

RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh orientasi kewirausahaan, terhadap kinerja UMKM di mediasi oleh adopsi media sosial dan orientasi pembelajaran pada UMKM kerajinan rotan di kabupaten Cirebon. Populasi penelitian ini sebanyak 355 UMKM Rotan yang terdapat di Desa Tegalwangi diambil dengan menggunakan metode *simple random sampling*, didapatkan 78 UMKM Rotan responden sebagai sampel. Data penelitian ini dianalisis dengan analisis regresi dengan variabel Mediasi menggunakan metode Kausal Step.

Hasil penelitian menunjukkan bahwa: (1) Orientasi Kewirausahaan berpengaruh positif dan signifikan terhadap Kinerja UMKM, (2) Orientasi Kewirausahaan berpengaruh positif dan signifikan terhadap Adopsi Media Sosial, (3) Adopsi Media Sosial berpengaruh positif dan signifikan terhadap Kinerja UMKM, (4) Adopsi Media Sosial tidak memediasi hubungan Orientasi Kewirausahaan terhadap Kinerja UMKM, (5) Orientasi Kewirausahaan berpengaruh positif dan signifikan terhadap Orientasi Pembelajaran, (6) Orientasi Pembelajaran berpengaruh positif dan signifikan terhadap Kinerja UMKM, dan (7) Orientasi Pembelajaran memediasi hubungan Orientasi Kewirausahaan terhadap Kinerja UMKM.

Kata Kunci: Kinerja UMKM, Orientasi Kewirausahaan, Adopsi Media Sosial, Dan Orientasi Pembelajaran.

SUMMARY

This study aims to analyze the effect of entrepreneurial orientation on the performance of SMEs mediated by adoption of social media and learning orientation on rattan craft MSMEs in district Cirebon. The population of this study was 355 Rattan MSMEs in Tegalwangi Village taken using the simple random sampling method, obtained 78 Rattan MSME respondents as samples. The data of this study were analyzed by linear regression using mediate variable with the Causal Step method.

The results showed that: (1) Entrepreneurship Orientation had a positive and significant effect on MSME Performance, (2) Entrepreneurial Orientation had a positive and significant impact on Social Media Adoption, (3) Social Media Adoption had a positive and significant impact on MSME Performance, (4) Adoption Social Media not mediates the relationship of Entrepreneurship Orientation to MSME Performance, (5) Entrepreneurship Orientation has a positive and significant effect on Learning Orientation, (6) Learning Orientation has a positive and significant effect on MSME Performance, and (7) Learning Orientation mediates the relationship between Entrepreneurial Orientation and MSME Performance.

Keywords: *MSME Performance, Entrepreneurship Orientation, Social Media Adoption, And Learning Orientation.*