ABSTRACT

MSMEs are the largest segment of entrepreneurs in Indonesia, so that MSMEs are the biggest pillar of the Indonesian economy. When the Covid-19 pandemic occurred which continued into a recession, MSME business actors were very affected by these conditions, thus weakening the Indonesian economy. Based on these conditions, the government sees one solution in restoring Indonesia's economic conditions by strengthening MSMEs. In the post-Covid-19 era, digitalization is considered necessary to advance MSMEs, and in the end the national economy will recover. The Ministry of Cooperatives and SMEs encourages MSMEs to digitize by involving PT. Cloud Hosting Indonesia with the brand name IDCloudHost as a provider of cloud and hosting services and services to be able to help MSMEs in the digitalization process. IDCloudHost was directly appointed and encouraged to digitize MSMEs because they had won an award held by the government, so that the government saw the potential and ability of IDCloudHost to digitize MSMEs. The purpose of this research was to identify and explain the internal and external factors of PT. Cloud Hosting Indonesia in the aim of digitizing MSMEs, to explain the strategy undertaken by IDCloudHost for digitizing MSMEs in Indonesia, and to explain recommendations and strategic action plans for IDCloudHost to digitize MSMEs in Indonesia. The method used to conduct this research is by using a descriptive qualitative method. Data collection was obtained through interviews with informants from the IDCloudHost team and by document study. Based on the results obtained, data validity will be tested, data analysis, to drawing conclusions and giving suggestions. The results obtained from this study are IDCloudHost's internal and external factors are summarized into strengths, weaknesses, threats and opportunities. The strategy currently carried out by IDCloudHost for the MSME segment is the cost leadership strategy. Recommendations and action plans that need to be carried out by IDCloudHost are strengthening the company's management structure internally, collaborating in the supply of raw materials and MSME services with external providers, and conducting MSME coaching through digital literacy education.

Keywords: IDCloudHost, strategy, digitization, UMKM.