

ABSTRACT

SMEs have an important role in improving the economic growth of Indonesia. With the establishment of SMEs sector, unemployment due to unabsorbed labor force in the workforce is reduced. In addition SMEs also contributes greatly as the largest contributor of GDP. The emergence of MEA (ASEAN Economic Community) to be a challenge for business actors SMEs, where it could be both opportunities and threats. By innovating and utilizing technology such as computer, internet, and social media, SMEs Indonesia can continue to compete in MEA global market.

The purpose of this study is to determine the ability of internet access owned by SMEs in the city of Bandung. This research was conducted by using four sub variables of internet access that is access of motivation, material access, skill access, and access of usage. This study was conducted to find the added value of internet access.

This research uses quantitative method by using descriptive statistical test and correlation. The sample is determined using probability sampling with simple random sampling technique. By spreading the questionnaire for data collection, and using IBM SPSS Statistic 22 for windows to test validity, reliability, correlation and manually process data to find out the results between sub variable internet acces.

Based on the results of data processing, it can be seen that the sub variable usage access has the highest analysis value with good category and followed by three sub-variables laiinya in a row that is, skill access, motivational access, and material access. All three sub-variables get good category value. So get the result that internet access on business actor SMEs Bandung is in good category. In addition, the results of the relationship of each sub-variable where the relationship between motivation access and material access has the highest correlation with the value of 0.529 with a moderate level of relationship, while the relationship of

motivation access and skill access has the lowest correlation with the value of 0.155 with very low level of relationship

Based on the results of the research, to improve the ability of internet access, SMEs business actors need to pay attention and develop these four factors. First of the material access factors that have the lowest analysis value. Further improve and develop the ability to correct the deficiencies that exist in all three other factors.

Keywords: Entrepreneurship, UMKM, Internet, Internet Access.