

## **Improve Small Medium Enterprise Performance with Big Data**

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### **Abstract**

SMEs are an important part of the nation's economy because of the great contribution they make to such a close human relationship in the SME business, the ability to create job opportunities, flexibility and high adaptability to market changes. Another strength in running an SME business is that there is no hierarchy and control that is too rigid like most large companies, which allows employees to have a wider range of motion and can contribute their ideas. A business with a small scale and having more freedom than a big business allows its employees to freely channel creative and innovative ideas that do not have many competitors. However, SMEs have problems related to capital, human resources, product development and marketing access, introduction and penetration of export markets that have not been optimal, lack of understanding of product design in accordance with market characteristics. On the other hand, Big Data can be used as an SME to recommend solutions for some SME problems. The purpose of this research is to help solve the problem of SMEs with a Big Data approach. The research method uses a qualitative approach through observation and interviews to identify problems and alternative solutions with Big Data.

### **Keywords**

Bigdata, SME, Performance, Increase and Solution.

### **Biographies**

**Inayatulloh SE.MMSI,CDMS.CSCA** is a lecturer at Bina Nusantara University, School of Information System Jakarta Indonesia and also a doctoral candidate of computer science, experienced in managing systems in the retail, automotive, convection and education industries. research domain in e-learning, e-business, e-commerce, cloud computing, IoT and block chain technology.

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**Rajiv Dharma Mangruwa** is a candidate doctor in business administration (DBA) at Azman Hashim International Business (AHIBS) school in University Technology Malaysia. He was practically experienced working as country manager in one the largest eCommerce business for Online Travel Agent (OTA). His academic background has obtained a scholarship from The Japan-ASEAN integration fund (JAIF) during his master's study at UTM Malaysia-Japan International Institute of Technology (MJIT). Rajiv is currently a lecturer at the Faculty of Communication and Business at Telkom University.