for entrepreneurial activists to obtain information in activities such as seminars or conferences. Webinars or

what is known as Website Seminars seem to answer the situation.

"Greater need and motivation to obtain wider information and demand to have more alternatives in learning make the seminar website (webinar) one of the alternative learning programs" (Dwiyanti, 2021).

This pandemic has brought changes to every activity that requires audiences, such as a seminar. Many things need to be changed and adjusted in a form of an event to be held. Businessmen in the event sector also have to adapt to survive in the face of it. Based on this, facilities that can answer are needed, namely through webinars or online seminars through the website (Durahman & Noer, 2019). Many activities that are usually carried out offline, since Covid-19 arrived, have been made online through supporting applications such as Zoom meetings and so on. For example, workshops, training, and graduation are all conducted online using meeting applications.

In organizing webinars, the dynamics and challenges in carrying out activities are very diverse (Admisi UNISA Yogyakarta, 2020). Starting from technical aspects to non-technical aspects in the implementation of activities can hinder and affect both the participants present and the organizers. "Technical aspects include, the media or applications used, internet networks, electronic devices used, and so on" (Dwiyanti, 2021). Meanwhile, the non-technical aspect is the condition of both participants and speakers that supports the effectiveness of the implementation of the activity. The success of a webinar implementation can be seen from the effectiveness and ability of the organizers in conveying messages to webinar participants so that participants get the same understanding of the material presented (Admisi UNISA Yogyakarta, 2020). When participants receive messages that are conveyed well, there will be additional information and insights received by participants which can have an impact on changing mindsets, attitudes, and influencing actions (Caropeboka, 2017).

In a survey conducted by Margery Weinstein and published on the Training magazine website with the title "Everything DiSC Pulse: The Three Ps of Effective Webinars" shows that of 1,908 participants, 66% agree that webinars are an effective means of training and learning. This result is only 12% lower than the survey results with the same questions when asked at a seminar in the form of a face-to-face class (Lande, 2011). This shows that the gap in effectiveness between online and offline seminars is not far and can even be improved. A webinar should be able to maximize message delivery.

To achieve the objectives and make the most of the webinar, communication, and focus are needed from both participants and speakers. However, unfortunately, not all webinars are maximally utilized. Many factors prevent a webinar from being carried out optimally. These include a lack of preparation resulting in technical problems, a team that is not ready to face the worst that could happen, an incorrect focus on delivering value, and speakers who do not understand how to deliver events and messages in online forums such as webinars (Ann Handley & C. C. Chapman, 2011).

Webinars with all their advantages can provide benefits that seminars and offline events cannot provide. Some of the advantages that webinars provide include reaching more people, more affordable prices, strong influence, and much more. Unfortunately, these advantages have not been well-optimized. (Ann Handley, C.

C. Chapman, 2011) in his book "Content Rules" discusses how webinars, which are supposed to be great marketing tools, don't make a big impact. It is said that most of the webinars that are held are considered lousy and useless. This makes the webinar seem less impactful and can't compete with the impact offline seminars have. It should be noted, though, that seminars and webinars have similar characteristics, goals, and functions. However, some things need to be considered in organizing and communicating messages in a webinar.

It should be realized, in contrast to seminars, where participants who attend the event are in the same place and situation. In the webinar, participants can be anywhere and under any conditions. This became one of the factors causing the participants' focus not only on the speaker. Participants may attend the webinar while doing other activities (multitasking) and not pay full attention to what the speaker is saying. In webinars, participants can enter and exit more flexibly than in offline seminars. This gives webinar participants full control over whether to stay or leave the webinar.

In some cases, it was found that over time there was a decrease in webinar participants. The decrease in the number of participants is thought to be due to the lack of attractiveness of the webinar held, where the webinar that took place did not meet the expectations of the participants. There is also the possibility that the information provided does not match what was promised or does not match the given theme/title. In addition, it was also found in several webinars, a lack of interaction that occurred, both during material sessions and question and answer sessions. The occurrence of technical problems can be another factor. This is a problem because the organizers cannot know how effective the webinar is. Because basicaling a webinar aims to share information or messages, this message is the benchmark. Information or messages that are not conveyed properly cannot form perceptions, understandings, and direct participants to take action according to the objectives of the webinar. This is where we see how effective the webinar held in the form of an online conference is.

