

ABSTRACT

The ability to use digital technology in this increasingly advanced era may be a little difficult for some people to understand. SMEs now have to switch to digital because they are believed to be easier to sell and promote their business. However, problems in utilizing digital technology also arise due to differences in individual abilities to technology. Therefore, this study will look at the ability to utilize digital technology among four culinary SMEs in the city of Bandung, namely Nuala kitchen, Cantique soes, Taichan seuhah, and Oshi-oshi sushi in business activities. The results of this study refer to the 5 achievements of the digital divide research according to Van Dijk, namely Type of Access, Material Access, Motivation Access, Skill Access, and Usage Access which shows that the four culinary SMEs simply utilize existing digital technology such as using social media to promote and marketplace to sell. However, there is a difference where Oshi-oshi sushi and Taichan SMEs do not use digital media much, namely the marketplace.

Keywords: *SMEs, digital technology, utilization.*