

The Role of Digital Capability and Social Media Engagement in Mediating Entrepreneurial Marketing on MSME Marketing Performance in Banyumas Regency

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Abstract

This research aims to examine the role of digital capability and social media engagement in mediating the relationship between entrepreneurial marketing and MSME marketing performance in Banyumas Regency. This research uses simple random sampling data analysis techniques with a sample size of 298 respondents from MSMEs in Banyumas Regency. The results of this research are that digital capability has no effect on marketing performance, entrepreneurial marketing has an effect on digital capability, digital entrepreneurial marketing has no effect on marketing performance, entrepreneurial marketing has an effect on social media engagement and social media engagement has an effect on marketing performance.

Key words: Entrepreneur Marketing, Digital Capability, Social Media Engagement, Marketing Performance.

INTRODUCTION

In an increasingly advanced digital era, the ability to utilize digital technology and social media has become a key factor in marketing success, especially for Micro, Small and Medium Enterprises (MSMEs) (Leonidou et al., 2020). Digital capability refers to the capacity of business actors to use digital technology to increase the effectiveness and efficiency of their business operations (Oh et al., 2017). In the context of MSMEs, this capability includes the use of digital tools for communication, promotion, data management and market analysis (Akhtar et al., 2023; Saheb et al., 2021). In Banyumas Regency, developing digital capability is very important considering increasingly fierce market competition and the need to reach a wider range of consumers in a more effective way.

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Apart from digital capabilities, involvement in social media or social media engagement also plays an important role in entrepreneurial marketing (Taylor et al., 2023). Social media is not only a platform for promoting products and services, but also a tool for direct interaction with consumers (Lim & Rasul, 2022). Active engagement on social media allows MSMEs to build closer relationships with customers, understand their needs and preferences, and collect valuable feedback for product and service improvements (Lim & Rasul, 2022; Liu & Zhang, 2021). In Banyumas Regency, many MSMEs are starting to realize the importance of social media engagement to increase their visibility and competitiveness in the wider market.

One of the main problems in this research is the low adoption of digital technology and involvement in social media (Ren et al., 2023) by MSMEs in Banyumas Regency. Many MSMEs do not yet realize the full potential of digital capability and social media engagement in improving their marketing performance (Di Paola et al., 2023). They are often limited to conventional marketing methods that are less effective in reaching wider and dynamic markets (Renton & Richard, 2020). Low digital literacy and limited resources to adopt new technology are significant obstacles for MSMEs in implementing technology-based marketing strategies (Modgil et al., 2022). This condition makes it difficult for MSMEs to compete with companies that are larger and more sophisticated in their use of digital technology and social media (Luo et al., 2024).

Apart from the low adoption of digital technology and involvement in social media (Akhtar et al., 2023), another problem faced by MSMEs in Banyumas Regency is the lack of understanding of effective entrepreneurial marketing strategies. Many MSMEs have not integrated innovation, proactivity and risk taking in their marketing strategies, so they tend to stagnate and are unable to compete in a dynamic market (Tiwarly et al., 2021). Lack of training and education regarding the importance of entrepreneurial marketing and how to utilize it through digital technology and social media is a major obstacle (Martinez Dy, 2022; Oh et al., 2017). Without adequate understanding, MSME players have difficulty formulating and implementing marketing strategies that are adaptive and responsive to market changes (Gliga & Evers, 2023; Saheb et al., 2021). This results in them missing opportunities to significantly improve marketing performance and business growth.

The importance of this research lies in the effort to provide a solution to this problem. By exploring the role of digital capability and social media engagement (Tiwarly et al., 2021) in mediating entrepreneurial marketing on marketing performance, this research can identify key factors that MSMEs in Banyumas Regency need to pay attention to. It is hoped that the research results can provide practical guidance for MSMEs to increase the adoption of digital technology and involvement in social media (Martinez Dy, 2022). Apart from that,

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this research is also important in the context of local government policies and programs that support the development of MSMEs, so that they can be designed more appropriately based on empirical findings about the needs and challenges faced by MSMEs (Capatina et al., 2020; Gliga & Evers, 2023). Thus, this research not only contributes to academic literature but also has significant practical implications for increasing the competitiveness and sustainability of MSMEs in Banyumas Regency.