Based on the above phenomenon, researchers are interested in analyzing the delivery of messages that can attract participants' interest to suggest participants be able to interact in the webinar while also looking at the role of readers in forming an effective webinar.

## METHODOLOGY

Theories are assumptions, constructs, definitions, and propositions to explain a social phenomenon systematically by formulating the relationship between concepts. The theoretical framework will facilitate researchers in analyzing the problem. Thus, the theories relevant to this research are Communication according to Harold Laswell's Model and Persuasive Communication.

This study uses a descriptive qualitative method, which is a contextual study that uses humans as instruments and is adapted to a reasonable situation about data collection which is generally qualitative in nature. According to Boglan and Tylor (Moleong, 2007), descriptive qualitative method prioritizes meaning and is not determined by quantity. The data in this study were collected based on the grouping

of primary data and secondary data. Because this research uses qualitative methods, the data collection techniques used are interviews, observations, and the use of documentation (documentation).

Data analysis is an effort to systematically search and organize notes from observations, interviews, and documentation, to increase the researcher's understanding of the findings based on the problems studied. Research Location The location of this research was conducted in Pekanbaru City. With the reason that Pekanbaru City is a metropolitan city that is growing and developing sustainably, it is seen from the aspect of Micro and Small and Medium Enterprises (MSMEs). The subjects or informants studied were entrepreneurs who had businesses at the MSME level. On this occasion, the researcher took primary data from interviews with selected sources. The resource persons consisted of 2 people who were active as resource persons for webinar activities and 2 webinar participants.

## Communication

In the book, Dinamika Komunikasi (Effendy, 2015) Communication is defined as the process of delivering a message from one person to another to inform or to change attitudes and behavior, either directly orally or indirectly through the media (Caropeboka, 2017). So, a communication can achieve one goal, namely the similarity of meaning and understanding. According to Harold. D. Lasswell in (Romli, 2016) For communication to be received effectively, there must be the following elements of communication:

1. Communicator (source / sender / communicator), namely a person or an institution that provides/conveys information or messages to the public, either directly or indirectly. A communicator can also act as a source of information.
2. Message (message), namely the material delivered by the communicator. The message is the object of information that is being discussed.
3. Media (channel) is a means of connecting used to convey and receive messages between communicators and communicants in giving and receiving messages.
4. The communicant is a person or institution who receives messages or information from the communicator.
5. Effect (impact / effect / influence), is the result obtained from the communication that occurs where it can be seen whether a message/information is accepted or rejected and how it affects. f. Feedback is the communicant's response to the communicator for the message received.

Based on the elements described by Lasswell, a communication study was obtained as follows:
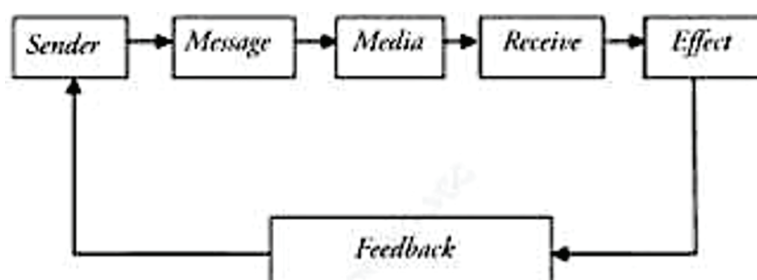


**Figure 1. Communication Flow (Romli, 2016)**

Furthermore, Wilbur Shcram states that communication is an embodiment of the equalization of meaning between communicators and communicants. Communication not only exchanges opinions but covers a wider range. That is a process of delivering messages in which a person or institution is trying to change the opinion or behavior of the recipient of the message or the recipient of the information (Caropeboka, 2017).

Edward Depari also stated that communication is the process of delivering ideas, hopes, and messages that are conveyed through certain symbols that contain meaning and are carried out by the sender of the message to be addressed to the recipient of the message. From some of these opinions, communication can be concluded as a process of delivering messages by communicators to communicants which contain certain messages and meanings. This is conveyed through the media or channel as a vehicle that ultimately causes an effect or change for the recipient of the message (Caropeboka, 2017).

