

IABC

The 6th International
Accounting and Business
Conference

2019

THE 6TH INTERNATIONAL ACCOUNTING & BUSINESS CONFERENCE 2019

*Towards Greater Transparency, Accountability
& Sustainability in Financial Governance*

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**THE ROLE OF SOCIAL MEDIA ON THE PERFORMANCE OF MICRO, SMALL
AND MEDIUM ENTERPRISES (MSMES) IN PALEMBANG CITY**

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Abstract

MSMEs have a strategic position and have an important role in the economy of a country, but now days the challenges of the development of information technology, especially related to utilize social media in marketing. This research aims to analyze how the use of social media and the benefits for the performance of MSMEs. This research is a descriptive study and 40 samples of MSMEs owners were selected by purposive and convenience sampling technique. Data were collected by questionnaire and analyzed descriptively by using tabulations and graphs. The results of this research indicate that the most widely used social media is Instagram, followed by WhatsApp, Facebook, and Line. Social media was used predominantly to facilitate interaction with customers, provide the product information, reduce costs, implement marketing strategies, and to gain product popularity. The used of social media can increase interaction with customers, sales volume, a good image of customers, and to increase the number of customers.

Keyword: *MSMEs, Social Media, Performance*