

Penerapan Inovasi Augmented Reality dalam Rangka Digital Entrepreneurship pada UMKM di Kota Bandung, Jawa Barat

(Application of Augmented Reality Innovation in the Context of Digital Entrepreneurship in MSMEs in Bandung City, West Jawa)

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ABSTRAK

Transformasi digital mendorong pelaku UMKM untuk mengadopsi teknologi inovatif agar mampu bersaing dalam ekosistem bisnis modern yang semakin dinamis. Salah satu teknologi yang mulai banyak dimanfaatkan dalam kegiatan pemasaran adalah Augmented Reality (AR), yang memungkinkan penyajian konten promosi secara interaktif, imersif, dan lebih menarik dibandingkan media konvensional. Penelitian ini bertujuan untuk meningkatkan kapasitas digital entrepreneurship UMKM di Kota Bandung melalui penerapan AR sebagai strategi pemasaran digital berbasis teknologi marketing imersif. Kegiatan dilaksanakan melalui serangkaian pelatihan terstruktur yang mencakup pemahaman konsep kewirausahaan digital, pengenalan prinsip dasar pengembangan AR, praktik pembuatan konten digital berbasis AR, hingga publikasi aplikasi ke platform distribusi digital seperti Google Play Store. Selain itu, peserta juga mendapatkan pendampingan dalam proses integrasi AR ke dalam media pemasaran produk mereka, termasuk flyer, kemasan, dan media sosial. Metode pelaksanaan kegiatan meliputi pemetaan kebutuhan UMKM, pelatihan teknis berbasis praktik, diskusi strategi pemasaran digital, serta evaluasi efektivitas program melalui *pre-post test* dan observasi implementasi. Hasil kegiatan menunjukkan adanya peningkatan nyata pada pemahaman dan keterampilan peserta, ditandai dengan peningkatan skor evaluasi dari 12 menjadi 13 serta kemampuan mereka menghasilkan konten AR yang dapat diimplementasikan dalam promosi produk. Secara keseluruhan, program ini membuktikan bahwa penerapan AR dapat meningkatkan kapasitas digital pelaku UMKM, memperkuat strategi pemasaran, dan membuka peluang model promosi baru yang lebih adaptif terhadap perilaku konsumen. Dengan demikian, AR dapat menjadi alat strategis dalam mendukung transformasi digital UMKM menuju ekosistem bisnis yang lebih kreatif, kompetitif, dan berkelanjutan.

Kata kunci: augmented reality, digital entrepreneurship, marketing imersif, UMKM

ABSTRACT

Digital transformation encourages MSME actors to adopt innovative technology to be able to compete in an increasingly dynamic modern business ecosystem. One of the technologies that is starting to be widely used in marketing activities is Augmented Reality (AR), which allows the presentation of promotional content in an interactive, immersive, and more interesting way than conventional media. This research aims to increase the digital entrepreneurship capacity of MSMEs in the city of Bandung through the application of AR as a digital marketing strategy based on immersive marketing technology. The activity was carried out through a series of structured trainings that included understanding the concept of digital entrepreneurship, introduction to the basic principles of AR development, the practice of creating AR-based digital content, to the publication of applications to digital distribution platforms such as the Google Play Store. In addition, participants also received assistance in the process of integrating AR into their product marketing media, including flyers, packaging, and social media. The method of implementing activities includes mapping the needs of MSMEs, practice-based technical training, discussion of digital marketing strategies, and evaluating the effectiveness of the program through pre-post tests and implementation observations. The results of the activity showed a real improvement in the participants' understanding and skills, characterized by an increase in evaluation scores from 12 to 13 and their ability to produce AR content that can be implemented in product promotion. Overall, this program proves that the application of AR can increase the digital capacity of MSME actors, strengthen marketing strategies, and open up opportunities for new promotional models that are more adaptive to consumer behavior. Thus, AR can be a strategic tool in supporting the digital transformation of MSMEs towards a more creative, competitive, and sustainable business ecosystem.

Keywords: augmented reality, digital entrepreneurship, immersive marketing, MSMEs