

ABSTRACT

Fine Yuniarsari, 2026, *Analysis of Digital marketing Adaptation Readiness in MSMEs Fostered by Rumah BUMN Tasikmalaya Using the Technology Readiness Index (TRI) Approach: Sharia Economics Study Program, Faculty of Islamic Studies, Siliwangi University.*

his study examines the importance of digital technology for MSMEs in increasing their competitiveness in the era of globalization. Although Rumah BUMN Tasikmalaya has provided training, the implementation of digital marketing among its fostered MSMEs remains suboptimal and uneven. This is indicated by the presence of MSMEs that have not yet implemented digital marketing, as well as those that have used it but have not yet maximized its implementation. This study aims to analyze the level of readiness of these MSMEs to adopt digital technology using the Technology Readiness Index (TRI) approach.

This study employed a quantitative method with the Technology Readiness Index (TRI) approach. Data collection was conducted through distributing questionnaires to 211 MSMEs fostered by Rumah BUMN Tasikmalaya and interviewing 10 MSMEs who had and had not implemented digital marketing. Data analysis was conducted by calculating scores based on the four TRI dimensions: optimism, innovativeness, discomfort, and insecurity to determine the level of readiness of MSMEs to adopt digital marketing.

The results showed that the level of readiness for digital marketing among MSMEs fostered by Rumah BUMN Tasikmalaya fell into the High Technology Readiness category, with a TRI score of 3.886. Optimism 1,023 and innovativeness 0,996 are key drivers of readiness to use digital technology, while discomfort 0,916 and insecurity 0,951 remain obstacles, particularly related to technical capabilities and the security of digital transactions. Digital marketing among MSMEs is generally implemented through social media and marketplaces as a means of promotion, marketing, and product distribution.

This study concludes that MSMEs' readiness to use digital marketing is influenced not only by technological aspects but also by human resource readiness and the psychological well-being of business actors. Therefore, training and mentoring are necessary to ensure optimal, sustainable digital marketing implementation, and adherence to the values of honesty, trustworthiness, and responsibility.

Keywords: Digital Marketing, MSMEs, Technology Readiness Index (TRI).