

**MODEL PENINGKATAN DAYA SAING EKONOMI UMKM
BERBASIS PENDIDIKAN DAN PELATIHAN
SEKTOR INDUSTRI KREATIF DI JAWA BARAT**

DISERTASI

**Diajukan untuk Memenuhi sebagian Syarat
Memperoleh Gelar Doktor Pendidikan Ekonomi**



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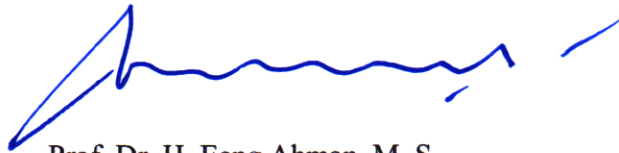
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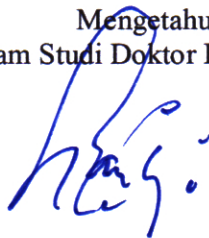
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ABSTRAK

Deri Firmansyah, 1803550. **Model Peningkatan Daya Saing Ekonomi UMKM Berbasis Pendidikan dan Pelatihan Sektor Industri Kreatif Di Jawa Barat**, di bawah bimbingan Prof. Dr. H. Eeng Ahman, M.S.; Prof. Dr. H. Disman, M.S.; Prof. Dr. H. Hari Mulyadi, M.Si.

Tujuan penelitian ini untuk mendapatkan sebuah model peningkatan daya saing ekonomi UMKM melalui pendidikan dan pelatihan, literasi digital, transformasi digital, literasi ekonomi dan kapabilitas inovasi. Desain penelitian menggunakan pendekatan eksplanatori survei, dengan objek meliputi enam variabel terdiri atas pendidikan dan pelatihan, transformasi digital, literasi digital, literasi ekonomi, kapabilitas inovasi dan daya saing ekonomi pelaku UMKM, sedangkan subyek yang dijadikan unit analisis yaitu pelaku UMKM sektor kuliner dan handy craft di kawasan wisata Jawa Barat sebanyak 340. Teknik analisis data menggunakan *Structural Equation Modeling* (SEM) dan pengolahan data melalui *software* Amos v.23. Temuan penelitian membuktikan bahwa semakin tinggi pendidikan dan pelatihan tidak menjamin akan semakin tinggi daya saing ekonomi pelaku UMKM kecuali memasukan seperangkat kompetensi yang dibutuhkan sebagai instrumen penting yang memediasinya. Literasi digital, transformasi digital dan kapabilitas inovasi dapat memediasi pengaruh pendidikan dan pelatihan terhadap daya saing ekonomi pelaku UMKM. Literasi ekonomi dan kapabilitas inovasi dapat memediasi pengaruh pendidikan dan pelatihan terhadap daya saing ekonomi pelaku UMKM. *Novelty* penelitian ini yaitu dihasilkannya sebuah model peningkatan daya saing ekonomi UMKM berbasis pendidikan dan pelatihan, literasi digital, transformasi digital dan kapabilitas inovasi.

Kata Kunci : Pendidikan dan Pelatihan, Transformasi Digital, Literasi Digital, Literasi Ekonomi, Kapabilitas Inovasi, Daya Saing Ekonomi

ABSTRACT

Deri Firmansyah, 1803550. **Model of Increasing MSME Economic Competitiveness Based on Education and Training in the Creative Industry Sector in West Java**, under the guidance of Prof. Dr. H. Eeng Ahman, M.S.; Prof. Dr. H. Disman, M.S.; Prof. Dr. H. Hari Mulyadi, M.Si.

The purpose of this study is to obtain a model of increasing the economic competitiveness of MSMEs through assessment and training, digital literacy, digital transformation, economic literacy and innovation capabilities. The research design uses explanatory survey approach, with objects covering six variables consisting of education and training, digital transformation, digital literacy, economic literacy, innovation capabilities and economic competitiveness of MSME actors, while the subjects used as units of analysis are MSME actors in the culinary and handy craft sectors in West Java tourist areas as many as 340. Data analysis techniques using Structural Equation Modeling (SEM) and data processing through Amos v.23 software. Research findings prove that higher education and training does not guarantee the higher the economic competitiveness of MSME actors unless it includes a set of competencies needed as important instruments that mediate it. Digital literacy, digital transformation and innovation capabilities can mediate the influence of education and training on the economic competitiveness of MSME actors. Economic literacy and innovation capabilities can mediate the influence of education and training on the economic competitiveness of MSME actors. The novelty of this research is the production of a model of increasing the economic competitiveness of MSMEs based on education and training, digital literacy, digital transformation and innovation capabilities.

Keywords : Education and Training, Digital Transformation, Digital Literacy, Economic Literacy, Innovation Capability, Economic Competitiveness

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