

ABSTRACT

Development of Micro Small Medium Enterprises (MSMEs) in Bandung has been given special attention by the Government because its development has good potential. Sentra Usaha Kerajinan Cibaduyut which was established since 1978 until now, the development is done by the Government through Dinas Perindustrian dan Perdagangan Provinsi Jawa Barat Sub Unit Pengembangan Industri Persepatuan Bandung, which manages 577 souls in the center.

This study aims to determine the effect of Strategic Orientation (SO) with 3 subvariables: Entrepreneurial Orientation (EO), Customer Orientation (CO), and Technological Orientation (TO) with Social Media Orientation (SMO) with two subvariables: Visibility (V) and Sales and Business Development (SBD) to Social Media Performance (SMP) to business actor at Sentra Usaha Kerajinan Cibaduyut.

This research is a quantitative research and the type of the research is descriptive causal. The analysis of this research uses Structural Equation Modeling (SEM) to 100 respondents, which are the business actors at Sentra Usaha Kerajinan Cibaduyut.

The results obtained based on descriptive analysis is in the application of SO, EO and CO is considered to be very good, as for TO is considered to be good according to the responses of the respondents. Application of SMO is considered to be very good according to the responses of respondents. As for the application of SMP is considered to be very good. Based on SEM results, the effect of EO on SBD is positive and significant, EO to V is positive but not significant, the CO to SBD is negative, CO to V is positive and significant, TO to SBD is positive but not significant, TO to V is positive and significant, V to SBD is positive and significant, SBD to SMP is positive and significant, and V to SMP is positive and significant.

Suggestion that can be recommended based on the result of this research is that business actors in Sentra Usaha Kerajinan Cibaduyut must conduct training in the use of technology, so that business actors can take advantage of opportunities that exist when adapting technology-based services. In addition, business actors should also follow up on customer satisfaction, such as conducting surveys or conducting customer service that can receive information about the product or consumer so the business actors can make improvements in running their businesses. The last one is for business actors to dare to innovate their products that must begin with creative thinking and begin to apply new working methods in order to increase productivity and become the first in the market.

Keywords: MSMEs, Strategic Orientation, Visibility, Sales and Business Development, Social Media Orientation, Social Media Performance