

ABSTRACT

Asean Economic Community (MEA) is the goal of regional economic integration in 2015. With the MEA will push the Asean region become more integrated, dynamic and competitive in the face of competition and global. Challenges that must advance Indonesia in the future MEA is the sector of SMEs in which the sector of UMKM in Indonesia has a very diversity that is likely to build the Asean market. The impact of the MEA on market conditions is a daunting thing for Indonesian entrepreneurs, amid the weakness of local industry competitiveness, weak state protection against industrial industry that is feared can erode the potential of local businesses and some small businesses that are still lacking In various aspects of the economy.

By creating SMEs that grow rapidly in Indonesia it is one effort to make the strength of MSMEs both in strengthening the market position. Market position strength is used to improve competitiveness, both nationally and internationally. MSME competitiveness can be realized one of them with the application of Information Technology. The competitiveness of SMEs can be realized one of them with the application of Information Technology, Information Technology acceptance has a significant effect on increasing the competitiveness of the company.

The purpose of this study is to know what the use of computer technology affect the competitiveness of business actors and how much influence the method used is a quantitative method with data processing tool Statistic Product and Service Solution (SPSS) version 23.0 using the test F (Simultaneous) to Proves whether there is influence between information technology and competitiveness, and use coefficient of determination to know how strong influence the use of computer technology to competitiveness of SMEs.

The result of this research is that the use of computer technology have an effect on to competitiveness of UMKM center of T-shirt in Bandung City. As for the coefficient of determination shows that the application of information technology has a strong influence on the competitiveness of SMEs holy shirt in the city of Bandung.

The conclusion in this study is the use of computer technology has an influence on the competitiveness of SMEs and the influence is very large. With this is expected UMKM using computer technology more optimized as possible in order to create a stronger competitiveness

Key Words: *SMEs , Information Technology, The Competitiveness*