

ABSTRAK

PENGEMBANGAN SMARTPRENEUR UNTUK MENINGKATKAN PENGETAHUAN STRATEGI PENJUALAN UMKM DI KELURAHAN RAJABASA JAYA

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Penelitian ini bertujuan untuk menghasilkan aplikasi *Smartpreneur* untuk meningkatkan strategi penjualan UMKM di Kelurahan Rajabasa Jaya yang valid, praktis dan efektif.

Penelitian ini merupakan jenis penelitian *Research and Development* (RnD). Penelitian dan Pengembangan ini menggunakan desain ADDIE, analisis (*analysis*), perencanaan (*design*), pengembangan (*development*), implementasi (*implementation*) dan tahap evaluasi (*evaluate*).

Populasi dalam penelitian dan pengembangan ini sebanyak 24 UMKM dengan teknik sampel acak sederhana sehingga mendapatkan 20 sampel berdasarkan data UMKM yang belum memiliki jaringan bisnis online.

Hasil penelitian menunjukkan bahwa (1) berdasarkan data uji kevalidan dari validator ahli materi, ahli media dan ahli bahasa, aplikasi ini menunjukkan kategori sangat valid. (2) Berdasarkan data uji kepraktisan dari hasil angket respon UMKM, aplikasi ini menunjukkan kategori sangat praktis. (3) Berdasarkan data uji keefektifan melalui uji *n-gain* antara hasil *pre-test* dan *post-test* dapat disimpulkan efektif dengan kategori tinggi sehingga layak untuk digunakan.

Diharapkan aplikasi ini tetap digunakan setelah penelitian berakhir dan pelaku UMKM Kelurahan Rajabasa Jaya secara mandiri memiliki jaringan bisnis online tanpa pendampingan.

Kata Kunci: Aplikasi, Jaringan Bisnis Online, Strategi Penjualan, UMKM

ABSTRACT

SMARTPRENEUR DEVELOPMENT TO INCREASE KNOWLEDGE OF UMKM SALES STRATEGIES IN RAJABASA JAYA DISTRICT

By

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This study aims to produce a Smartpreneur application to improve the sales strategy of UMKM in Rajabasa Jaya Village that is valid, practical and effective. This research is a type of Research and Development (RnD) research. This Research and Development uses ADDIE design, analysis, planning (design), development (development), implementation (implementation) and evaluation stages (evaluate). The population in this research and development was 24 UMKM with a simple random sampling technique so that 20 samples were obtained based on UMKM data that did not yet have an online business network. The results of the study showed that (1) based on validity test data from material expert validators, media experts and language experts, this application shows a very valid category. (2) Based on practicality test data from the results of the UMKM response questionnaire, this application shows a very practical category. (3) Based on effectiveness test data through the n-gain test between the pre-test and post-test results, it can be concluded that it is effective with a high category so that it is feasible to use. It is hoped that this application will continue to be used after the research ends and that UMKM actors in Rajabasa Jaya Village will independently have an online business network without assistance.

Key words: *Application, Online Business Network, Sales Strategy, UMKM*