

## RINGKASAN

Penelitian ini merupakan penelitian survey pada UMKM di Purwokerto. Tujuan penelitian ini adalah untuk menganalisis pengaruh *social media marketing strategy* terhadap *social media performance* dengan dimediasi oleh *Customer Engagement Initiative*. Jenis penelitian ini adalah penelitian kuantitatif dengan teknik pengambilan data *cross section*. Jumlah responden pada penelitian ini adalah 105 responden.

Berdasarkan hasil penelitian dan analisis data menggunakan SmartPLS, menunjukkan bahwa: (1) *Social Media Marketing Strategy* terhadap *Social Media Performance*, (2) *Social Media Marketing Strategy* terhadap *Customer Engagement Initiative*, (3) *Customer Engagement Initiative* terhadap *Social Media Performance*, (4) *Social Media Performance* terhadap *Marketing Performance*, (5) *Customer Engagement Initiative* mampu memediasi hubungan antara *Social Media Marketing Strategy* dengan *Social Media 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 makanan di Purwokerto harus berfokus pada strategi yang meningkatkan keterlibatan pengguna di media sosial melalui konten yang menarik dan merespons secara cepat dan personal terhadap interaksi pelanggan, selanjutnya UMKM sebaiknya merancang dan mengimplementasikan kampanye pemasaran di media sosial secara strategis yang terfokus dan relevan dengan audiens target mereka untuk membedakan diri dari pesaing sehingga dapat meningkatkan kinerja pemasaran secara keseluruhan.

Kata Kunci: *Social Media Marketing Strategy*, *Social Media Performance*, *Customer Engagement Initiative*, *Marketing Performance*.

## SUMMARY

*This research is survey research on creative industry MSMEs culinary in Purwokerto. 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 Customer Engagement Initiative. This type of research is quantitative research with cross section data collection techniques. The number of respondents in this study were 105 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 customer engagement initiative, (3) customer engagement initiative has a positive effect on social media performance, (4) social media performance has a positive effect on marketing performance (5) customer engagement initiative mediates the relationship between social media marketing strategy and social media performance.*

*This study successfully filled the gap of previous research and proved the influence of social media marketing strategy on social media performance. Practical implications based on the results of this study are that food SMEs in Purwokerto must focus on strategies that increase user engagement on social media through interesting content and respond quickly and personally to customer interactions, then SMEs should design and implement marketing campaigns on social media strategically that are focused and relevant to their target audience to differentiate themselves from competitors so that they can improve overall marketing performance.*

*Keywords: Social Media Marketing Strategy, Social Media Performance, Customer Engagement Initiative, Marketing Performance*