In delivering messages, communication is divided into two types. The book Communication Science An Introduction (Purba et al., 2020), explained that communication is divided into two types, namely verbal communication and non-verbal communication. Verbal communication is communication that uses words and is carried out consciously to relate directly to other people verbally using language that can be understood. Non-verbal communication is one form of communication that is often used in interacting, where the delivery of messages is given using body movements or often known as body language. However, apart from these two types of communication, communication is also divided into several forms.

## Communicator Competence

Communication competence according to Devito is communication ability refers to a person's ability to communicate effectively. This ability includes such things as knowledge of the role of the environment (context) in influencing relationships (content) and the form of communication messages. For example, the knowledge that a topic may be appropriate to communicate to certain listeners in certain environments, but may not be appropriate for listeners in others. (Devito, 2011)

Competence is an ability to carry out or perform a job or task based on skills and knowledge and supported by the work attitude required by the job. In other words, communication competence is the knowledge possessed by employees to communicate well and uses messages that are considered appropriate and effective (Wibowo, 2007)

## Webinar

The webinar is a term that is currently popular, especially in Indonesia. This webinar is taken from the combination of two words, namely the word "web" from the website and "inar" which comes from the word seminar (Prehanto et al, 2021). Webinar is an online conference where participants can connect with events and other participants through the internet on their computers or cell phones (Durahman & Noer, 2019).

Webinars are web-based seminars using a web conference platform. This platform can be an application that webinar participants must download on their devices

(mobile or computer). Or the platform can be a website where webinar participants only need to enter the link or invitation that has been shared with them. In webinars, speakers tend to rely on audio, video, and presentation slides (images and writing) to present the material and convey the message (Lande, 2011).

The interaction of participants in webinars is more limited than in regular conferences and communication tends to be one-way (Ann Handley, C. C. Chapman, 2011). A speaker needs to use attractive visuals and sound to convey high enthusiasm and energy to the webinar participants. Speakers can use information, data, and visual media that are based on experience or have a connection with the speaker's profession. This will be more interesting in the eyes of the participants because the participants will interpret the message conveyed as something that can be achieved and is concrete proof (Bedford, 2016).

Meanwhile, for delivering audio messages, what the speaker needs to pay attention to is a gesture, intonation, voice volume, and the way the message is delivered:

Gestures, use of light hand gestures, and facial expressions can give participants good enthusiasm and energy.

Intonation, it is necessary to pay attention to how the speaker conveys the message given. This can be done by paying attention to the dynamics/emphasis of words, tempo, and the high and low voice when speaking

Voice volume, is the size of the speaker's voice heard by the participants. This needs to be ensured so that participants can hear the message.

The way of delivering the message is the way or style of the speaker in communicating in the event. (Hoffmann, 2004)

When communicators can convey messages through audio and visuals to the maximum, webinars can be an effective alternative for organizing. Since webinars are essentially online conferences, they have many advantages, such as:
1. Wide audience reach.
2. Have a strong impact/influence.
3. More affordable costs.
4. Effective.
5. Not intimidating.
6. Open up opportunities/opportunities.
7. Lots of content.
8. Interactive and social.

(Durahman & Noer, 2019; Handley & Chapman, 2011; Prehanto et al., 2021)

The advantages of webinars can be felt when the webinar can run optimally and effectively.  When the audience's expectations for an event or webinar are achieved, participants will take the opportunity to attend again at the next opportunity (p. 126) (Hoyle, 2002). This is regardless of whether the webinar is paid or free. But behind the various advantages that webinars have, many disadvantages can occur in webinars. This deficiency can be caused by the inability of communicators (organizers, management, and webinars) in processing and present webinars and technical problems. (Ann Handley, C. C. Chapman, 2011)  .

Careful preparation and interesting content are the keys to the success of a

webinar (Bedford, 2016). To be able to measure this success, it can be determined by taking various approaches. Webinar organizers can measure the success of a webinar by comparing the number of webinar registrants with the number of participants attending the webinar. In addition, organizers can see how many watched the webinar. One way to find out is to calculate the difference between the number of participants at the start and end of the webinar. At the end of the webinar, a participant satisfaction questionnaire with the webinar can be given to evaluate and analyze the success of the webinar (Ann Handley, C. C. Chapman, 2011). Here it can be seen whether the webinar has gone according to plan, what needs to be developed, and what is needed in organizing the webinar.

