

## THE ROLE OF E-COMMERCE IN CREATING CREATIVE AND INNOVATIVE MSME MANAGERS THROUGH TRAINING

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### ABSTRACT

Empowering MSMEs is one of the national priorities considering their great potential and greatness in facing the economic crisis, helping to absorb labor, and as a motor of national economic growth. Therefore, MSMEs need to be managed by leaders who are creative and agile in all changes. This study aims to answer the question of how to implement "creative thinking and Innovation" training for MSME owners and managers and what problems are faced in implementing the training and what solutions are offered to overcome existing problems. This is a qualitative study with a phenomenological approach. Data collection was obtained through semi-structured interviews with MSME managers and training managers. The results of the study indicate that the role of E-commerce is very large in providing creative thinking training for MSME managers. To maintain the quality of training, aspects of materials, methods and instructors must be the concern of the organizers.

**Keywords:** *Creative Thinking, Innovation, Training*

### INTRODUCTION

In developing countries such as Indonesia, Micro, Small and Medium Enterprises (MSME) are the main source of national income and create important areas for entrepreneurship. MSMEs also have a role in the development of the national economy, namely by reducing unemployment and poverty rates in Indonesia. MSMEs are even considered as one of the fields that can create the economic strength of a country. Apart from Indonesia, many other developing countries feel the importance of the role of MSMEs in developing their regions (Hunjra, 2011).

According to data from the first semester of 2021 from the Ministry of Cooperatives and MSMEs, Indonesia currently has around 64.2 million MSMEs which of course can make a major contribution to GDP, reaching 61.07%, or almost equivalent to 9 trillion rupiah. In addition, we can see the contribution of SMEs to Indonesia's development in terms of human resources which is almost 97%, or around 117 million workers. The low level of education of MSME managers can be one of the factors that causes difficulties for SMEs in developing. Financial problems of MSMEs, such as poor financial performance, difficulty increasing company profits, and inability to use accounting. In addition, several other factors that can hinder the growth of MSMEs in Indonesia are: limited access to capital,