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PROGRAM BOOK

DEMOCRACY AND PUBLIC
ACCOUNTABILITY IN DIGITAL ERA

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Modernization OF SMEs And Their Integration On Business Platforms In The Era Of the Technological Revolution

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Middle small businesses (UKM) in Indonesia control over 60% of all business operators. This amount cannot be considered trivial. Similarly, when the country experienced a crisis, UKM were still strong in standing to continue to run their businesses. Technology that is so remarkable progress has changed almost all sectors of fast-paced transaction activities, easily accessible activities and activities and encouraged to be able to create efficiency. With internet users ranked 6th in the world, Indonesian people can be classified as an informed society.

The purpose of this study is to describe UKM in Indonesia, especially UKM in South Tangerang. The response from UKM to the use of technology has made it easier for various businesses. And the obstacles or obstacles faced by UKM to be able to integrate with the advancement of today's technology business.

Methodology: in this study using a descriptive method with a qualitative approach. As informants in this study are UKM, IT experts, UKM coaches in the South Tangerang area. Primary data obtained from interviews with informants, while secondary data in the form of documents relating to the objectives of the study. After all the data collected the data is processed by grouping according to the criteria contained in the problem, then the data is compiled and finally the complete data is given a narration.

Conclusion. The majority of UKM are familiar with internet technology, but the strong cultural environment influences UKM. They trust local transactions more by believing they are safer and more trustworthy. So as to integrate its business into the technology-based UKM business platform it is not yet optimal.

Key words: *UKM, business platforms, social cultural influences in commerce*



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