

ABSTRAK

Aldy 2026. OPTIMALISASI PENERAPAN BISNIS DIGITAL PADA UMKM KERIPIK TEMPE DI KECAMATAN NGAWI (STUDI KASUS: UMKM KERIPIK TEMPE NGAWI). Skripsi. Program Studi Sistem Informasi, FT, Universitas PGRI Madiun. Pembimbing (I) Dimas Setiawan, S.Kom., M.Kom. (II) Hani Atun Mumtahana, S.Kom., M.Kom.

Transformasi bisnis digital menjadi kebutuhan strategis bagi UMKM untuk mempertahankan daya saing di era ekonomi kontemporer. Namun, sebagian besar industri rumah tangga keripik tempe di Kecamatan Ngawi masih bergantung pada metode konvensional akibat kendala literasi digital, faktor usia, dan tata kelola keuangan yang belum terpisah. Penelitian ini bertujuan untuk memetakan tingkat kesiapan teknologi pelaku usaha serta merumuskan strategi optimalisasi bisnis digital yang aplikatif. Metode penelitian yang digunakan adalah deskriptif kualitatif berbasis kerangka kerja *Design Thinking* (Empathize, Define, Ideate, Prototype, dan Test) dengan integrasi analisis statistik deskriptif kuantitatif pada tahap Define. Pengumpulan data dilakukan menggunakan teknik *total sampling* terhadap 26 mitra UMKM keripik tempe melalui kombinasi wawancara terstruktur dan kuesioner daring. Hasil pengolahan data final setelah uji validitas (menghasilkan 6 indikator valid) menunjukkan tingkat kesiapan digital yang bervariasi. Pada aspek pemasaran digital, kepemilikan akun media sosial khusus promosi (P1) berada pada tingkat Rendah (Belum Optimal) yaitu sebesar 3,85% (1 dari 26 UMKM). Sementara itu, pada aspek transaksi digital, penyediaan opsi pembayaran nontunai/QRIS (P6) mencapai 38,46%, namun pemanfaatan aplikasi pemantauan transaksi *real-time* (P9) masih tergolong Rendah yaitu 19,23%. Hasil intervensi *pilot project* berbasis *Design Thinking* pada UMKM Whynata menunjukkan peningkatan efisiensi durasi transaksi finansial dan optimalisasi identitas digital mitra.

Kata Kunci: Transformasi Bisnis Digital, UMKM Keripik Tempe, Kesiapan Teknologi, Design Thinking, Kecamatan Ngawi

ABSTRACT

Aldy 2026. *OPTIMIZATION OF DIGITAL BUSINESS IMPLEMENTATION IN TEMPE CHIPS MSMEs IN NGAWI DISTRICT (CASE STUDY: NGAWI TEMPE CHIPS MSMEs)*. Thesis. Information Systems Study Program, Faculty of Engineering, Universitas PGRI Madiun. Supervisors (I) Dimas Setiawan, S.Kom., M.Kom. (II) Hani Atun Mumtahana, S.Kom., M.Kom,

Digital business transformation has become a strategic necessity for MSMEs to maintain competitiveness in the contemporary economic era. However, most home-based tempeh chip industries in Ngawi District still rely on conventional methods due to digital literacy constraints, age factors, and undifferentiated financial management. This study aims to map the level of technological readiness of business actors and formulate applicable digital business optimization strategies. The research method used is a qualitative descriptive method based on the Design Thinking framework (Empathize, Define, Ideate, Prototype, and Test) with an integration of quantitative descriptive statistical analysis at the Define stage. Data collection was conducted using a total sampling technique on 26 MSME tempeh chip partners through a combination of structured interviews and online questionnaires. The results of the final data processing after validity testing (producing 6 valid indicators) show varying levels of digital readiness. In the digital marketing aspect, ownership of a social media account specifically for promotion (P1) is at a very low level of 3.85% (1 out of 26 MSMEs). Meanwhile, in terms of digital transactions, the provision of cashless/QRIS payment options (P6) reached 38.46%, but utilization of real-time transaction monitoring applications (P9) remained relatively low at 19.23%. The results of a Design Thinking-based pilot project intervention at Whynata MSMEs demonstrated increased efficiency in financial transaction duration and optimization of partner digital identities.

Keywords: *Digital Business Transformation, Tempe Chips MSMEs, Technology Readiness, Design Thinking, Ngawi District*