This research offers novelty by integrating the concepts of digital capability and social media engagement as mediators in the relationship between entrepreneurial marketing and MSME marketing performance in Banyumas Regency. Previous research tends to separate the analysis of digital capabilities and engagement on social media without considering the interaction between the two in the context of entrepreneurial marketing (Leonidou et al., 2020; Oh et al., 2017; Ren et al., 2023; Saheb et al., 2021). By combining these two factors, this research provides a new perspective on how MSMEs can utilize digital technology and social media synergistically to improve their marketing performance. This approach not only enriches academic literature but also provides more comprehensive practical guidance for MSMEs in designing more effective and efficient marketing strategies in the digital era (Malarvizhi et al., 2022).

Apart from that, this research also emphasizes the importance of entrepreneurial marketing as a key element in improving marketing performance through the use of digital technology and social media (Gartner et al., 2021). While much previous research has focused on the technical aspects of digital marketing, this research links entrepreneurial elements such as innovation, proactiveness, and risk taking with digital skills and engagement in social media (Finn, 2021). This approach highlights the active role of MSMEs in creating opportunities and facing market challenges, which in turn can strengthen the competitiveness and sustainability of their businesses (Gartner et al., 2021). Thus, this research makes an important contribution in understanding the dynamics of MSME marketing in an increasingly complex and competitive digital era.

The theory underlying this research is the Diffusion of Innovation Theory proposed by Everett Rogers. This theory explains how innovation is introduced and adopted in a society or organization (Rogers, n.d). In the context of this research, the Diffusion of Innovation Theory helps explain the process of adopting digital capabilities and social media engagement by MSMEs and how these factors can mediate the relationship between entrepreneurial marketing and marketing performance (Olanrewaju et al., 2020). This theory provides a framework for understanding how MSMEs can adopt new technology and innovative marketing practices more effectively, as well as what factors influence the speed and level of adoption (Ali et al., 2023). By applying this theory, this research can identify the

strategies and interventions needed to encourage wider and more effective adoption of digital technology and social media among MSMEs.

This research aims to examine the role of digital capability and social media engagement in mediating the relationship between entrepreneurial marketing and MSME marketing performance in Banyumas Regency. Entrepreneurial marketing, which includes innovation, proactiveness and risk-taking in marketing strategies, is expected to improve marketing performance through optimizing digital capabilities and engagement on social media. By identifying the extent to which these two factors can mediate this relationship, this research is expected to provide deeper insight into effective marketing strategies for MSMEs in the digital era. It is hoped that the results of this research can serve as a guide for MSMEs to better integrate digital technology and social media in their efforts to improve marketing performance and achieve sustainable business success.

LITERATURE ANALYSIS AND METHODOLOGY

Diffusion of Innovation Theory

The Diffusion of Innovation Theory, developed by Everett Rogers, is a theoretical framework that explains how, why, and at what speed innovations and new ideas spread in a society or organization (Ali et al., 2023). This theory identifies five stages in the innovation adoption process: knowledge, persuasion, decision, implementation, and confirmation. In addition, Rogers proposed five main characteristics of innovation that influence its adoption rate: relative advantage, compatibility, complexity, testability, and visibility (Martinez Dy, 2022). This theory also divides the population into five adoption categories based on their level of innovation adoption: innovators, early adopters, early majority, late majority, and delayers (Wu et al., 2024). By understanding these dynamics, organizations can design more effective strategies for introducing and disseminating innovations (Finn, 2021).

The Diffusion of Innovation Theory provides a strong foundation for understanding how digital capability and social media engagement can be adopted by MSMEs in Banyumas Regency. The adoption of digital technology and engagement on social media can be seen as innovations that must be introduced and accepted by MSMEs to improve their marketing performance (Ghouri et al., 2022). This adoption process involves increasing knowledge about the benefits of digital technology, persuasion through evidence of successful use of technology, decision to adopt, implementation in daily activities, and confirmation through positive experiences (Cao et al., 2021). By applying the Diffusion of Innovation Theory, this research can identify factors that influence the speed and level of adoption of digital technology and social media by MSMEs, as well as strategies that can be implemented to encourage wider and more effective adoption. This is important for optimizing

entrepreneurial marketing and improving MSME marketing performance in the digital era (Bastrygina et al., 2024).

