

ABSTRACT

Digital Transformation is used in the recreation, entertainment, culinary, and tourism development industries. As high-tech advances make it easier for people to get information, the general community learns more about tourist spots that can only be reached with the help of information media. Digital Transformation can also help MSMEs make more sales, be more competitive, and grow their markets.

As MSMEs become digital, many business owners change how their businesses work. This new idea could be using digital technology, making a new product, making company procedures more efficient, or coming up with better ways to run a business. For instance, MSMEs can use digital technology to make their operations more efficient by using cloud-based inventory management systems, selling through e-commerce platforms to reach new customers, or coming up with better marketing ideas on social media.

In the last few years, there have been a lot of changes in digitalization and small and medium-sized businesses (MSMEs) in the city of Bandung. These changes have made things easier and harder for them. As these kinds of organizations expand and change in a market that is always changing and coming up with new ideas, especially in the digital business world, it is necessary for strategic management to take the lead in getting and using new technology.

Quantitative methodologies were used to look into the phenomena in this study. The survey is the method used to collect data. Owners of MSMEs in the Sumur Bandung sub-district filled out questionnaires and provided secondary data. We used SPSS to test the instrument and SmartPLS to look at the data we had obtained. The study's results should help MSMEs with their digital transformation, which will provide them a competitive edge.

Keywords: digital technologies, digital skills, digital transformation strategy, digital transformation, MSME performance

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