

ABSTRAK

Penelitian ini bermaksudguna: 1) mengetahui dan menganalisis karakteristik sosial dan ekonomi pelaku Usaha Mikro Kecil dan Menengah (UMKM)*fashion* batik berbasis ekonomi kreatif, dan 2) mengetahui dan menganalisis pengaruh media penjualan *online*, lama usaha, kemitraan, tenaga kerja, dan inovasi terhadap keberhasilan usaha. Metode yang dipergunakanyakni deskriptif kuantitatif dengan regresi linear berganda. Data primer diperoleh dari 51 responden pelaku usaha *fashion* batik di Kota Jambi. Temuan dari penelitian memperlihatkan rata-rata umur pelaku UMKM adalah 53 tahun, mayoritas perempuan, pendidikan terakhir SMA, dengan pendapatan rata-rata Rp 76.235.000, menggunakan 3 media penjualan *online*, berusaha selama rata-rata 22 tahun, menjalin 2 kemitraan, dan mempekerjakan 8 orang. Hasil regresi menunjukkan bahwa media penjualan *online*, kemitraan, dan tenaga kerja berpengaruh signifikan pada pendapatan usaha ($\alpha = 5\%$), inovasi berpengaruh signifikan pada $\alpha = 10\%$, sementara lama usaha tidak berpengaruh signifikan.

Kata Kunci: Usaha Mikro Kecil dan Menengah, Ekonomi Kreatif, Pendapatan, Media Penjualan *Online*, Lama Usaha, Kemitraan, Tenaga Kerja, Inovasi

ABSTRACT

This study aims to: 1) analyze the social and economic characteristics of MSME actors in the batik fashion sector based on the creative economy, and 2) assess the impact of online sales media, business duration, partnerships, workforce, and innovation on business success. The research method used is quantitative descriptive with multiple linear regression analysis. Primary data was obtained from 51 respondents who are batik fashion entrepreneurs in Jambi City. The findings show that the average age of MSME actors is 53 years, with the majority being female, having a high school education, and an average income of IDR 76,235,000. On average, they use 3 online sales media, have been in business for 22 years, maintain 2 partnerships, and employ 8 people. The regression results indicate that online sales media, partnerships, and workforce significantly affect business income ($\alpha = 5\%$), while innovation significantly impacts business income at $\alpha = 10\%$. Business duration does not significantly affect batik fashion income in Jambi City.

Keywords: *Micro Small and Medium Enterprises, Creative Economy, Revenue, Online Sales Media, Length of Business, Partnership, Labor, Innovation*