

**ANALISIS PENERAPAN EKONOMI DIGITAL DALAM
MENINGKATKAN PENDAPATAN PELAKU UKM PADA KRIPIK
TEMEPE SARI RASA SANAN MALANG**

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ABSTRAK

Tujuan penelitian ini untuk menganalisis penerapan ekonomi digital dalam meningkatkan pendapatan pelaku UKM, khususnya pada Kripik Tempe Sari Rasa Sanan Malang. Jenis penelitian lapangan, sifat penelitian deskriptif kualitatif.. Informan yang digunakan satu orang, yaitu Ketua UKM Kripik Tempe Sari Rasa Sanan Malang. Instrumen menggunakan panduan wawancara. Analisis menggunakan analisis deskriptif. Hasil penelitian menunjukkan bahwa penerapan ekonomi digital di Kripik Tempe Sari Rasa Sanan Malang memberikan dampak positif terhadap pendapatan pelaku UKM, terutama melalui pemanfaatan media sosial seperti Instagram dan Facebook yang memperluas jangkauan pasar, meningkatkan visibilitas merek, dan menciptakan interaksi langsung dengan pelanggan. Meskipun demikian, masih ada keterbatasan dalam memanfaatkan platform e-commerce yang dapat menjangkau pasar nasional dan internasional lebih luas. Selain itu, tantangan fluktuasi permintaan musiman mengharuskan adanya strategi pemasaran yang lebih inovatif untuk menjaga stabilitas pendapatan. Dengan penerapan teknologi yang lebih canggih dan strategi berbasis data, Kripik Tempe Sari Rasa berpotensi mengoptimalkan ekonomi digital untuk mendukung pertumbuhan usaha yang berkelanjutan. UKM Kripik Tempe Sari Rasa Sanan Malang disarankan untuk mengintegrasikan kembali platform e-commerce yang Jenis penelitian ini termasuk dalam penelitian deskriptif kualitatif yaitu suatu penelitian yang menggambarkan dan melaporkan suatu objek penelitian dengan mengoperasikan antara teori dan keadaan yang terjadi dilapangan, apakah ada kesenjangan atau mungkin kesamaan teori dengan kenyataan dilapangan, kemudian dianalisis berdasarkan tujuan penelitian. Sumber data Data primer dan Data sekunder. Metode analisis data Wawancara, Observasi, dan dokumentasi.

Kata Kunci : Ekonomi Digital, Pendapatan, Pelaku Ukm

ANALYSIS OF THE APPLICATION OF DIGITAL ECONOMY IN INCREASING THE INCOME OF SME ACTORS IN SARI RASA SANAN MALANG TEMPEPE CRIPS

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ABSTRACT

The purpose of this study is to analyze the application of the digital economy in increasing the income of SMEs, especially in the Tempe Sari Rasan Sanan Malang chips. Types of Field Research, Descriptive Qualitative Research Nature. The informant used by one person, namely the Chair of the Sari Rasan Sanan Sari Kripik UKM. The instrument uses the interview guide. Analysis uses descriptive analysis. The results showed that the application of the digital economy in the Tempe Sari Sanan Sanan Malang chips had a positive impact on the income of SMEs, especially through the use of social media such as Instagram and Facebook which expanded market reach, increasing brand visibility, and creating direct interaction with customers. Nevertheless, there are still limitations in utilizing e-commerce platforms that can reach wider national and international markets. In addition, the challenge of seasonal demand fluctuation requires a more innovative marketing strategy to maintain income stability. With the application of more sophisticated technology and data -based strategies, Tempe Sari Rasa chips have the potential to optimize the digital economy to support sustainable business growth. UKM Kripik Tempe Sari Rasan Sanan Malang is advised to re-integrate an e-commerce platform that has great potential to reach national and international markets, which can significantly increase sales volume. This type of research is included in qualitative descriptive research, namely a study that describes and reports a research object by operating between theory and conditions that occur in the field, whether there is a gap or perhaps a similarity between theory and reality in the field, then analyzed based on research objectives. Data sources Primary data is data obtained from the first source, both individuals and individuals, such as interview results. Based on the availability of data sought in the field, the implementation of primary data collection is data carried out by surveys, observations, and experiments.

Keywords: Application of Digital Economy, UKM Actors Revenue.