

**DEVELOPMENT OF UMKM ACADEMY
MOBILE APPLICATION**

By

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



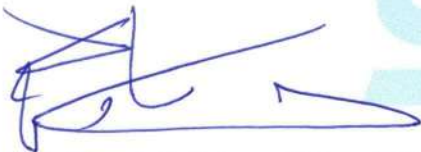
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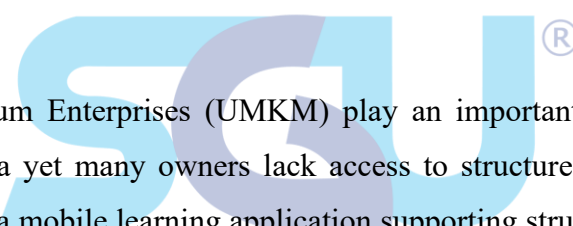
ABSTRACT**DEVELOPMENT OF UMKM ACADEMY
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By

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Micro, Small, and Medium Enterprises (UMKM) play an important role in the economic development of Indonesia yet many owners lack access to structured digital training. This research aims to develop a mobile learning application supporting structured UMKM training to support UMKM owners in improving their business knowledge and skills. The study adopts the Linear ADDIE design model which consists of Analysis, Design, Development, Implementation, and Evaluation phases. User acceptance was evaluated through the Technology Acceptance Model (TAM) with respondents from 24 UMKM owners, analyzed using descriptive analysis and PLS-SEM. Results show the application improves the training process in flexibility, accessibility, personalized learning, efficiency, monitoring, and digital readiness. All TAM constructs received high to very high mean scores (PU=3.97, PEOU=4.38, ATU=4.21, BI=4.05), and PLS-SEM results show that Perceived Usefulness significantly influences both ATU ($\beta=0.643$, $p<0.001$) and BI ($\beta=0.511$, $p=0.002$), and ATU significantly influences BI ($\beta=0.414$, $p=0.006$). These findings suggest that UMKM participants responded positively to the application – how useful they found the application affected both their enjoyment of using it and their motivation to continue using it for training.

Keywords: UMKM, Mobile Learning, LMS, ADDIE Model, Technology Acceptance Model, PLS-SEM



DEDICATION

I dedicate this work for the future development of Indonesia and to the small business community striving for growth and innovation.



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