

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kompetensi kewirausahaan, inovasi produk, dan penggunaan media sosial terhadap perkembangan UMKM tape di Kabupaten Bondowoso. Kabupaten Bondowoso dikenal sebagai “Kota Tape” dengan sejarah panjang dan tradisi pembuatan tape singkong sebagai identitas kuliner utama. Penelitian menggunakan pendekatan kuantitatif dengan teknik sampel pada pelaku UMKM tape di berbagai kecamatan. Data dikumpulkan melalui kuesioner terstruktur dan dianalisis menggunakan metode regresi linear berganda. Hasil penelitian menunjukkan bahwa kompetensi kewirausahaan (meliputi praktik usaha, pemasaran, pengelolaan keuangan, hubungan personal, dan keterampilan teknis) berpengaruh positif dan signifikan terhadap pertumbuhan UMKM tape. Inovasi produk yang dilakukan pada aspek kualitas, varian, kemasan, dan fitur baru juga terbukti mendorong daya saing serta minat beli konsumen. Selain itu, pemanfaatan media sosial secara aktif, meliputi penguatan hubungan dengan pelanggan, komunikasi efektif, penyajian konten menarik, kemudahan akses, dan pembangunan kepercayaan konsumen, secara nyata memperluas pasar dan meningkatkan loyalitas pelanggan UMKM tape Bondowoso. Penelitian ini merekomendasikan perlunya sinergi antara peningkatan kompetensi SDM, pengembangan inovasi produk, dan optimalisasi pemasaran digital agar UMKM tape di Bondowoso dapat berkembang berkelanjutan dan berdaya saing tinggi. Selain itu, penelitian lanjutan disarankan untuk mengeksplorasi faktor lain seperti dukungan kebijakan, peran konsumen, serta pengembangan model bisnis berbasis digital.

Kata Kunci: Kompetensi Kewirausahaan, Inovasi Produk, Media, Perkembangan UMKM

ABSTRACT

This study aims to analyze the influence of entrepreneurial competence, product innovation, and social media usage on the development of tape MSMEs in Bondowoso Regency. Bondowoso Regency is known as the "City of Tape" with a long history and tradition of making cassava tape as its main culinary identity. The study used a quantitative approach with a sample technique on tape MSME actors in various sub-districts. Data were collected through a structured questionnaire and analyzed using multiple linear regression methods. The results showed that entrepreneurial competence (including business practices, marketing, financial management, personal relationships, and technical skills) had a positive and significant effect on the growth of tape MSMEs. Product innovations carried out in aspects of quality, variants, packaging, and new features were also proven to encourage competitiveness and consumer purchasing interest. In addition, active use of social media, including strengthening relationships with customers, effective communication, presenting interesting content, easy access, and building consumer trust, significantly expanded the market and increased customer loyalty of Bondowoso tape MSMEs. This study recommends the need for synergy between improving human resource competence, developing product innovation, and optimizing digital marketing so that tape MSMEs in Bondowoso can develop sustainably and be highly competitive. In addition, further research is recommended to explore other factors such as policy support, consumer roles, and the development of digital-based business models

Keywords: Entrepreneurial Competence, Product Innovation, Media, MSME Development