

## ***ABSTRACT***

The development of increasingly modern technology has made shifts in many ways, one of which is in MSME actors. With increasingly developing technology, digitalization training is needed for business model innovation for MSMEs fostered by Rumah BUMN Bandung in order to improve the performance of these MSMEs. With the 4 GO training program (go modern, go digital, go global, go online) aims to develop MSMEs fostered by Bandung SOEs to be more modern, go global, and digitize in all their activities, so that this partner is the right forum for MSME actors in the city of Bandung. This study is aimed at seeing the influence of value creation innovation, value proposition innovation, and value capture innovation factors on the performance of MSMEs fostered by Rumah BUMN Bandung in the FnB industry. Value Proposition Innovation consists of 12 indicators; and value creation innovation 8 indicators and MSME Performance 6 statement indicators. The object of the research is the development of business model innovations in MSMEs fostered by Rumah BUMN Bandung in the FnB industry. The results of this study show that value creation innovation has a positive and significant effect on the performance of MSMEs Fostered Partners of Bandung SOEs in the field of FnB Industry; value proposition innovation does not have a positive and significant effect on the performance of MSMEs Fostered Partners of Rumah BUMN Bandung in the field of FnB Industry; and value capture innovation has a positive and significant effect on the performance of MSMEs Fostered Partners of Rumah BUMN Bandung in the field of FnB Industry.

**Keywords:** *Value Creation Innovation, Value Proposition Innovation, Value Capture Innovation, Business Model Innovation, MSME Performance*