According to several previous studies and experts in the field of marketing and organizing online media content, several things that need to be prepared when holding a webinar include determining topics that are interesting, appropriate, and can trigger interactions between participants and speakers. In determining the topic, sensitivity is needed so that the topic created is in accordance with what is needed and/or desired by potential webinar participants. It should also be noted the content of the webinar that will be held. Is the content of the webinar an outline of information or information in the form of strategies and tactics? (Ann Handley, C. C. Chapman, 2011)

Furthermore, another thing that needs to be prepared when holding a webinar is to prepare an invitation and a registration form which contains brief information or an overview of the webinar and participant data required by the organizer (p. 16-17) (Lande, 2011). So information about the topic or title of the webinar and the filler or speaker in the webinar must be informed (Lande, 2011)(pp. 25–26). It is necessary to pay attention to being able to invite interesting speakers and understand how to convey messages through webinars well (Bedford, 2016) (p. 2). The presence of a moderator as a speaker companion in the webinar also needs to prepared to maintain condition and energy during the webinar, pay attention and respond to participant responses, manage questions asked, and assist speakers in managing time.,(Lande, 2011).

The preparations made need to be balanced with practices and other plans (Ann Handley, C. C. Chapman, 2011). Planning can be made by imagining how the webinar will take place, such as how to invite the audience to attend the webinar and backup plans if there are problems. According to Sanjeetha et al (2020), the exercises carried out are preparations so that speakers, organizers, and all parties involved in organizing webinars are familiar with using the platform. In addition to being familiar with the use of the platform, practice is needed especially for speakers to get used to speaking in front of a screen presenting the material. This exercise can be used to prevent disturbances such as unwanted sound, inaudible sound, problematic video displays, and so on.

In addition to the preparations that need to be done, several things need to be considered, not only by the organizers but also by the speakers. Both organizers and speakers need to know who the participants will be, what problems they face, and what solutions can be provided through the webinar (Lande, 2011). Because the purpose of webinars is to serve as a forum for learning, inspiring, and/or providing

information. Speakers must prepare material and stories to be presented. Where every important point, story, and material that has been prepared needs to be delivered "live".

Messages and information are conveyed not only logically but also touch the human and emotional sides. Good material and a strong story also need a catchy title and supportive visuals to entice people to attend and keep up with the webinar from start to finish. The use of presentation slides can support the delivery of material (Sanjeetha et al., 2020). This interaction cannot be created by itself, it needs to be built and encouraged to make the webinars interactive. Holding a good webinar is a webinar that is well prepared. Webinars can also be held on various available platforms. No webinar platform is perfect or one is better than the other. All can be tailored to the concept, needs, and objectives of the webinar. Because basically, webinars are considered successful when they can provide content and convey messages well and have an impact on the participants.

**Persuasive Communication**

Messages conveyed in communication tend to be persuasive and contain messages or information that move the communicant to do something. (Caropeboka, 2017) (p. 2). Basically, persuasion is an act of influence that includes logic, verbal argument, evidence, and emotional appeal. (Nida, 2014). Not everyone processes a persuasive message or communication in the same way. Based on these observations, Richard E. Petty and John Cacioppo formed a model called the Elaboration Likelihood Model (ELM).

ELM emphasizes that a person processes persuasive messages differently, depending on the individual's ability and knowledge of the topic discussed, the level of importance of the topic to the individual, the situation/environmental condition, the possibility of deception, and the arguments expressed. Because ELM emphasizes the differences in the process of receiving messages, ELM respects the way each person processes messages to understand the strategies that will influence the political stance to be taken. (Perloff, 2018) (pp. 353–360).
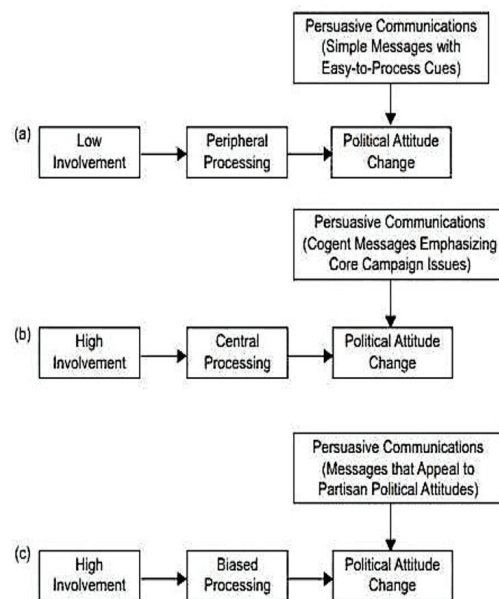


