# ANALYSIS OF THE USE OF FINANCIAL TECHNOLOGY (FINTECH) IN PAYMENT TRANSACTIONS IN MICRO SMALL MEDIUM ENTERPRISES (MSMEs) USING A SWOT ANALYSIS

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## ABSTRACT

*This study aims to determine and analyze the implementation of SWOT in conducting fintech transactions for MSME actors in Bengkalis District, to identify and analyze the factors that influence SWOT in conducting transactions using fintech for MSME actors in Bengkalis District, and to identify and analyze solutions to the constraints implementation in conducting transactions using fintech to MSME actors. The research method used in this research is qualitative research. Data analysis in this study was carried out in a qualitative descriptive manner. With a total sample of 10 SMEs. The results of the study show that the power of fintech in online payment transactions is very practical with one scan, the payment process is complete and is done with just one barcode. The strengths are facilitating service access, facilitating transactions, avoiding counterfeit money, no need to provide cash and transactions are recorded automatically. The disadvantage is that it depends on the internet network. This dependence can be an obstacle to the transaction process, fintech opportunities in payment systems using technology to create sales revenue for MSMEs. Meanwhile, the challenges of fintech in the payment system with current technological developments have made people increasingly fulfill their daily needs digitally and help MSME players market their products online. But there is still a lot of lack of understanding in the use of this technology which is one of the problems in this progress.*

*Keywords: Fintech, UMKM, SWOT Analysis.*