

ABSTRACT

Internet opens up many new opportunities and benefits for Micro small and Medium Business (UMKM). But it is not comparable to the obstacles faced by micro-entrepreneurs who are still having difficulty marketing its products this is because they do not yet have internet skills are adequate in the meantime. Meanwhile, the role of micro enterprises to GDP in Indonesia is very large especially on micro enterprise group. This may cause other obstacles for them when dealing with the ASEAN Economic Community (MEA) by 2015 because they have to compete with other small medium enterprises which have been integrated with the internet in their business. This can lead to the existence of a digital divide. The purpose of this research is to identify internet skills micro-entrepreneurs in the city of Bandung, as seen from the dimensions of operational skills, formal skills, information skills, strategic skills and business type.

This research was conducted in the city of Bandung on 144 micro-entrepreneurs. The research method used is quantitative. This research uses descriptive analysis techniques. The data were analyzed using the SPSS program 21.

The results showed that of the total percentage of the overall results that have the greatest value is the dimension of the Strategic internet skills of 77.45% while the lowest value owned by Formal internet skills of 62,84%. Content-Related Skills so needed by micro-entrepreneurs to execute business strategy, micro-entrepreneurs should improve Content-Related Skills, but those skills, before increasing micro-entrepreneurs must master the Medium-Related Skills as the basis for using the internet.

Keywords: internet skills, internet, digital divide, micro entrepreneurs, businesses.