Entrepreneurial Marketing

Entrepreneurial marketing is a concept that combines entrepreneurial principles with traditional marketing practices to create innovative, proactive and opportunity-focused strategies (Leonidou et al., 2020). This concept emphasizes the importance of creativity, risk taking, and adaptability in identifying and exploiting market opportunities (Akhtar et al., 2023; Oh et al., 2017). Entrepreneurial marketing also includes developing new products or services, creating new markets, and using unconventional marketing techniques to achieve competitive advantage (Saheb et al., 2021). By combining these elements, entrepreneurial marketing allows businesses to respond quickly to changing markets and consumer needs, thereby increasing competitiveness and growth (Taylor et al., 2023).

Entrepreneurial marketing plays an important role in improving the marketing performance of MSMEs in Banyumas Regency. Through developing digital capability and social media engagement, MSMEs can adopt a more dynamic and innovative entrepreneurial marketing approach (Lim & Rasul, 2022; Liu & Zhang, 2021). This research explores how the ability to use digital technology and engagement in social media can mediate the relationship between entrepreneurial marketing and marketing performance (Lim & Rasul, 2022). By integrating entrepreneurial marketing, MSMEs are expected to be more effective in recognizing and exploiting market opportunities, innovating in products and services, and increasing interactions with customers through digital platforms and social media (Ren et al., 2023). It is hoped that the results of this research will provide new insights into how the combination of entrepreneurial marketing and digital technology can bring significant benefits to the marketing performance of MSMEs.

Digital Capabilities

Digital capability refers to the ability of an individual or organization to use digital technology effectively and efficiently in carrying out various activities (Di Paola et al., 2023). This includes understanding and skills in using digital hardware and software, managing data and information online, and adapting to rapid technological developments (Renton & Richard, 2020). Digital capability also involves the ability to utilize digital platforms for communication, collaboration and marketing (Modgil et al., 2022). In a business context, digital capability includes the ability to integrate digital technology into operational and marketing strategies to increase efficiency, productivity and competitiveness (Luo et al., 2024).

Digital capability is a key factor in improving the marketing performance of MSMEs in Banyumas Regency. The ability to utilize digital technology allows MSMEs to expand their market reach, optimize marketing processes, and interact with customers more effectively (Luo et al., 2024; Tiwary et al., 2021). This research explores how digital capability can mediate the relationship between entrepreneurial marketing and marketing performance. By having high digital capability, MSMEs can more easily adopt and implement marketing strategies that are innovative and responsive to market dynamics (Martinez Dy, 2022). This is expected to increase the effectiveness and efficiency of marketing activities, as well as encourage sustainable business growth in the digital era.

Social Media Engagement

Social media engagement is a term that describes a user's active interaction and participation with content on a social media platform. This includes actions such as liking, commenting, sharing, and following accounts or pages, as well as engagement in online conversations and discussions (Renton & Richard, 2020). Social media engagement reflects the extent to which the audience is involved and interacts with the content presented, as well as how much influence is generated from this activity (Modgil et al., 2022). A high level of engagement shows that the content has succeeded in attracting attention and creating emotional or intellectual engagement with the audience, which in turn can increase the visibility and credibility of the brand or business (Finn, 2021).

Social media engagement plays an important role in mediating the relationship between entrepreneurial marketing and marketing performance (Luo et al., 2024) of MSMEs in Banyumas Regency. The ability to attract and retain audience attention through social media can help MSMEs to promote their products and services more effectively, strengthen relationships with customers, and build loyal communities (Gartner et al., 2021). This research explores how engagement on social media can increase the effectiveness of entrepreneurial marketing strategies and contribute to better marketing performance. By understanding and optimizing social media engagement, MSMEs can utilize digital platforms to increase interactions with customers, respond to feedback in real-time, and adapt their marketing strategies according to audience needs and preferences (Olanrewaju et al., 2020). This is expected to increase brand awareness, customer loyalty, and ultimately, overall marketing performance.