**Figure 2: ELM Model in Political Persuasion (Perloff, 2018)**

This model divides society into two groups, namely Low-involved and High-involved. What needs to be considered is how involved citizens are in viewing and receiving the message conveyed. If the message is considered appropriate and relevant or has a direct influence on the individual who receives the message, then the individual will care about what is conveyed and have high involvement (high-involved). While individuals perceive that the message conveyed is irrelevant to their principles or does not have a direct impact on their lives, then the individual will tend to have low involvement. In the framework created by ELM, it is explained that motivation in receiving messages influences processing strategies.

**Storytelling in Communication**

A story is a series of events or events that are conveyed from one person to another. a good story must have an element of truth, even if the story is fiction. According to him, the message conveyed in a story becomes the element of truth and the basis of a story. In a story, there are characters, emotions, and facts that are conveyed and have the power to convey messages. This is why storytelling is an art to attract audiences (Anderson, 2019)

One of the things that can make a story different and unique and become an important element in the story is emotion. Emotions are reactions that the body gives to a situation or condition. The emotional element can also be referred to as the human element, where the listener can feel what the characters in the story feel. Kaye & Jacobson say that a good story will touch the emotional and thinking side of the person who enjoys the story  (Anderson, 2019). It should be noted, when using the storytelling method at work or in the professional world, storytelling communicators are not only meant to entertain and lull the listener/communicant. In addition, communicants tend not to have much time to listen to stories. Therefore, the story must be packaged briefly and contain a clear message (Anderson, 2019).

In business, the most effective form of story to influence the attitude or behavior of the communicant is a story that is related to or by what the communicant feels. Some things to consider when using the storytelling method in the professional world include(Anderson, 2019) :
1. Involve the Communicant
2. Provide all the information the communicant needs
3. Sensitive to time
4. Don't say that we are going to tell a story

A good and appropriate story can make someone pay full attention to what is conveyed, and influence and change that person's thinking. Therefore, the story needs to be told honestly so that the message can continue to be trusted and spread without losing the essence to be conveyed (Anderson, 2019). By telling a story honestly and personally, it will leave a good impression and as expected on the communicant. Memorable and personal stories are authentic and realistic stories.

**RESULTS AND DISCUSSION**

The Covid-19 pandemic requires people to change their lifestyles as a whole.

In terms of socializing, people are asked to keep their distance when talking, wear masks, and always wash their hands after activities. This causes limitations in people's daily activities and routines.

Communication as a means of conveying messages from communicators to communicants must undergo fundamental changes. With social restrictions, the world of communication seems to change as a whole. Judging from the communication process, before the arrival of Covid-19, it was direct. Currently, we must use communication facilities related to technology such as webinars. The webinar is a combination of the words Web and Seminar. This facility is used as an answer in dealing with the Covid-19 pandemic in terms of the aspect of mass communication. This facility has become effective in streamlining all aspects that have been limited by the Covid -19 pandemic.

Pekanbaru City is one of the areas affected by Covid-19. There are so many activities of Micro and Small and Medium Enterprises (MSMEs) owned by the affected community. In addition, the limitations of these industry players in obtaining information are a big challenge in dealing with the Covid-19 pandemic.

The webinar is a lamp in the darkness of information experienced by entrepreneurs amid the Covid-19 pandemic. Anyone can easily obtain information by participating in seminars and training activities that can be accessed via the internet. Without the limitations of distance and time, this facility is the right choice for entrepreneurs in Pekanbaru, in maintaining their existence in the MSME world. Seeing the webinar process itself has several advantages and disadvantages in it. One of the presenters who became a resource person in various online and offline seminars, Desi said "Webinars provide benefits that are not owned by direct seminars, but also have drawbacks which if not taken seriously can have a bad impact on the continuity of the event, one of which is the readiness of the resource persons in providing material".

According to the research framework, the resource persons are in the first stage of the webinar. The preparation of material presented at this online seminar must be prepared more comprehensively than in the direct seminar. This saw the limitations of the presenters in providing an example or problem that was easily understood and accepted by the seminar participants.

