ANALISIS PEERAPAN TEKNOLOGI DIGITAL DALAM MENINGKATKAN DAYA SAING UKM PENGRAJINAN TANGAN DI DESA JUNREJO KOTA BATU

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis penerapan teknologi digital dalam meningkatkan daya saing UKM kerajinan tangan di Desa Junrejo Kota Batu. Penelitian ini memfokuskan pada bentuk penerapan teknologi digital, faktor-faktor pendukung dan penghambat dalam proses digitalisasi, serta dampaknya terhadap peningkatan daya saing usaha. Penelitian ini menggunakan pendekatan kualitatif deskriptif. Data diperoleh melalui wawancara mendalam, observasi, dan dokumentasi terhadap tiga pelaku UKM kerajinan tangan. Analisis data dilakukan melalui tahap reduksi data, penyajian data, dan penarikan kesimpulan dengan menggunakan teknik triangulasi untuk memastikan keabsahan data. Hasil penelitian menunjukkan bahwa penerapan teknologi digital seperti penggunaan media sosial (Instagram dan TikTok), marketplace, serta sistem pembayaran digital memberikan kontribusi positif dalam memperluas jangkauan pasar, meningkatkan efisiensi operasional, mendorong inovasi produk, serta meningkatkan kepercayaan dan loyalitas pelanggan. Namun demikian, pemanfaatan teknologi digital masih menghadapi kendala berupa keterbatasan literasi digital dan keterampilan teknis pelaku usaha. Oleh karena itu, diperlukan upaya peningkatan kapasitas melalui pelatihan dan pendampingan agar pemanfaatan teknologi digital dapat dilakukan secara optimal dan berkelanjutan dalam mendukung peningkatan daya saing UKM.

Kata kunci: Teknologi Digital, Daya Saing, UKM Kerajinan Tangan, Transformasi Digital.

ANALYSIS OF THE IMPLEMENTATION OF DIGITAL TECHNOLOGY IN IMPROVING THE COMPETITIVENESS OF HANDICRAFT SMEs IN JUNREJO VILLAGE, BATU CITY

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ABSTRACT

This study aims to analyze the implementation of digital technology in improving the competitiveness of handicraft SMEs in Junrejo Village, Batu City. The research focuses on the forms of digital technology implementation, the supporting and inhibiting factors in the digitalization process, and its impact on enhancing business competitiveness. This study employs a descriptive qualitative approach. Data were obtained through in-depth interviews, observations, and documentation involving three handicraft SME owners. Data analysis was conducted through the stages of data reduction, data presentation, and conclusion drawing, using triangulation techniques to ensure data validity. The results show that the implementation of digital technology, such as the use of social media (Instagram and TikTok), marketplaces, and digital payment systems, contributes positively to expanding market reach, improving operational efficiency, encouraging product innovation, and increasing customer trust and loyalty. However, the utilization of digital technology still faces obstacles, particularly limited digital literacy and technical skills among business owners. Therefore, capacity-building efforts through training and mentoring are needed to optimize and sustain the use of digital technology in supporting the competitiveness of SMEs.

Keywords: Digital Technology, Competitiveness, Handicraft SMEs, Digital Transformation.