

ABSTRACT

Digitalization has become a crucial necessity for micro, small, and medium-sized enterprises (MSMEs) in the current digital era. It plays a significant role in the sustainability of MSMEs. In Indonesia, one of the MSME sectors with promising potential is the footwear industry, specifically shoe and footwear manufacturers in the Cibaduyut Shoe Center, Bandung.

This research aims to evaluate the digital readiness level of shoe and footwear MSMEs using a digital readiness framework. The study also assesses the extent to which these MSMEs can adopt and leverage digital technology in their operations and marketing strategies. The digital readiness framework encompasses several key elements, including digital access and infrastructure, digital skills, digital marketing strategies, and data management and analytics, all contributing to the long-term viability of MSMEs.

Quantitative methods were employed in this research to measure the digital readiness of shoe and footwear MSMEs in Cibaduyut. The study relied on digital transformation theory, Digital Readiness Dimensions, and Digital Readiness Levels to gauge the digital readiness of these MSMEs.

The findings reveal that the Digital Readiness Index identifies the "Individual" aspect as having the highest score at 4.25, recognizing the crucial role of individuals in digital transformation. The categorization of "digital experienced" reflects the distribution of digital readiness levels among MSMEs, emphasizing the need for education and training to enhance digital readiness significantly.

Keywords: Digital Readiness, Digital Readiness Level, Digital Readiness Framework, MSMEs, Cibaduyut Shoe Center.