



**Crafting Digital Success from Offline to Online: Redefining
Antapani Kidul MSMEs for a Borderless Economy**

FINAL PROJECT BY SOCIAL PROJECT
Submitted as one of the requirements to obtain
Sarjana Sosial (S.Sos)

By:

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FACULTY OF SOCIAL SCIENCES AND EDUCATION
INTERNATIONAL RELATIONS STUDY PROGRAM
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Crafting Digital Success from Offline to Online: Redefining Antapani Kidul MSMEs for a Borderless Economy
FINAL PROJECT BY SOCIAL PROJECT Submitted as one of the requirements to obtain Bachelor of Social Science (B.SS) By: Aizul Hasanah (016202200098) Firdaliya Putri Apriliany (016202200087) Niken Ardita (016202200034) FACULTY OF SOCIAL SCIENCES AND EDUCATION INTERNATIONAL RELATIONS STUDY PROGRAM PRESIDENT UNIVERSITY 2025 PANEL OF EXAMINERS APPROVAL SHEET The Panel of Examiners declare that the final project entitled "Crafting Digital Success from Offline to Online: Redefining Antapani Kidul MSMEs for a Borderless Economy" that was completed by Aizul Hasanah, Firdaliya Putri Apriliany, and Niken Ardita in International Relations in the Faculty of Social Sciences and Education has been assessed and approved to passed the oral examination on June (date), 2025.

The Panel of Examiners: Muhammad Sigit Andhi Rahman, Ph.D. Chair-Panel of Examiners Final Project Advisor (Lecturer's Name and Title) Examiner I (Lecturer's Name and Title) Examiner II STATEMENT OF ORIGINALITY In my capacity as an active student of President University and as the author of the thesis/final project/business plan (underline that applies) stated below: Name: Aizul Hasanah Student ID Number: 016202200098 Study Program: International Relations Faculty: Faculty of Social Sciences and Education I hereby declare that my final project entitled "Crafting Digital Success from Offline to Online: Redefining Antapani Kidul MSMEs for a Borderless Economy" is to the best of my knowledge and beliefs, an original piece of work based on sound academic principles.

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I also declare that this work, either in whole or in part, has not been submitted to another university to obtain a degree.

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ABSTRACT

A number of issues, including those related to financing, production, marketing, information technology, licensing and administration, institutions, and human resources, confront Indonesian MSMEs. Bandung City, particularly Antapani Kidul Village, which was named one of the Top 3 Resilient Villages in West Java in 2022, is also affected. To remain competitive and relevant in the face of global uncertainties, local MSMEs faced a significant knowledge and strategy gap in digital marketing, despite its huge potential. Having trouble in utilizing digital platforms that aid in business development may lead to a brand's awareness being inadequate. According to Kotler & Keller (2016), the use of digital platforms in the promotion process is better, faster, and more economical. This project, as stated in the Theory of Change Diagram of this report, is enables Antapani Kidul MSMEs to become more competitive, develop their businesses, and contribute to the rate of economic growth of the City of Bandung. This final report's analysis procedure makes use of qualitative approach techniques. Four phases comprising the project are: event planning, workshop and socialization, module and material distribution, and mentorship session. The distribution of modules and materials allows the audience to practice and review their knowledge. Out of 32 participants, the authors chose 4 representatives of them to be analyzed and meet the mentorship session. In addition, it helps them launch their online business and effectively addresses their concern. Yet, this project has its shortcomings, and further comprehensive workshop and training is needed as the continuation of this project. By this, the author highly encourages the upcoming project to cultivate collaboration between the university and local government.

Keywords: Antapani Kidul, Bandung City, Digital Marketing, Economic Growth, GDP, Global Uncertainty, MSMEs

ABSTRAK

Berbagai hambatan seperti keuangan, produksi, pemasaran, teknologi informasi, perizinan dan administrasi, kelembagaan, dan sumber daya manusia, dihadapi oleh UMKM Indonesia. Kota Bandung, utamanya Kelurahan Antapani Kidul, sebagai 3 besar Kelurahan Tangguh di Jawa Barat pada 2022, juga mengalaminya. Untuk tetap kompetitif dan relevan atas ketidakpastian global, UMKM lokal mengalami kesenjangan pengetahuan dan strategi pemasaran digital, di luar potensi luar biasanya. Kendala dalam penggunaan platform digital mengakibatkan kemungkinan sebuah merek tidak cukup dikenal oleh masyarakat. Menurut Kotler & Keller (2016), penggunaan platform digital dalam proses promosi lebih baik, cepat, dan ekonomis. Tujuan utama proyek ini adalah untuk memberikan literasi teknologi pada pengusaha lokal agar mempermudah proses diversifikasi ke dalam bentuk daring dan memperluas target pelanggan dari sebelumnya. Proyek ini sebagaimana terdapat di Diagram Theory of Change laporan ini, memungkinkan UMKM Antapani Kidul menjadi lebih kompetitif, mengembangkan usahanya, dan berkontribusi terhadap laju pertumbuhan ekonomi Kota Bandung. Proses analisis laporan ini menggunakan metode kualitatif. Empat fase proyek ini adalah: persiapan, workshop dan sosialisasi, distribusi modul dan materi, serta pendampingan. Dari total 32 peserta, penulis memilih 4 perwakilan untuk dianalisis dan didampingi. Proses ini membantu mereka membuat bisnis daring dan mengatasi masalah mereka secara efektif. Namun, proyek ini masih memiliki kekurangan, sehingga diperlukan praktik dan pelatihan komprehensif sebagai tindak lanjut proyek ini. Maka dari itu, penulis menyarankan untuk mengembangkan kolaborasi antara pihak universitas dan pemerintah daerah dalam langkah memenuhi proyek di masa yang akan datang.

Kata Kunci: *Antapani Kidul, Kota Bandung, Pemasaran Digital, Pertumbuhan Ekonomi, PDB, Ketidakpastian Global, UMKM*