

ABSTRACT

The increasing growth of digital technology in the world is no exception, Indonesia, making businesses have to adjust to that era. Moreover, the MSME business is a pillar of the Indonesian economy. Bandung as a big city also has its own interest in the field of MSMEs, because it is unique, namely the presence of industrial centers spread in various corners of the city of Bandung. So the authors are interested in discussing the topic in this study.

Digital competence is a broad concept that combines various competency-based capabilities and communication technology skills, but emphasizes the ability to evaluate information software which is a combination of knowledge and attitude. Digital competency is one of the eight main competencies for lifelong learning and it is very important that its relevance in our increasingly digital society. This study will find out how the level of dimensions of digital competence in MSMEs in the city of Bandung. These dimensions consist of Information and Data Literacy, Communication and Collaboration, Digital Content Making, Security, and Problem Solving.

The method used in this study is a quantitative survey. Data collection is done by distributing questionnaires to 100 respondents which are the results of calculations of the total population of 1,110 business people. Using the Slovin formula with a standard error of 10%, get the lift.

The results showed that the level of digital competency dimensions in Micro, Small, and Medium Enterprises in Bandung was based on information & data literacy, communication and collaboration, security, and problem solving were already high, while digital content creation was still relatively low. This is due to several factors, including the age factor which is dominated by the age category 41-50 which is not familiar with digital technology and also MSMEs rarely or not use digital content in their business. Besides that, it is also due to the lack of capital that makes UMKM players not thinking of creating digital content or creating their own digital content.

So that recommendations from the results of this study are expected that MSME players in the city of Bandung can take training or courses on digital content creation such as, for example, corel draw training for beginners. In addition to business people, the government must also provide training programs to MSME business actors in the city of Bandung, especially in the Bandung Industrial Center regarding the creation of continuous and consistent digital content. Such as creating a central industrial program built specifically to build the ability to create digital content of business people.

Keywords: Competence, Digital Competence, MSMEs.