

## INTISARI

Industri Kecil Menengah (IKM) memiliki peran penting dalam perekonomian Indonesia, namun saat ini masih kurang kompetitif di kancan global. Untuk meningkatkan daya saing, diperlukan inovasi dalam pengembangan produk IKM. Pemerintah, melalui Pusat Desain Industri Nasional (PDIN), berinisiatif untuk mendorong inovasi produk industri dengan mengembangkan Ekosistem Desain Industri. Meskipun demikian, kesadaran dan partisipasi masyarakat masih rendah. Oleh karena itu, PDIN melakukan berbagai kegiatan dan program untuk meningkatkan kesadaran dan partisipasi masyarakat, melibatkan semua pemangku kepentingan, mulai dari IKM, desainer, hingga pemerintah. Selain itu, PDIN juga menerapkan Virtual Engagement berbasis media sosial dalam operasionalnya untuk memudahkan partisipasi masyarakat dan memperluas cakupan target.

Penelitian ini merupakan penelitian riset aksi yang dilakukan berdasarkan metode kualitatif, didasari oleh konsep pemberdayaan dan virtual engagement. Pengumpulan data dilakukan melalui kegiatan magang yang dilakukan oleh penulis, kemudian untuk metode pengumpulan data, penulis melakukan observasi partisipatoris, wawancara mendalam, dokumentasi, dan studi pustaka. Data yang diperoleh diproses dengan analisis data, meliputi reduksi data, penyajian data, dan penarikan kesimpulan. Pengujian keabsahan data dilakukan dengan teknik triangulasi sumber, triangulasi peneliti, dan triangulasi metode.

Hasil penelitian ini menunjukkan bahwa implementasi virtual engagement berbasis media sosial yang dilakukan oleh PDIN telah berhasil meningkatkan kesadaran dan partisipasi masyarakat, meskipun belum maksimal karena belum semua kegiatan dan program PDIN melibatkan proses virtual engagement. Meski demikian, implementasi virtual engagement yang telah dilakukan telah memberikan dampak positif terhadap ekosistem desain industri melalui peningkatan kesadaran dan partisipasi masyarakat dalam bidang desain industri di Indonesia.

## ABSTRACT

Micro, Small, and Medium-sized Enterprises (MSMEs) are a crucial component of Indonesia's economy, but they are currently facing challenges in competing on the global stage. To enhance their competitiveness, there is a need for innovation in the development of MSME products. The government, through the Pusat Desain Industri Nasional (PDIN), has taken the initiative to promote industrial product innovation by creating an Industrial Design Ecosystem. However, public awareness and participation in this initiative are low. Therefore, the PDIN conducts various activities and programs to increase public awareness and participation, involving all *stakeholders*, from MSMEs and designers to the government. Additionally, the PDIN implements social media-based virtual engagement in its operations to facilitate public participation and expand the target coverage.

This study is an action research carried out based on qualitative methods, grounded in the concepts of empowerment and virtual engagement. Data was collected through the author's internship activities, and the data collection methods employed included participatory observation, in-depth interviews, documentation, and literature study. The obtained data were processed with data analysis, including data reduction, data presentation, and conclusion drawing. The validity of the data was tested with source triangulation, researcher triangulation, and method triangulation.

The results of this study indicate that the implementation of social media-based virtual engagement by the PDIN has successfully increased public awareness and participation in the field of industrial design in Indonesia. However, the implementation of virtual engagement is not yet optimal since not all PDIN activities and programs involve the virtual engagement process. Nevertheless, the implementation of social media-based virtual engagement that has been carried out has had a positive impact on the industrial design ecosystem in Indonesia, resulting in increased public awareness and participation.