

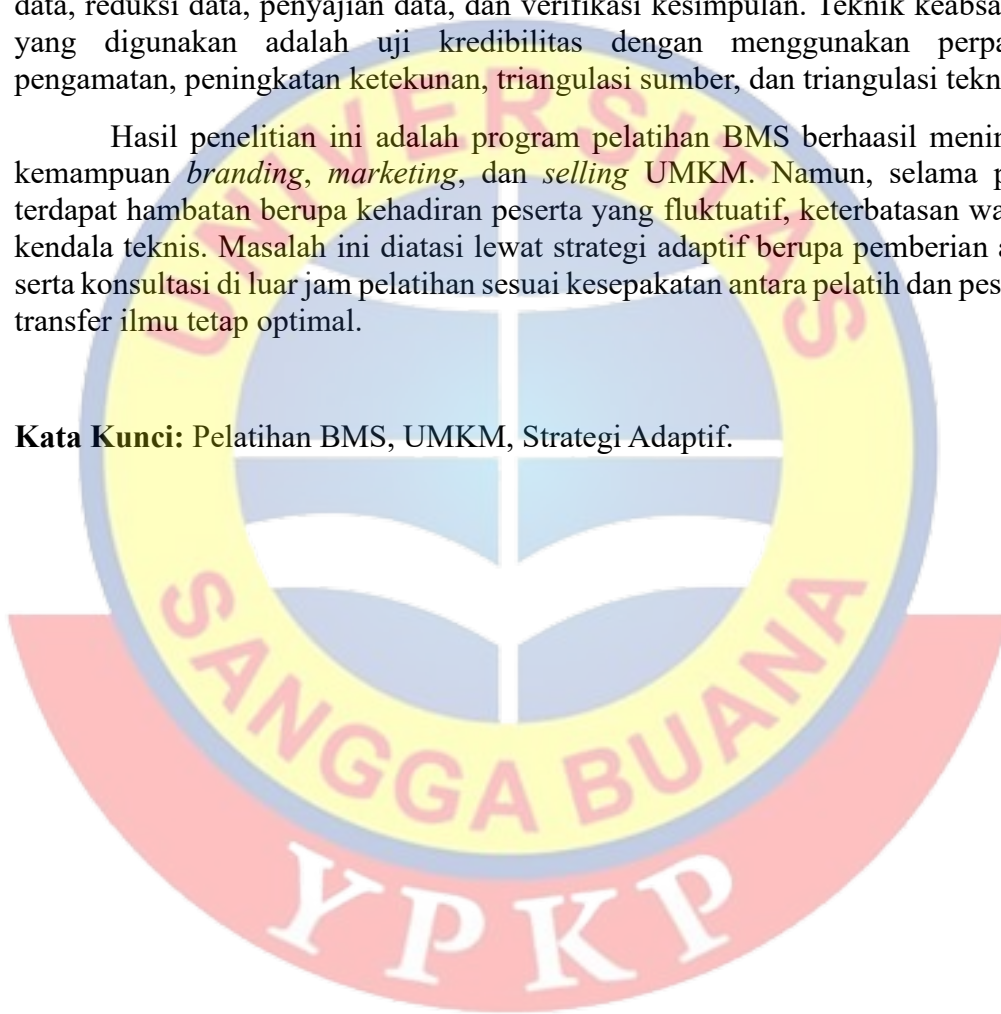
ABSTRAK

Penelitian ini bertujuan untuk menganalisis pelaksanaan program pelatihan *Branding, Marketing, Selling* (BMS) yang diselenggarakan di Rumah BUMN Bandung, apa saja hambatan yang dihadapi penyelenggara dan peserta selama pelaksanaan program pelatihan, dan bagaimana cara Rumah BUMN Bandung dalam menghadapi hambatan tersebut.

Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Dimana penulis melakukan pengumpulan data dengan cara wawancara dan dokumentasi ke lapangan. Teknik analisis data yang digunakan adalah pengumpulan data, reduksi data, penyajian data, dan verifikasi kesimpulan. Teknik keabsahan data yang digunakan adalah uji kredibilitas dengan menggunakan perpanjangan pengamatan, peningkatan ketekunan, triangulasi sumber, dan triangulasi teknik.

Hasil penelitian ini adalah program pelatihan BMS berhasil meningkatkan kemampuan *branding, marketing, dan selling* UMKM. Namun, selama pelatihan terdapat hambatan berupa kehadiran peserta yang fluktuatif, keterbatasan waktu, dan kendala teknis. Masalah ini diatasi lewat strategi adaptif berupa pemberian apresiasi serta konsultasi di luar jam pelatihan sesuai kesepakatan antara pelatih dan peserta agar transfer ilmu tetap optimal.

Kata Kunci: Pelatihan BMS, UMKM, Strategi Adaptif.



ABSTRACT

This study aims to analyze the implementation of the Branding, Marketing, and Selling (BMS) training program organized at Rumah BUMN Bandung, the obstacles faced by the organizers and participants during the program, and how Rumah BUMN Bandung addresses these obstacles.

This study uses a qualitative method with a descriptive approach, where the author collected data through interviews, observations, and field documentation. The data analysis techniques used are data collection, data reduction, data presentation, and conclusion verification. The data validity technique used is credibility testing through prolonged observation, increased persistence, source triangulation, and technical triangulation.

The results of this study show that the BMS training program successfully enhances the branding, marketing, and selling capabilities of MSMEs. However, during the training, there were obstacles in the form of fluctuating participant attendance, limited time, and technical constraints. These issues were resolved through adaptive strategies, including providing appreciation and conducting consultations outside of training hours based on mutual agreements between trainers and participants to ensure optimal knowledge transfer.

Keywords: *BMS Training, MSMEs, Adaptive Strategy.*

