

## RINGKASAN

### **PENGARUH PELATIHAN *ELECTRONIC COMMERCE* TERHADAP PENGETAHUAN, SIKAP, KREATIVITAS DAN KOMUNIKASI PADA PENGUSAHA MENENGAH *HANDY CRAFT* DI JAWA TIMUR**

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Berdasarkan permasalahan Usaha Kecil dan Menengah merupakan pilar utama bagi kekuatan ekonomi Indonesia dalam menghadapi perdagangan bebas (AFTA) dimana perdagangan antar negara dilakukan tanpa memandang batas negara dan produk luar negeri akan masuk ke Indonesia dengan leluasa maka perlunya model bisnis yang berbasis IT yaitu yang lebih dikenal dengan *e-Commerce*

Penyelenggaraan pelatihan *e-Commerce* bagi Usaha Menengah merupakan suatu langkah dalam yang bertujuan untuk lebih mengenalkan internet *e-Commerce* agar para pengusaha menengah mampu menciptakan kreativitas dan komunikasi dengan meningkatkan pengetahuan serta perubahan sikap dalam pemasaran.

Tujuan Penelitian ini adalah untuk menganalisis perubahan Pengetahuan, Komunikasi, Sikap dan Kreativitas sebelum dan sesudah pelatihan *e-Commerce* pada pengusaha menengah handycraft di Jawa Timur.

Teknik yang digunakan dalam penelitian ini *non equivalent pretest-posttest control group design* dengan sampel pengusaha menengah berjumlah 60 orang yg terdiri dari 30 orang anggota pelatihan (kelompok perlakuan) dan 30 orang anggota (kelompok kontrol) yang di uji cobakan sebelum dan sesudah pelatihan dengan menggunakan *Torrance Test of Creativitas test* (TTCT) dan kuisisioner.

Hasil Penelitian menunjukkan bahwa adanya perbedaan yang signifikan antara sebelum dan sesudah pelatihan pada tingkat pengetahuan, sikap, komunikasi dan kreativitas pada pengusaha menengah dengan  $p \leq 0,5$  hal ini terbukti dimana dengan pelatihan terjadi peningkatan akan pemahaman tentang pengetahuan teknologi pemasaran yang sekaligus memacu menciptakan kreativitas dalam pemasaran produk dan adanya perubahan sikap dari sistem pemasaran tradisional menjadi modern.

## SUMMARY

### **THE INFLUENCE OF ELECTRONIC COMMERCE TRAINING ON KNOWLEDGE, BEHAVIOR, CREATIVITY AND COMMUNICATION OF HANDICRAFT ENTREPRENEURS AT MIDDLE LEVEL IN EAST JAVA**

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Based on problems of small and middle level of business as main foundation for economical strength of Indonesia in handling free market (AFTA) where in trade across nations done without considering nation borders and foreign products will enter Indonesia freely then it requires IT-based business model that is more known as e-commerce.

Training on e-commerce for middle level of business is one of efforts in getting better understanding on e-commerce Internet so that the middle level entrepreneurs can improve their creativity and communication by developing knowledge and behavior changes in marketing strategy.

The aim of the study was to analyze the changes on knowledge, communication skill, behavior and creativity before and after getting training on e-commerce for middle level of handicraft entrepreneurs in East Java.

Technique used in the study was non equivalent pretest-posttest control group design with sample of 60 middle level entrepreneurs comprising of 30 members of training (treatment group) and 30 members of non-training (control group) that being tested before and after training using Torrance Test of Creativity Test (TTCT) and giving questionnaire.

Results of the study showed that there was significant difference between level of knowledge, behavior, communication skill and creativity of middle level entrepreneur before and after training of  $p \leq 0.5$ . It was proven where training provided improvement on understanding about marketing technology as well as fostering creativity on marketing products and changed behavior from traditional marketing system to modern one.

## ABSTRACT

### THE INFLUENCE OF ELECTRONIC COMMERCE TRAINING ON KNOWLEDGE, BEHAVIOR, CREATIVITY AND COMMUNICATION OF HANDICRAFT ENTREPRENEURS AT MIDDLE LEVEL IN EAST JAVA

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Training on trading promotional using IT or more familiar as e-commerce is one of efforts in handling restriction and problems on handicraft business in middle level in East Java where entrepreneurs are demanded to develop their creativity and communication skills as the basic of business knowledge in facing challenges in electrical business.

Technique used in the study was non equivalent pretest posttest control group design with sample of 60 middle level entrepreneurs comprising of 30 members of training (treatment group) and 30 members of non-training (control group) that being tested before and after training using Torrance Test of Creativity Test (TTCT) and giving questionnaire.

Results of the study showed that there was significant difference between level of knowledge, behavior, communication skill and creativity of middle level entrepreneur before and after training of  $p < 0.5$ . It was proven where training provided improvement on understanding about marketing technology as well as fostering creativity in marketing products and changed behavior from traditional marketing system to modern one.

**Keywords:** E-commerce training, knowledge, behavior, creativity, and communication.