

RINGKASAN

Penelitian ini merupakan penelitian survey pada UMKM industri kreatif (kuliner, fesyen, kriya) di Kabupaten Banyumas. Tujuan penelitian ini adalah untuk menganalisis pengaruh *social media marketing strategy* terhadap *social media performance* yang mengarah pada *marketing performance* dengan dimediasi oleh *social media-based customer engagement* dan dimoderasi oleh *competition intensity*. Jenis penelitian ini adalah penelitian kuantitatif dengan teknik pengambilan data *cross section*. Jumlah responden pada penelitian ini adalah 121 responden.

Berdasarkan hasil penelitian dan analisis data menggunakan SmartPLS, menunjukkan bahwa: (1) *social media marketing strategy* berpengaruh positif terhadap *social media performance*, (2) *Social media marketing strategy* berpengaruh positif terhadap *social media-based customer engagement*, (3) *social media-based customer engagement* berpengaruh positif terhadap *social media performance*, (4) *social media-based customer engagement* secara parsial memediasi hubungan antara *social media marketing strategy* dan *social media performance*, (5) *competition intensity* tidak memoderasi hubungan hubungan antara *social media marketing strategy* dan *social media performance*, (6) *social media performance* berpengaruh positif terhadap *marketing performance*.

Penelitian ini berhasil mengisi gap penelitian sebelumnya dan membuktikan adanya pengaruh dari *social media marketing strategy* terhadap *social media performance*. Implikasi praktis berdasarkan hasil penelitian ini adalah UMKM di industri kreatif harus berfokus pada peningkatan keterlibatan pengguna di media sosial sebagai kunci utama peningkatan kinerja media sosial, mengoptimalkan strategi pemasaran media sosial, serta terus melakukan inovasi dalam taktik-taktik promosi mereka untuk membedakan diri dari pesaing sehingga dapat meningkatkan kinerja pemasaran secara keseluruhan.

Kata Kunci: *Social Media Marketing Strategy, Social Media Performance, Social Media-Based Customer Engagement, Competition intensity, Marketing Performance.*

SUMMARY

This research is survey research on creative industry MSMEs (culinary, fashion, crafts) in Banyumas Regency. The purpose of this study is to analyze the effect of social media marketing strategy on social media performance which leads to marketing performance mediated by social media-based customer engagement and moderated by competition intensity. This type of research is quantitative research with cross section data collection techniques. The number of respondents in this study were 121 respondents.

Based on the results of research and data analysis using SmartPLS, it shows that: (1) social media marketing strategy has a positive effect on social media performance, (2) social media marketing strategy has a positive effect on social media-based customer engagement, (3) social media-based customer engagement has a positive effect on social media performance, (4) social media-based customer engagement partially mediates the relationship between social media marketing strategy and social media performance, (5) competition intensity does not moderate the relationship between social media marketing strategy and social media performance, (6) social media performance has a positive effect on marketing performance.

This study successfully fills the gap of previous research and proves the influence of social media marketing strategy on social media performance. The practical implications based on the results of this study are that MSMEs in the creative industry should focus on increasing user engagement on social media as the main key to improving social media performance, optimizing social media marketing strategies, and continuing to innovate in their promotional tactics to differentiate themselves from competitors so as to improve overall marketing performance.

Keywords: Social Media Marketing Strategy, Social Media Performance, Social Media-Based Customer Engagement, Competition intensity, Marketing Performance.