

Toward Digital Maturity : Empowering Small Medium Enterprise in Sleman Yogyakarta Indonesia toward Sustainable Tourism and Creative Economy Development

Authors : Cornellia Ayu, Putrianti Herni, Saptoto Robertus

Abstract : In the context of global tourism and creative economies, digital maturity has become a crucial factor for the sustainable development of small and medium enterprises (SMEs). This paper explores the journey toward digital maturity among SMEs in Sleman, Yogyakarta, Indonesia, focusing on their empowerment to foster sustainable tourism and creative economy growth. The study adopts a mixed-methods approach, integrating qualitative interviews with SME owners and quantitative surveys to assess their digital capabilities and readiness. Data were collected from a diverse sample of SMEs engaged in various sectors, including crafts and culinary services. Findings reveal significant gaps in digital literacy and infrastructure, impeding the full realization of digital benefits. However, targeted interventions, such as digital training programs and the provision of affordable technology, have shown promise in bridging these gaps. The study concludes that enhancing digital maturity among SMEs is vital for their competitiveness and sustainability in the modern economy. The insights gained can inform policymakers and stakeholders aiming to bolster the digital transformation of SMEs in similar contexts.

Keywords : digital maturity, small medium enterprises, digital literacy, sustainable tourism, creative economy

Conference Title : ICSPCN 2024 : International Conference on Signal Processing, Communications and Networking

Conference Location : Phnom Penh, Cambodia

Conference Dates : December 16-17, 2024