Marketing Performance

Marketing performance is a measure of the effectiveness and efficiency of a company's marketing activities in achieving its business goals (Ali et al., 2023). Marketing performance

includes various indicators such as increased sales, market share, profits, customer satisfaction and customer loyalty. It also involves evaluating marketing strategies, promotional campaigns, and branding activities to assess whether everything is going according to plan and producing the expected results (Capatina et al., 2020; Gliga & Evers, 2023). With good marketing performance, companies can increase their competitiveness in the market, build strong relationships with customers, and achieve sustainable growth (Martinez Dy, 2022).

Marketing performance is the main focus in measuring the success of MSMEs in Banyumas Regency in adopting digital capability and social media engagement. This research aims to identify how digital capabilities and engagement in social media can mediate the relationship between entrepreneurial marketing and marketing performance (Gao et al., 2023; Wu et al., 2024). By increasing digital capability, MSMEs can be more efficient in carrying out marketing strategies, expand market reach, and increase interaction with customers (Capatina et al., 2020). High social media engagement can help MSMEs build brand awareness and strengthen relationships with customers, which ultimately contributes to improving marketing performance (Martinez Dy, 2022). It is hoped that the results of this research will provide insight into effective strategies for improving MSME marketing performance through optimizing digital technology and social media.

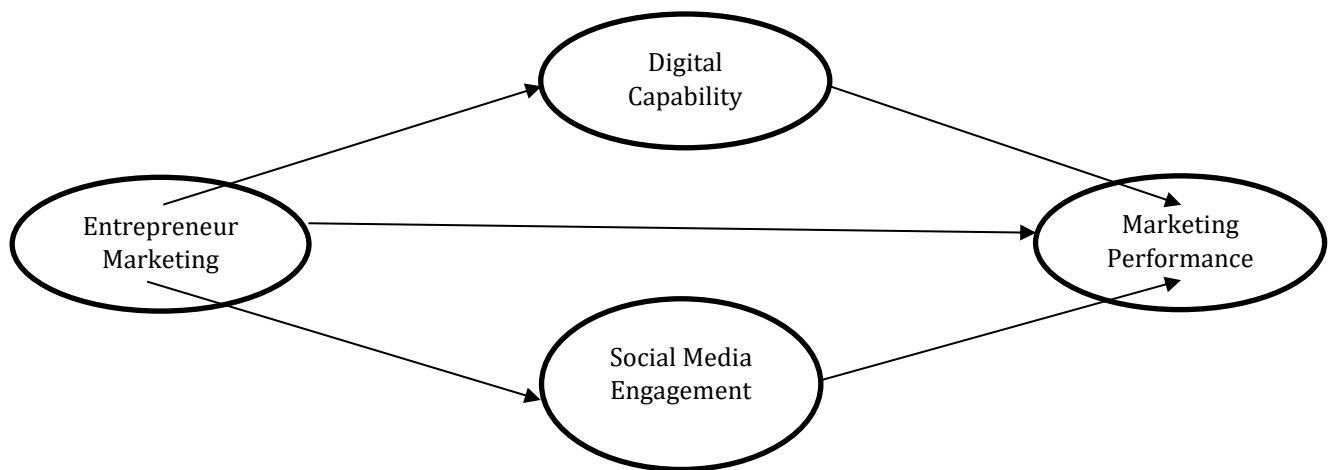


Figure 1. Research Framework

METHOD

This research was conducted on MSMEs in Banyumas Regency by giving questionnaires to MSME actors using Google Form. The total population of MSMEs in Banyumas Regency is 8256, using the Slovin formula, and using an inaccuracy process of 5%,

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the resulting number of respondents is 298 respondents. The use of a Linkert scale of 1-5 is used in this question, where entrepreneurial marketing has 3 questions, digital capability has 10 question items, social media engagement has 5 question items and marketing performance has 3 questions.

