

**EVALUASI PROGRAM PELATIHAN DIGITALISASI DAN DESAIN
PRODUK TERBARU UMKM DI DESA LOYOK KECAMATAN SIKUR
KABUPATEN LOMBOK TIMUR**

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ABSTRAK

Penelitian ini bertujuan mengevaluasi program pelatihan digitalisasi dan desain produk terbaru UMKM di Desa Loyok, Kecamatan Sikur, Kabupaten Lombok Timur, dengan metode penelitian lapangan dan pendekatan kualitatif. Penelitian ini melibatkan 14 pelaku UMKM yang mengikuti pelatihan di Desa Loyok. Teknik pengumpulan data mencakup wawancara, dokumentasi, dan observasi. Instrumen yang digunakan adalah wawancara terstruktur, dengan validitas data diuji melalui triangulasi wawancara dan sumber. Hasil penelitian ini menunjukkan evaluasi program pelatihan terhadap pelaku UMKM dengan mengacu pada kriteria evaluasi William N. Dunn, seperti Efektivitas, Efisiensi, Kecukupan, Pemerataan, Responsivitas, dan Ketepatan. Penelitian menyimpulkan bahwa pelatihan untuk pelaku UMKM di Desa Loyok cukup baik, meskipun masih ada ruang untuk peningkatan.

Kata kunci: Evaluasi, Pelatihan, UMKM

**EVALUATION OF THE LATEST UMKM DIGITALIZATION AND
PRODUCT DESIGN TRAINING PROGRAM IN LOYOK VILLAGE, SIKUR
DISTRICT, EAST LOMBOK DISTRICT**

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ABSTRACT

This research aims to evaluate the latest digitalization and product design training program for MSMEs in Loyok Village, Sikur District, East Lombok Regency, using field research methods and a qualitative approach. This research involved 14 MSME actors who took part in training in Loyok Village. Data collection techniques include interviews, documentation and observation. The instrument used was a structured interview, with data validity tested through triangulation of interviews and sources. The results of this research show the evaluation of training programs for MSMEs by referring to William N. Dunn's evaluation criteria, such as Effectiveness, Efficiency, Adequacy, Equity, Responsiveness and Accuracy. The research concludes that training for MSMEs in Loyok Village is quite good, although there is still room for improvement.

Keywords: *Evaluation, Training, MSMEs*

