

ABSTRACT

Culinary is one of the economic sub-sectors in Indonesia that has been able to survive throughout the pandemic. One of the methods of expanding economic ideas is through the creative economy, which is expected to result in an increase in a country's economic potential. However, it cannot be denied and avoided that the emergence of the Covid-19 pandemic will still have a negative impact on many culinary business people. One of the negative impacts of the Covid-19 pandemic on culinary business people is a decrease in sales which has an impact on the declining economy of these culinary business people. Social media is a platform that is widely used by the public, especially the Indonesian people, as a means to promote a product as well as to find and find out information, especially about culinary delights that people are interested in and want to visit.

The purpose of this study is to analyze and determine the effect of the use of social media on the level of sales of culinary MSMEs in the city of Bandung. This research is limited to the influence of the use of social media among culinary MSMEs in the city of Bandung on the level of sales during the Covid-19 pandemic in the city of Bandung. The focus of this research is on culinary SMEs that use social media as a means of promoting their products.

This research uses a quantitative method with a sampling technique using a questionnaire. The data analysis technique uses Simple Linear Regression Analysis and data is collected by distributing questionnaires via Google Form and distributing direct data where validity and reliability tests have been carried out on the questions. The number of samples used in the research was 400 respondents from the total population which was calculated using the Slovin formula.

The results showed that partially social media variables had a significant and positive effect on the level of sales at culinary SMEs in the city of Bandung. This means that social media has an important role in determining the level of sales to be taken. While the coefficient value on this variable is positive which indicates a unidirectional relationship between the two variables. A unidirectional relationship means that the more often someone uses social media, the level of sales made will also increase in culinary sales in the city of Bandung.

Keywords: *Culinary, Social Media, Covid-19, Sales Level*