

ABSTRAK

ABSTRAK : Teknologi memiliki peran penting dalam mendorong pertumbuhan usaha mikro, kecil, dan menengah (UKM), khususnya dalam aspek manajemen teknologi guna meningkatkan daya saing di antara pelaku industri sejenis. UKM Mampu Jaya menghadapi risiko persaingan yang tinggi, terutama dengan UKM lain yang telah memiliki sistem kerja dan manajemen yang lebih baik. Untuk mengetahui sejauh mana tingkat penerapan teknologi dalam usaha ini, digunakan metode Teknometrik sebagai alat ukur kecanggihan teknologi. Penilaian dilakukan berdasarkan tujuh komponen utama dalam pendekatan THIO+, yaitu: *Technoware*, *Humanware*, *Infoware*, *Orgaware*, *Cysnetware*, *Manageware*, dan *Partnerware*. Proses penilaian melibatkan tahapan estimasi tingkat kecanggihan, penilaian *state of the art*, pengukuran kontribusi masing-masing komponen, serta perhitungan intensitas kontribusi menggunakan metode *Analytical Hierarchy Process* (AHP). Berdasarkan hasil analisis, *Technoware* memiliki nilai kontribusi tertinggi sebesar 0,495, sementara *Manageware* dan *Infoware* memiliki nilai kontribusi terendah, yaitu masing-masing 0,420, disusul oleh *Orgaware* sebesar 0,436. Nilai TCC yang diperoleh adalah 0,447, yang menempatkan UKM Mampu Jaya pada kategori “cukup” dengan penerapan teknologi semi-modern. Dengan hasil ini, strategi perbaikan diprioritaskan pada *Manageware*, *Infoware*, dan *Orgaware* guna mendukung peningkatan efisiensi kerja dan daya saing usaha.

Kata kunci : UKM Mampu Jaya, *technoware*, *humanware*, *infoware*, *orgaware*, *cysnetware*, *managerware*, *Partnerware*, TCC

ABSTRACT

ABSTRACT : *Technology plays a vital role in supporting the growth of micro, small, and medium enterprises (MSMEs), particularly in the area of technology management to enhance competitiveness among businesses operating in similar industries. UKM Mampu Jaya faces intense competition, especially from enterprises that already have more established work systems and management structures. To assess the level of technology implementation within the business, the Teknometrik method is used as a tool to measure technological sophistication. The assessment is based on seven core components in the THIO+ approach, namely: Technoware, Humanware, Infoware, Orgaware, Cysnetware, Manageware, and Partnerware. The evaluation process involves estimating the level of technological advancement, assessing the state of the art, measuring the contribution of each component, and calculating the intensity of contribution using the Analytical Hierarchy Process (AHP) method. Based on the analysis, Technoware has the highest contribution value at 0.495, while Manageware and Infoware have the lowest contribution values, at 0.420 each, followed by Orgaware at 0.436. The resulting Technology Contribution Coefficient (TCC) is 0.447, placing UKM Mampu Jaya in the "adequate" category with a semi-modern level of technology implementation. Based on these findings, improvement strategies are prioritized for Manageware, Infoware, and Orgaware to enhance work efficiency and the enterprise's competitive advantage.*

Keywords: *UKM Mampu Jaya, technoware, humanware, infoware, orgaware, cysnetware, managerware, partnerware, TCC*