Partial Least Square (PLS) model analysis was used in this research. Research data is looked at using descriptive statistics to find out things like the age, gender and education level of the person answering the questions. Questionnaire with a Likert scale and five possible answers. Validity test with loading factor and Average variance Extracted (AVE) > 0.5 as a measure of success. Composite reliability parameters > 0.6 are used to measure how well the reliability test works (Ghozali, 2015). The PLS SEM method was used to test this idea. Inner models, R-Square values, and path coefficients are used to test the relationship between latent variables. Testing continues with a statistical bootstrap test. After the data is processed, results will appear to answer all research questions.

RESEARCH AND RESULTS

The first step taken is to measure the outer model to find out how valid and reliable the indicators are. The loading factor value must be greater than 0.7, and if the correlation value is less than 0.7 then the indicator is removed. Test results show that all indicators are greater than 0.7. This means that the construct has good convergent validity.

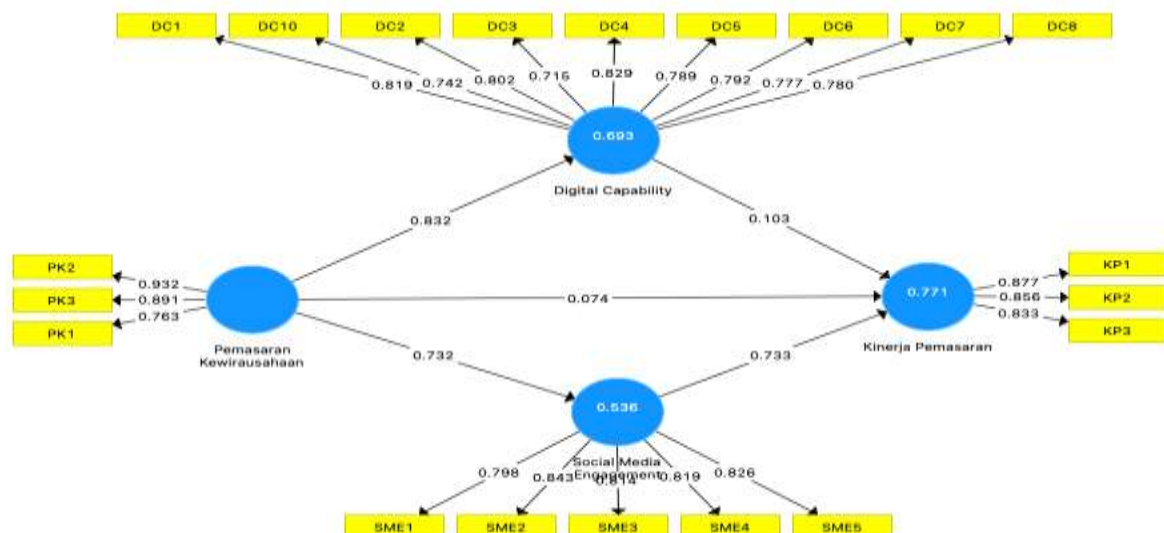


Figure 2. Loading Factor

Table 1. Variables, Indicators, Loading Factor, AVEs and Composite Reliability

Variables	Indicators	Loading Factors Running	Cronbach's Alpha	AVE	Composite Reliability
Entrepreneur Marketing	PK1	0,321	0,921	0,923	0,935
	PK2	0,411			
	PK3	0,418			
Digital Capability	DC1	0,156	0,817	0,818	0,891
	DC2	0,143			
	DC3	0,136			
	DC4	0,119			
	DC5	0,149			
	DC6	0,152			
	DC7	0,144			
	DC8	0,139			
Social Media Engagement	SME1	0,251	0,829	0,851	0,898
	SME2	0,250			
	SME3	0,241			
	SME4	0,232			
	SME5	0,245			
Marketing Performance	KP1	0,403	0,878	0,878	0,911
	KP2	0,383			
	KP3	0,383			

Source: Processed data, 2024

The next step is to look at R-square to test the predicted relationship between hidden variables or structural models. Figure 1 shows the structural model, and Table 2 shows the R-square values. The R-square value of marketing performance is 0.771 or 77.1%.

