

Abstrak

Adanya COVID-19 membuat banyak sekali bisnis melakukan *shifting* (pergeseran) sistem. Pergeseran ini dapat dilihat juga melalui banyaknya yang merubah bisnis dari *offline* menjadi *online*. Salah satu dari banyak sekali perusahaan yang melakukan perubahan sistem kerja adalah perusahaan Connectpedia. Connectpedia bergerak di bidang *Event Organizer* yaitu pembuatan *event-event* khususnya seminar bisnis. Di masa ini, dengan peraturan *stay-at-home*, akhirnya Connectpedia bergeser dari seminar *offline* menjadi *online*. Tetapi setelah beberapa kali membuat acara seminar bisnis daring, anggota Connectpedia masih belum mengetahui apabila seminar bisnis daring Connectpedia sudah efektif atau belum. Maka, disini penulis termotivasi untuk meneliti lebih lanjut tentang masalah yang ada. Penulis membuat skripsi yang berjudul Persepsi Anggota Connectpedia Tentang Keefektifan Webinar Bisnis Connectpedia. Penelitian ini berjenis kualitatif dengan metode deskriptif. Pengumpulan data primer didapatkan melalui wawancara dan pencatatan 15 informan menggunakan aplikasi *WhatsApp* dan membandingkan dengan penelitian sejenis yang ada. Tujuan penulis adalah untuk meneliti apakah seminar bisnis daring Connectpedia sudah efektif atau belum menurut persepsi anggota Connectpedia. Hasil penelitian menyimpulkan bahwa menurut persepsi anggota Connectpedia, seminar bisnis daring Connectpedia sudah efektif.

Kata kunci: Persepsi Anggota, Efektivitas, Webinar Bisnis, Daring, Connectpedia.

Abstract

*The existence of COVID-19 has made a lot of businesses do system-shifting. This shifting can be seen through many of them who changed their business system from offline into online. One of the many companies that make changes to their working system is the Connectpedia Company. The Connectpedia is engaging in an event-organizer, which creates many events, especially business seminars. In this era, with stay-at-home regulations, Connectpedia has finally shifted from offline seminars to online. However, after several online business seminars, Connectpedia members still doesn't know whether Connectpedia's online business seminar has been effective or not. So, the author is motivated to find out more about the problem at hand. The author makes a thesis entitled *Perceptions of Connectpedia Members on the Effectiveness of Connectpedia's Online Business Seminar*. The type of this research is qualitative with descriptive method. Primary data collection was obtained through interviews with 15 informants using the WhatsApp application and comparing with existing similar studies and research. The author's aim is to find out whether the Connectpedia's online business seminar has been effective or not according to the perceptions of Connectpedia members. The results of the study concluded that according to Connectpedia members' perceptions, Connectpedia's online business seminars were effective.*

Key words: *Member's Perception, Effectivity, Business Webinars, Online, Connectpedia*