

# **The Influence of The Use of Social Media in Context, Communication, and Connection Dimensions to the SMEs Performance in Bogor**

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## **Abstract**

Small and Medium Enterprises (SMEs) need effective marketing media to expand market share. Social Media is one of the most effective marketing media to support this goal. Social media can be a medium that connects entrepreneurs and consumers. Consumers can easily get information about the product. Consumers no longer have difficulty in getting the latest information about the products sold by SMEs. Social media facilitates interaction between consumers and entrepreneurs. For SMEs, social media is used to develop their business, increase product sales, communicate with consumers, and develop a wider market network. The objectives to be achieved in this study are to determine the effect of : 1) context on the performance of SMEs; 2) communication of the performance of SMEs; 3) connection to the performance of SMEs. The data analysis method in this study uses quantitative analysis. Based on the statistical tests carried out, it was found that 1) the context dimension in the use of social media, has a significant positive effect on the performance of SMEs as indicated by the t-count value of 5.817 and the value of = 0.451 and the t-table of 1.65 and p value or sig. = 0.000 which is smaller if the value is 0.05. ; 2) the communication dimension in the use of social media has a significant positive effect on the performance of SMEs as indicated by the t-count value of 5.161 and the value of = 0.375 and the t-table of 1.65 and the p value or sig. = 0.000 which is smaller than the value of 0.05; 3) the connection dimension in the use of social media has a significant positive effect on the performance of SMEs as indicated by the t-count value of 5.430 and the value of = 0.295 and the t-table of 1.65 and the p value or sig. = 0.000 which is smaller than the value of 0.05

*Keywords: strategies, smes, packaging innovation, marketing*

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