

ABSTRAK

Dinamika Quick Response Code Indonesian (QRIS) dan digital marketing dalam mendukung pertumbuhan bisnis UMKM pasca pandemi COVID-19 menghadapi masalah yang kompleks. Adanya disparitas aksesibilitas teknologi antara UMKM di daerah perkotaan dan pedesaan menciptakan ketimpangan dalam pemanfaatan QRIS dan digital marketing. Tingginya biaya untuk pengadopsian dan pemeliharaan teknologi ini sering kali menjadi penghalang bagi UMKM dengan sumber daya terbatas. Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh Quick Response Code Indonesian Standard (QRIS) dan digital marketing terhadap pertumbuhan bisnis UMKM di Indonesia pasca pandemi COVID-19. Penelitian adalah kuantitatif dengan sifat asosiatif. Variabel independent yakni Quick Response Code Indonesian Standard (QRIS) (X1) dan digital marketing (X2) dan variabel dependent yakni pertumbuhan bisnis UMKM pasca pandemi COVID-19 (Y). Data sekunder diperoleh dari laporan kasus COVID-19 serta pertumbuhan UMKM di Indonesia masa COVID-19 sedangkan data primer diperoleh melalui kuisioner. Pengambilan sampel menggunakan metode purposive sampling. Sampel yang digunakan berjumlah 250 orang pemilik UMKM Makanan Halal yang menjalankan bisnis pasca pandemi COVID-19. Teknik pengumpulan data menggunakan kuisioner dengan skala likert. Hasil penelitian menunjukkan bahwa Quick Response Code Indonesian Standard (QRIS) dan digital marketing berpengaruh positif dan signifikan terhadap Pertumbuhan Bisnis UMKM Indonesia Pasca Pandemi Covid-19.

Kata Kunci : *Quick Response Code Indonesian Standard (QRIS), Digital Marketing dan Pertumbuhan Bisnis Usaha Mikro Kecil dan Menengah (UMKM)*

ABSTRACT

The dynamics of the Indonesian Quick Response Code (QRIS) and digital marketing in supporting MSME business growth after the COVID-19 pandemic are facing complex problems. The disparity in technology accessibility between MSMEs in urban and rural areas creates inequality in the use of QRIS and digital marketing. The high costs of adopting and maintaining this technology are often prohibitive for MSMEs with limited resources. The aim of this research is to determine and analyze the influence of the Quick Response Code Indonesian Standard (QRIS) and digital marketing on the growth of MSME businesses in Indonesia after the COVID-19 pandemic. Research is quantitative with an associative nature. The independent variables are Quick Response Code Indonesian Standard (QRIS) (X1) and digital marketing (X2) and the dependent variable is MSME business growth after the COVID-19 pandemic (Y). Secondary data was obtained from COVID-19 case reports and the growth of MSMEs in Indonesia during COVID-19, while primary data was obtained through questionnaires. Sampling used the purposive sampling method. The sample used was 250 Halal Food MSME owners who were running businesses after the COVID-19 pandemic. The data collection technique used a questionnaire with a Likert scale. The research results show that the Quick Response Code Indonesian Standard (QRIS) and digital marketing have a positive and significant effect on the business growth of Indonesian MSMEs after the Covid-19 pandemic.

Keywords: *Quick Response Code Indonesian Standard (QRIS), Digital Marketing and Business Growth of Micro, Small and Medium Enterprises (MSMEs)*