Table 2. Value of R Square

	R Square	Adjusted R Square
Marketing Performance	0,771	0,769

Source: Processed data, 2024

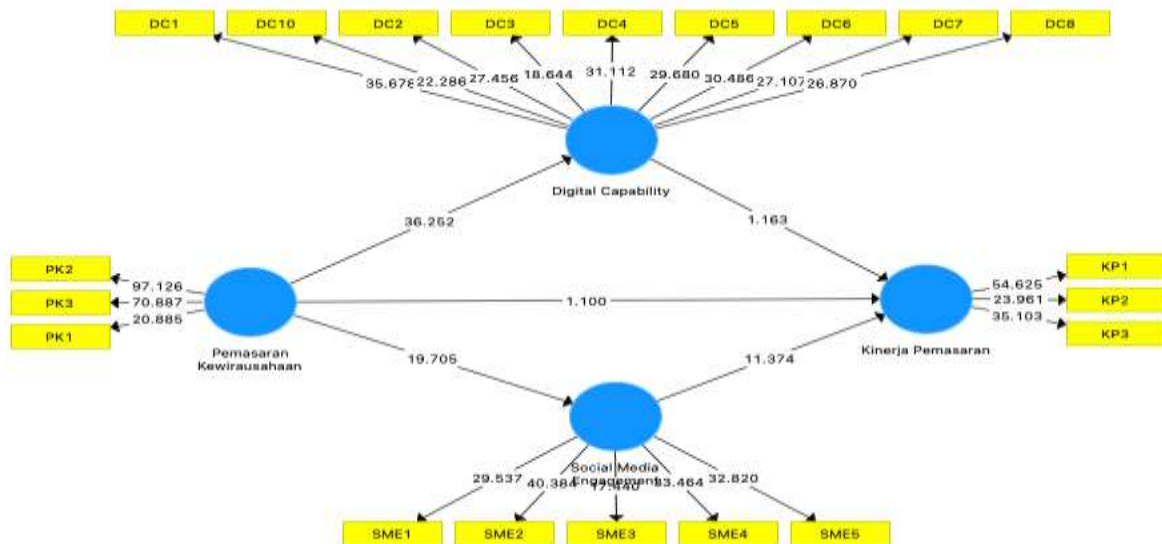


Figure 3. Structural Equation Model

Table 3: Hypothesis Test

Hypothesis	Relationships	Original Sample	T.Statistics	P-Value	Result
1	Digital Capability -> Marketing Performance	0,103	1,163	0,245	Reject
2	Entrepreneurial Marketing -> Digital Capability	0,832	36,252	0,000	Accepted
3	Entrepreneurial Marketing -> Marketing Performance	0,074	1,100	0,272	Reject
4	Entrepreneurial Marketing -> Social Media Engagement	0,732	19,705	0,000	Accepted
5	Social Media Engagement ->	0,733	11,374	0,000	Accepted

	Marketing Per- formance				
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Source: Processed data, 2024

DISCUSSION

Digital capability on marketing performance

The first hypothesis which states that digital capability has an effect on marketing performance is not proven, this is because the P-Value value of 0.245 is greater than the alpha value of 0.05, which means the hypothesis is rejected.

This research shows that digital capabilities do not have a significant effect on the marketing performance of MSMEs in Banyumas Regency. Even though many MSMEs have adopted digital technology in various aspects of their business, such as the use of social media, e-commerce and other digital tools, the results have not had a significant positive impact on their marketing performance. This can be caused by several factors, including the level of technology adoption that is not yet optimal and limitations in the digital understanding and skills of MSME players.

In addition, although digital technology can help increase efficiency and expand market reach, MSMEs in Banyumas Regency may still face challenges in utilizing this technology effectively. For example, a lack of training and education regarding effective digital marketing strategies can be one of the main obstacles. Many MSMEs may only use digital technology on a limited basis, such as for simple promotions, without utilizing its full potential for market analysis, customer segmentation, or personalization of marketing campaigns.

