

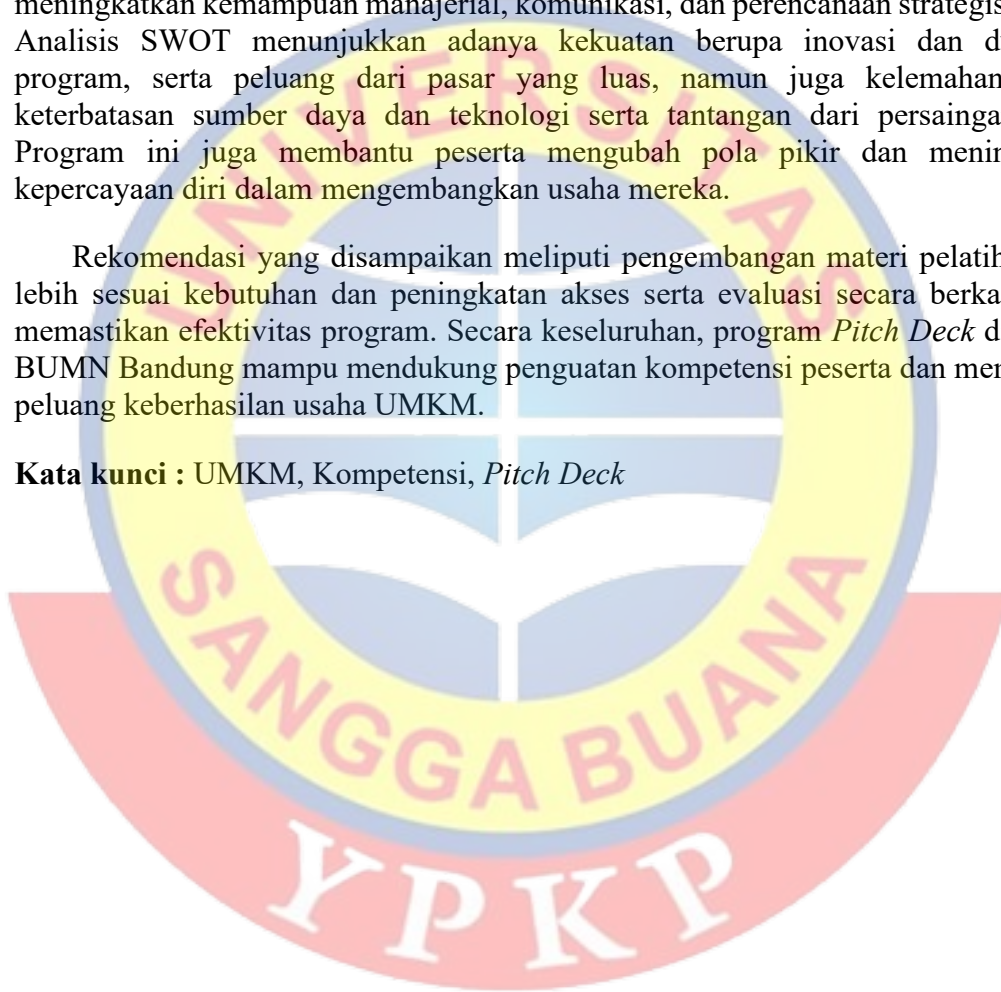
ABSTRAK

Penelitian ini bertujuan menganalisis peningkatan kompetensi pelaku Usaha Mikro, Kecil, dan Menengah (UMKM) melalui program *Pitch Deck* yang diselenggarakan oleh Rumah BUMN Bandung. Metode yang digunakan yaitu metode kualitatif meliputi wawancara mendalam dan observasi langsung terhadap narasumber, baik dari kalangan peneliti, koordinator, maupun pelaku UMKM peserta program.

Hasil penelitian menunjukkan bahwa program *Pitch Deck* secara signifikan meningkatkan kemampuan manajerial, komunikasi, dan perencanaan strategis peserta. Analisis SWOT menunjukkan adanya kekuatan berupa inovasi dan dukungan program, serta peluang dari pasar yang luas, namun juga kelemahan seperti keterbatasan sumber daya dan teknologi serta tantangan dari persaingan pasar. Program ini juga membantu peserta mengubah pola pikir dan meningkatkan kepercayaan diri dalam mengembangkan usaha mereka.

Rekomendasi yang disampaikan meliputi pengembangan materi pelatihan yang lebih sesuai kebutuhan dan peningkatan akses serta evaluasi secara berkala untuk memastikan efektivitas program. Secara keseluruhan, program *Pitch Deck* di Rumah BUMN Bandung mampu mendukung penguatan kompetensi peserta dan memperluas peluang keberhasilan usaha UMKM.

Kata kunci : UMKM, Kompetensi, *Pitch Deck*



ABSTRACT

This study aims to analyze the improvement in the competence of Micro, Small, and Medium Enterprises (MSMEs) through the Pitch Deck program organized by Rumah BUMN Bandung. The method used is a qualitative method, including in-depth interviews and direct observation of sources, both from researchers, coordinators, and MSME participants in the program.

The results of the study show that the Pitch Deck program significantly improves the managerial, communication, and strategic planning skills of participants. SWOT analysis shows strengths in the form of innovation and program support, as well as opportunities from a broad market, but also weaknesses such as limited resources and technology, and challenges from market competition. This program also helps participants change their mindset and increase their confidence in developing their businesses.

Recommendations include developing training materials that are more tailored to participants' needs, improving access, and conducting regular evaluations to ensure the program's effectiveness. Overall, the Pitch Deck program at Rumah BUMN Bandung has been able to support the strengthening of participants' competencies and expand the opportunities for MSME business success.

Keywords : MSMEs, Competence, Pitch Deck

