



**UMKM GO-DIGITAL: LEVERAGING DIGITAL TECHNOLOGIES FOR SUSTAINABLE
GROWTH AND PROSPERITY**

UNDERGRADUATE FINAL PROJECT REPORT

**Submitted as one of the requirements to obtain
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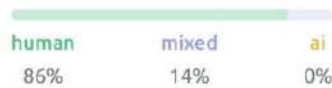
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UMKM GO-DIGITAL: LEVERAGING DIGITAL TECHNOLOGIES FOR SUSTAINABLE GROWTH AND PROSPERITY

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A Final Project Report Presented to

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In Partial Fulfillment of the requirements for

Bachelor Degree in International Relations

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PANEL OF EXAMINERS APPROVAL SHEET

The Panel of Examiners declares that the final project entitled "UMKM Go-Digital" submitted by Hugo Adventio, Surya Tri Putri, and Viana Salsabyła Eka Putri in International Relations in the Faculty of Humanities has been assessed and approved to have passed the Oral examination on February 2024.

The Panel of Examiners:

ABSTRAK

Pandemi COVID-19 memberikan dampak yang signifikan terhadap usaha Mikro, Kecil, dan Menengah (UMKM) di Indonesia. Para pelaku UMKM dipaksa untuk menyelami transformasi digital agar bertahan. Mempertimbangkan keefektifan dan fleksibilitas, bisnis digital secara khusus platform niaga elektronik terus berkembang dalam penggunaannya bahkan pasca pandemi. Sementara banyak pelaku UMKM belum memiliki pengetahuan dan kemampuan digital yang mumpuni. Oleh karena itu, proyek ini bertujuan untuk menyediakan pengetahuan tingkat dasar tentang bisnis digital kepada para pelaku UMKM, dan membekali mereka dengan kemampuan praktis dalam mengoperasikan bisnis digital melalui platform e-niaga, khususnya Shopee. Metode workshop dan modul digunakan untuk meingplementasi proyek ini yang mana mencakup pembelajaran campuran dalam membantu para pelaku UMKM mendaftarkan usaha mereka di sebuah e-commerce, dan secara tidak langsung mendamping proses pembelajaran dari rumah. Proyek ini menghasilkan peningkatan pengetahuan dasar pelaku UMKM tentang digitalisasi usaha dan kemampuan praktis mereka dalam memulai bisnis digital melalui platform dagang elektronik, dan juga membuat mereka lebih optimis untuk bersaing di era bisnis digital. Memang proyek ini telah berhasil mencapai target yang diharapkan. Namun, pendampingan tingkat lanjut dibutuhkan untuk memperlengkapi proses pembelajaran para pelaku UMKM, dan semakin meningkatkan kemampuan mereka di area spesifik lainnya dari digitalisasi usaha.

Kata Kunci: Digitalisasi UMKM, platform e-commerce, workshop, modul.

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Best regards,

Hugo Adventio

Surya Tri Putri Dalapang

Viana Salsabya Eka Putri

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