Another factor that can influence the marketing performance of MSMEs in Banyumas Regency is the condition of infrastructure and business environment support. Even though internet access has become widespread, the quality of connections and digital infrastructure support may not be sufficient to support optimal business operations. Apart from that, government policies and programs that support digital skills development and technology adoption for MSMEs still need to be improved. Therefore, collaborative efforts are needed between the government, technology providers and the business community to improve the digital capabilities of MSMEs and ensure that digital technology can truly provide significant benefits to their marketing performance.

Entrepreneurial marketing towards digital capability

The second hypothesis which states that entrepreneurial marketing has an effect on digital capability is proven, this is because the P-Value value of 0.000 is smaller than the alpha value of 0.05, which means the hypothesis is accepted.

The research results show that the application of entrepreneurial marketing has a significant influence on the digital capabilities of MSMEs in Banyumas Regency. Entrepreneurial marketing, which includes innovation, proactivity and risk-taking in marketing strategies, helps MSMEs to be more adaptive and responsive to changes in digital technology. MSME players who apply entrepreneurial marketing principles tend to more quickly adopt digital technology to support their marketing activities, such as using social media for promotions, e-commerce platforms for sales, and digital analytics to understand customer behavior.

In the context of Banyumas Regency, MSMEs that implement entrepreneurial marketing demonstrate better abilities in utilizing digital tools and platforms. They are experimenting more frequently with new technologies and looking for innovative ways to interact with customers through digital channels. For example, some MSMEs have successfully used data-driven marketing campaigns to target specific market segments more effectively. They also leverage analytical tools to measure digital marketing campaign performance and make necessary adjustments quickly and efficiently.

The positive influence of entrepreneurial marketing on the digital capabilities of MSMEs in Banyumas Regency also reflects the importance of an entrepreneurial mindset in facing the digital era. MSME players who dare to take risks and think innovatively are more likely to integrate digital technology in their business operations. This shows that entrepreneurship training and development, which emphasizes the importance of creativity and innovation in marketing, is very necessary to improve the digital capabilities of MSMEs. Thus, support from various parties, including the government and educational institutions, in providing training and coaching programs that focus on entrepreneurial marketing and digital technology, can help MSMEs in Banyumas to grow and compete in an increasingly digital market.

Entrepreneurial marketing on marketing performance

The third hypothesis which stated that digital entrepreneurial marketing on marketing performance was not proven, this is because the P-Value value of 0.272 is greater than the alpha value of 0.05, which means the hypothesis is rejected.

The research results show that the application of digital entrepreneurial marketing does not have a significant influence on the marketing performance of MSMEs in Banyumas Regency. Even though digital entrepreneurial marketing includes the use of digital

technology innovation in marketing strategies, this is apparently not enough to improve the overall marketing performance of MSMEs. Several factors that could contribute to these findings include a lack of in-depth understanding of digital technology, limited resources, and resistance to change among MSME players.

One of the main reasons why digital entrepreneurial marketing does not have a significant effect on marketing performance is the lack of adequate infrastructure and access to technology. Many MSMEs in Banyumas Regency still experience limitations in terms of stable and fast internet access, as well as a lack of equipment and software needed to carry out digital marketing strategies effectively. Apart from that, many MSMEs do not have sufficient skills and knowledge in utilizing digital technology for marketing activities, so that their digital marketing efforts do not run optimally.

Apart from that, resistance to change is also an influencing factor. Many MSMEs still rely on traditional marketing methods and are reluctant to switch to digital marketing because they feel that old methods are effective enough or because they are uncomfortable with new technology. Without strong support for learning and technology adaptation, the application of digital entrepreneurial marketing cannot have a significant impact on the marketing performance of MSMEs. Therefore, further efforts are needed in the form of training, mentoring and providing adequate infrastructure to encourage MSMEs in Banyumas to be better prepared and able to utilize digital technology in their marketing.

Entrepreneurial marketing on social media engagement

The fourth hypothesis which states that entrepreneurial marketing has an effect on social media engagement is proven, this is because the P-Value value of 0.000 is smaller than the alpha value of 0.05, which means the hypothesis is accepted.

