

## **TECHNOPRENEUR CHALLENGES FOR MSMEs IN THE CITY OF BOGOR AS A SURVIVAL STRATEGY IN THE ERA OF THE COVID-19**

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The use of digital technology, especially for MSME actors, can provide the necessary changes to survive the COVID-19 pandemic. The COVID-19 pandemic also impacts economic, social and social aspects, so a strategy is needed to encourage the improvement of MSMEs in the new era to survive and be sustainable. . Through economic transformation and changing and changing the classification of entrepreneurs into Technopreneurs. The purpose of this study is to determine the efficiency and productivity of technopreneurs to increase the income of MSMEs, create new jobs, and move other economic sectors. The method used is descriptive, with 86 SMEs engaged in culinary, craft products, fashion and crafts. Data processing is carried out autoregressively and in mixed planning, which combines information obtained from relevant agencies, field observations, and concept evaluation. Technology is expected to provide the results of developing and searching for various applicable information. The research results on the dimensions of Entrepreneurial Skills, Technological Skills, Digital Marketing, and Sustainable Business can be said to be good; both aspects of MSME Entrepreneurship Skills will improve aspects of Sustainable Business. Increasing the Entrepreneur Skill aspect of an MSME will improve the MSME Digital Marketing aspect. The better the Technology Skill aspect of an MSME, the better the MSME Digital Marketing aspect, the better the MSME Digital Marketing aspect, the better the MSME Sustainable Business aspect. The Entrepreneur Skill dimension in the Sustainable Business dimension is not significant if you have to go through the Digital Marketing dimension first

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