

ABSTRACT

The development of technology, especially the Internet, has been very rapid. With the presence of the digital era, there has been an increase in the Internet usage in Indonesia that is changing the lifestyle of its society nowadays. The society's understanding in technological development. The Internet is one of the results of technological developments that can be used to access information and communication.

The study was aimed at figuring out if there is any digital divide in MSMEs assisted by the Department of Cooperative and MSME of Bandung. The study wants to know if today's businessmen understand about how to do business in this digital era by looking at the way the MSMEs assisted by the Department of Cooperative and MSME of Bandung do online activities. The study also looked at how activities those MSMEs are like based on sociodemographics.

This study used quantitative method. Also, the study was a descriptive study. The sampling technique used in the study was Non-Probability Sampling with Purposive Sampling for a population whose number had been known already. The data were collected through questionnaires of 82 respondents who were MSMEs assisted by the Department of Cooperative and MSME of Bandung.

Based on the descriptive analysis, the online activities of the deparment-assisted MSMEs are in the good category. Based on the result of the hypothesis test, there is no any difference of the online activities of the MSMEs based on gender, income, and typed of business. However, it is found that there are difference in average of online activities based on age and last education.

Based on the results of the study, the writer suggests that the Department of Cooperative and MSME of Bandung should provide digital-based business training so that the business can apply the understanding they gained about the Internet use on their business activities to improve their business.

Keywords: *Online activities, sociodemographics, digital divide, digital era, internet, MSMEs.*