Risky, one of the speakers who is always a resource at various online seminars and webinars in Pekanbaru City, said, "Preparing messages in the webinar is not a matter of gibberish, because there is so much information to be conveyed, but as a resource person, you must focus on conveying information that is what matters. The capacity of participants who take part in webinars is much different when the seminar is held in person," he added.

The woman whose full name is Desi Wahyuni said, "the communication process during online seminars must be prepared in such a way. The limited communication that uses the media as a liaison has a different impact if this seminar is held in person. Not to mention when discussing how we bring participants into situations or conditions on the topics we raise in online seminars, this needs to be a concern so that information can be conveyed."

The background of the participants who take part in this online seminar is also

very important to note. How not, this also has an impact on the message that will be built by the presenters. The topic or discussion at the online seminar should also not be different from what was delivered. correct in delivering the message, easy to understand information and appropriate in utilizing the time in online seminars are top priorities.

Desi, who is also a successful entrepreneur in the field of pharmacology, said, "Between the discussion of the material and the themes raised in the online seminar, it must be linear in the sense of being in line. For example, the topic of entrepreneurship, has sub or more specific sections in building a message. Between participants who are just starting entrepreneurship and participants who are already advanced, there are also differences in the delivery of material. In addition, limitations in the delivery time need to be considered. Because for me in general, participants who attend seminars in person only have 1 hour for them to focus on the event. Especially if you look at the online seminar, we don't know how the condition of the participants is where they take part in this online seminar."

In line with what was said by Desi, Risky explained, "when we want to be involved in this profession (a resource person in the seminar) the basic thing that must be possessed is to understand the concepts and theories first and then proceed with the execution. Sometimes many of them are in this profession, only understanding the theory without ever running a business or business in practicing it," he said.

A good and wise speaker does not only talk about a theory or concept from a field but also gets involved and is in the midst of the situation. There are so many theories and concepts that are understood by a presenter, but few of them directly implement these theories in their daily activities. This is what Desi has as a reliable speaker in the field of entrepreneurship and also participates in running the business she started.

This woman, who has more than 17 branches of pharmacies, said, "First understand the concept or theory in the field of entrepreneurship, such as how to start a business to the business opportunities in it. Because these theories and concepts are a guide for entrepreneurs to run their business. In conveying messages to webinar participants, we must be able to mix concepts and realities in the field. How a theory should be implemented and what if in the field we encounter problems outside of the theory we are studying. Resource persons in webinar activities must also be able to build realistic stories on the concepts being discussed. 7 out of 10 participants need something like this in dealing directly with a situation. Like the saying that says what is a theory without practice. In telling this story, the presenter is not only limited to conveying it but also requires emotional ability so that participants can enter into the story".

Information is like time moving forward. Communicators in webinars are required to be able to convey renewable information. Utilization of visual, audio, and audiovisual media in the form of videos or renewable things, gives the webinar participants a new feel. On the other hand, webinars provide something that offline seminars do not have, namely the warmth of face-to-face communication.

Desi explained, "The material presented is not only in the form of writing or pictures, it can be in the form of videos or can be directly practiced. Even during the

webinar, we can divide the participants into several teams which will later be led by a coach. It is also necessary to consider the number of participants and what practices will be shared with participants. Is it capable in a limited time or vice versa."

Besides that, "In my opinion, nothing can replace direct communication, because the power of direct communication, which can present us without any media limitations in the form of web or seminar applications, is very different. But webinars also have something that offline seminars don't have, the freedom of presenters and participants who can access these activities anywhere. Keep in mind that this is like a double-edged sword, it's good if the presenters or the team that carries out the webinar activities prepare carefully, or it will become a boomerang to the organizers," he added.

Participants who take part in webinar activities certainly pay attention to the added value of what they receive when participating in this activity. "The limited time for webinar activities puts pressure on the presenters, of course, more attention is needed from the profit side of the information conveyed. This advantage can be seen from the latest information and things that have never been encountered by people in general, it has become the task of the resource person to build this, he explained.

According to the researcher, the highest level in the communication process is the similarity of meaning that makes communicators and communicants able to carry out the information. The success of a webinar can be seen from the success of participants in understanding the message conveyed and being able to follow every instruction on the message.

