
Elya Kurniawati a, Idris b, Puji Handayati c
abc Universitas Negeri Malang, Malang, Indonesia

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ABSTRACT

Digital transformation is a new trend in the industrial era 4.0. It leads to a new business pattern known as the digital economy. Indonesian MSME players face obstacles in carrying out the business transformation process which is based on fact that 90% of Indonesian MSMEs are still run conventionally. The problem of resource unpreparedness becomes the background of this research. The purpose of this research is to find out on how (1) digital transformation carried out by MSME players in developing their business? (2) the development of a digital model carried out by MSME players in developing their business? (3) MSMEs do creative and innovative steps so that their businesses can develop?

Keywords: Digital Transformation Management, MSMEs, E-Commerce