

CHAPTER V ANALYSIS AND DISCUSSION

A. Conclusion

Based on the research that has been done, conclusions can be drawn from the research findings as follows:

1. Relative Advantage affects social media usage positively.
2. Cost Effectiveness affects social media usage positively.
3. Entrepreneurial orientation affects social media usage positively.
4. Social media usage affects marketing performance positively.

B. Implication

1. Theoretical Implications

The results of this study show that the development of knowledge in the business sector, especially MSME actors. The results of this study show that knowledge development in the business world, especially in MSMEs in Banyumas Regency, must consider behavioral factors in the use of social media, such as relative advantages and cost-effectiveness. Both of these factors have been shown to influence social media usage behavior. Therefore, this study provides an example for researchers to explore further the relationship between these four variables with improved marketing performance in MSMEs.

2. Practical implications

a. For Government

Interested parties such as local governments and government institutions should provide autonomy and assistance in the fields of cooperatives, MSMEs and industry play a role in increasing regional economic growth by helping MSME

actors by creating programs to increase confidence in running their businesses. Low understanding to use social media as a means to improve marketing performance can cause businesses to lose competitiveness with competitors for MSME players in the digital era like now.

b. For MSME Actors

For MSME actors, this research can add knowledge/insight and consideration in strategies for making decisions for MSME actors. The results of this study have many benefits. Especially in the field of marketing, namely social media marketing. We hope that MSME players in the Banyumas area are aware of the importance of social media marketing today. The conscious action expected here is to explore the effectiveness of MSME actors in using social media as a marketing medium compared to traditional marketing. It is expected that MSME players can compare the results of the two marketing media. And MSME players can know and prove that social media marketing is more profitable than traditional marketing.

And hopefully, when you understand the importance of social media marketing, you can also learn more about social media marketing. Similar to social media marketing activities, which is how to create engaging content to grab the attention of social media users and learn more about your product. You can then also pay attention to insights from social media accounts such as: B. When is the right time to publish content or products that can reach many users. The more users who access your account, the more consumers will be interested in your product. Therefore, if they can promote themselves well, then the results will also be good for the company they live in, so as to increase revenue.

C. Research Limitations

This research still has limitations and gaps that occur, so there are things

that need to be improved for further research, as follows:

1. Problems arise when distributing surveys through Google Forms because not all respondents have adequate equipment and do not know how to fill out surveys. For future research, it is expected to use language that is easy to understand and researchers provide media in filling out questionnaires.
2. Lack of limited research on the income level and education level of MSME actors. For further research, researchers are expected to add criteria in the form of income from the economy and the level of education of MSME actors. The goal is to achieve better results than previous studies.
3. The number of samples collected in this study is too small compared to the number of MSMEs in Banyumas district. For further research proposals, researchers are expected to increase the number of samples to obtain more valid results.
4. The variables studied are only limited to relative advantage, cost effectiveness, entrepreneurial orientation, social media usage and marketing performance. It is expected that for future studies researchers add other variables that can affect marketing performance such as and others.