



**" MSME DIGITALIZATION DEVELOPMENT STRATEGY IN INDONESIA
TO CREATE BUSINESS PROGRESS"**

**Submitted as one of the requirements to obtain
Sarjana Sosial (S.Sos.)**

By:

Aliya Dwi Cahyani

016202000112

**FACULTY OF HUMANITIES
INTERNATIONAL RELATIONS STUDY
PROGRAM CIKARANG**

SEPTEMBER, 2023

VALIDITY SHEET

COMMUNITY SERVICE ACTIVITIES

- 1 Activity : *MSME Digitalization Development Strategy in Indonesia To Create Business Progress*
- 2 Field of Activity : Economics and Socialization
- 3 Field of study : Humanities
- 4 Advisors : Muhammad Sigit Andhi Rahman, Ph.D
Phone Number : +62 812-1098-4008
Email : andhi.rahman@president.ac.id
- 5 Members of MSME Digitalization
 - Aliya Dwi Cahyani (016202000112)
- 6 Range Of Time : $\pm$ 4 month
- 7 Source Of Funds : Personal
- 8 Total Funds : Rp. 500.000,00

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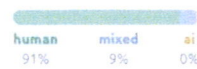
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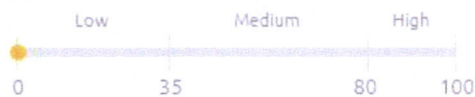
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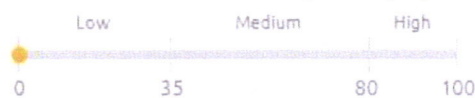
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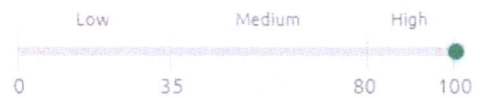
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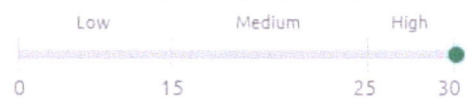
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LIST OF CONTENT

STATEMENT OF ORIGINALITY.....	ii
SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST	iii
FINAL PROJECT ADVISOR RECOMMENDATION LETTER.....	iv
ADVISOR'S APPROVAL FOR PUBLICATION.....	v
VALIDITY SHEET	vi
PANEL OF EXAMINERS APPROVAL SHEET	vii
TURNITIN RESULTS.....	viii
GPTZero	ix
LIST OF CONTENT	x
ABSTRACT	xii
CHAPTER I.....	1
INTRODUCTION	1
1.1. Background	1
1.2. Objectives	3
1.3. Benefits	3
CHAPTER II.....	4
THEORITICAL FRAMEWORK	4
2.1. Sustainable Development Goals (SDG).....	4
CHAPTER III.....	6
PROJECT DESCRIPTION AND METHODS	6
3.1. E-Book.....	6

3.2. Implementation Methods	6
3.3. Logo.....	7
3.3.1. Meaning	8
3.3.2. Color	8
3.3.3. Motto.....	9
3.4. Target Participant.....	9
3.5. Location and Time Implementation.....	9
3.5.1. Location	9
3.5.2. Time.....	9
CHAPTER IV.....	10
IMPLEMENTATION.....	10
4.1. Project Description.....	10
4.2. Stages	11
4.2.1. Pre-Project.....	11
4.2.2. Syllabus Design.....	12
4.2.3. Budgeting	13
4.2.4. On-Project	13
4.2.4.1. E-Book	14
4.2.4.2. Socialization	14
4.2.4.3. Post – Project	15
4.2.4.4. Souvenir	15
4.2.4.5. Social Media Campaign	15
CHAPTER V	16
CONCLUSION.....	16
REFERENCES.....	17
ATTACHMENT.....	18

ABSTRACT

The COVID-19 pandemic has had a major socioeconomic impact on the world stage. In response to this incident, the government imposed Community Activity Restrictions, which decreased people's income and purchasing power. Most MSMEs have suffered as a result of the Covid-19 pandemic. There were notable effects on MSMEs, such as lower employee attrition and workforce reductions. Different tactics are used to keep the firm going. Distilling MSMEs digitally is one method. The term "MSME digitization" describes the transition from analog to digital business management techniques.

The goal of digitalizing MSMEs is to increase a business's productivity and operational effectiveness. In other words, the benefits of MSMEs extend beyond the simple use of technology to alter an organization's operational processes. More significantly, the benefits of digitizing MSMEs can be applied to online raw material purchases, cash flow management, and organization of business finances. As a result, the importance of digitizing MSMEs contributes to the process simplification of a business. Digitizing MSMEs has the advantage of increasing revenue, which influences corporate behavior.

In this case, the provision of digital payment access will make transactions easier for customers to complete. Furthermore, there is an improvement in the efficiency of financial management. As a result, the MSME digitalization process will produce better results that may increase earnings.

Keywords : Digital, MSME, COVID-19