The research results show that the application of entrepreneurial marketing has a significant influence on the social media engagement of MSMEs in Banyumas Regency. Entrepreneurial marketing, which includes innovative and creative approaches to marketing strategy, has been proven to increase user interaction and engagement on social media platforms. This approach involves using engaging content, interactive campaigns, and leveraging the latest features on social media to capture audience attention and build an active community.

This positive influence is largely due to entrepreneurial marketing's ability to understand and capitalize on emerging social media trends. MSMEs that implement this strategy tend to be more responsive to feedback and adapt more quickly to changes in algorithms and user preferences. By producing relevant and engaging content, MSMEs are able to attract more followers, likes, comments and shares, which ultimately increases their

brand visibility and reputation on social media. Apart from that, intense interaction with customers via social media also helps MSMEs build closer relationships and increase customer loyalty.

Apart from that, research also reveals that MSMEs that implement entrepreneurial marketing are often more proactive in analyzing and evaluating the performance of their social media campaigns. They utilize analytical data to measure the effectiveness of the content and strategies used, and make necessary adjustments to optimize engagement. With this data-driven approach, MSMEs can identify the content that their audiences like most and continuously improve the quality of their interactions. As a result, MSMEs in Banyumas Regency that adopt entrepreneurial marketing are not only able to increase social media engagement, but also strengthen their position in the digital market.

Social media engagement on marketing performance

The fifth hypothesis which states that social media engagement has an effect on marketing performance is proven, this is because the P-Value value of 0.000 is smaller than the alpha value of 0.05, which means the hypothesis is accepted.

The research results show that social media engagement has a significant influence on the marketing performance of MSMEs in Banyumas Regency. Active customer engagement on social media, such as likes, comments, shares and direct messages, has a positive impact on various aspects of MSME marketing performance. This happens because social media engagement allows MSMEs to build closer relationships with customers, increase brand awareness, and encourage customer loyalty.

High social media engagement reflects strong interaction between MSMEs and their audiences. This interaction provides an opportunity for MSMEs to get direct feedback from customers, which can be used to improve their products and services. In addition, by frequently sharing and commenting on MSME content, the reach and exposure of their brand also increases significantly. This increased visibility not only attracts more potential customers but also strengthens the brand's trust and credibility in the eyes of consumers. Furthermore, research also reveals that MSMEs that are active on social media and have high engagement tend to experience increased sales and faster business growth. By utilizing social media platforms effectively, MSMEs can run more targeted and efficient marketing campaigns, thereby reaching a wider and more diverse target market. In addition, continuous and positive interactions on social media also help MSMEs to better understand customer needs and preferences, enabling them to adjust their marketing strategies and product offerings more effectively. As a result, MSMEs in Banyumas Regency that succeed in

increasing their social media engagement tend to see significant improvements in marketing performance and overall business growth.

CONCLUSION AND RECOMMENDATIONS

This research aims to examine the role of digital capability and social media engagement in mediating the relationship between entrepreneurial marketing and MSME marketing performance in Banyumas Regency. The results of this research are that digital capability has no effect on marketing performance, entrepreneurial marketing has an effect on digital capability, digital entrepreneurial marketing has no effect on marketing performance, entrepreneurial marketing has an effect on social media engagement and social media engagement has an effect on marketing performance. This research provides important insight into the influence of social media engagement on the marketing performance of MSMEs in Banyumas Regency. However, this study has several limitations that need to be considered. First, this research only covers MSMEs in Banyumas Regency, so the results may not be generalizable to other regions with different characteristics. Second, the data collection methods used, such as online surveys, may not fully reflect the views of the entire MSME population in the region, as there is a possible bias of respondents who are more active on social media compared to those who are less active.

For future research, it is recommended to expand the geographic scope and use more diverse data collection methods to obtain a more comprehensive picture. Additionally, it is important to consider other variables that may influence marketing performance, such as technology adoption rates, offline marketing strategies, and local economic conditions. Thus, the recommendation for MSMEs in Banyumas Regency is to continue to increase engagement on social media with a more structured and sustainable strategy. MSMEs must leverage social media analytics to understand consumer behavior and tailor their content and marketing campaigns more effectively. In addition, training and workshops on digital marketing and social media need to be held regularly to improve the digital capabilities of MSMEs in the region.

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