Ilham, one of the webinar participants who is also a restaurant and culinary entrepreneur in Pekanbaru City said, "With the webinar activity, it is very helpful for us entrepreneurs in obtaining information amidst the Covid -19 pandemic. Besides that, I also take advantage of the convenience of this technology by being able to access it anywhere without having to be in a place like a live seminar. Although it is undeniable that sometimes we become people who multitask during webinars. This unwittingly also affects the message conveyed to us as participants."

In addition, Ika, who was also a participant in the webinar activity, said, "We, entrepreneurs, feel the limitations caused by Covid-19 are very much felt. Moreover, I am the one who owns this cake and bread business, the public's declining interest in buying, and of course, information about seminar activities that used to be easy is now completely restricted. "

Several ways can be used as a measuring tool for webinar organizers to categorize the activity as successful. This category also has many considerations in it, seen from several aspects, including the large number of participants who participated in the activity from beginning to end. The relationship between the topic and the material presented. And credible presenters are also important values in the success of the webinar event.

Ilham said, "From the webinars that I participated in, many of them gave me a questionnaire in the form of a G-Form. There we can provide feedback, opinions, and criticism of the webinars in that we participate in. On the other hand, I attend webinars because I need to improve my knowledge in the field of entrepreneurship.

Therefore, in my opinion, for participants who are following the reason that they just want to know, it is better to maximize their time for other purposes. Because something that must be practiced in a disciplined manner, then the sky path will strengthen it," he added.

Based on the data obtained by the researchers in the field, there was an update on the capacity of communicators, in this case, the resource persons at the webinar activity in Pekanbaru City. This is inseparable from the Covid-19 pandemic which forces communicators to study more comprehensively virtual media as a means of seminar activities. This rapid renewal is supported by advances in technology, information, and communication that are balanced in providing a means for resource persons to convey messages to the participants of the webinar.

First, resource persons who study certain fields such as entrepreneurship have begun to follow the times that are increasingly moving forward. This is marked by the use of virtual media in supporting various entrepreneurial activities. As resource persons who are up to date with the latest information, resource persons can explain things that are not yet known from the use of this technology to participants in webinar activities, such as tips and tricks in using digital marketing to run a business. All of this information cannot be separated from the ability of the resource person to see and understand the surrounding environment.

Second, the understanding of resource persons seen in using creative media and using time more efficiently is an increase in the capacity of the resource persons. This ability has indirectly been able to provide a creative medium in providing examples to webinar participants such as pictures and videos made by themselves and with a simpler understanding as possible. The resource persons' capacity in using their time has also been good considering that webinar activities are full of more limited time than in-person activities.

Third, building emotional closeness between participants and resource persons during a live seminar is different from a webinar activity. The webinar activity has its challenges considering the distance limit using online media as a message delivery channel. Based on the results in the field, the webinar resource persons were able to provide warmth in communicating with the participants. This can be seen from the Ice Breaking activity, which is certainly simpler and can foster the focus and motivation of participants.

Some of the things that are unique about the presence of this webinar virtual media for resource persons in Pekanbaru City can provide new insights, and bring creativity in presenting simple messages that are easily accepted by webinar participants. In addition, the challenge of building emotional closeness between the resource persons and participants can be created by the resource persons, thereby indirectly increasing the understanding of the material presented by the resource persons. Although it is undeniable, on several occasions the author has encountered a lack of understanding of resource persons in presenting the material, there is still a lack of discipline in time which has led to a decrease in the interest of webinar participants. Special attention is needed for the continuity of the webinar which is filled by competent sources in their fields.

**CONCLUSION**

The conclusion of the research that has been carried out by this researcher, webinars are the main choice for entrepreneurs, both those who are just starting and those who are already running in obtaining information in the field of entrepreneurship. During the Covid-19 pandemic that requires social restrictions by not gathering in mass and restrictions on speaking directly, webinars are an option that can be considered. The ability of the presenters to present understandable information and provide emotional closeness as well as offline seminars makes it a challenge for communicators.

The success of the participants in absorbing information and making interesting activities becomes a burden for the presenters which must be done via web media. This was not an easy matter, many of the participants chose to leave the webinar because they felt it was not interesting and did not match the material and the theme raised. Questionnaires are one way that can be maximized to get responses from participants who take part in webinar activities.

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