

The Effect of Social Media Marketing and The Quality of Human Resources on The Business Development of MSMEs in Maros Regency

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ABSTRACT: This study aims to analyze the effect of the social media marketing and quality of human resources on business development in Micro, Small and Medium Enterprises (MSMEs) in Maros Regency. This study uses a quantitative descriptive research method on 90 (ninety) SMEs in Maros Regency using a questionnaire. The results show that the social media marketing has a negative but not significant effect on business development in Micro, Small and Medium Enterprises (MSMEs) and quality of human resources has a positive but not significant effect on business development in Maros Regency. The suggestion of this research is the need for increasing human resources in the form of training and education as well as increasing the ability of Micro, Small and Medium Enterprises (MSMEs) in Maros Regency in using social media also needs to be improved.

KEYWORDS: Social Media Marketing, Quality of Human Resources, Business Development.

I. INTRODUCTION

The crisis that hit Indonesia in 1997 began with the crisis of the rupiah exchange rate against the US dollar and the monetary crisis that had an impact on the Indonesian economy, namely the economic recession. This is a very important lesson to look back at an economic development that really has a strong structure and survives in any situation (Anggraini and Nasution, 2013). When the economic crisis hit the world, it automatically worsened the economic conditions in Indonesia. This crisis condition occurred in the period from 1997 to 1998, only the MSME sector (Micro, Small and Medium Enterprises) was able to remain strong. Data from the Central Bureau of Statistics released that after the economic crisis the number of MSMEs did not decrease, in fact their growth continued to increase, even being able to absorb 85 million to 107 million workers until 2012. This experience has awakened many parties, to provide a larger portion of micro, small, and medium enterprise. Classical problems such as access to capital to financial institutions are starting to be resolved (Suci, 2017).

Over the years, many new types of businesses have emerged. This is a challenge for small and medium-sized businesses to survive in market competition, especially now that the Indonesian nation has entered the MEA (Asean Economic Community), thus the greater the challenges that must be faced by the community. Small and Medium Enterprises (SMEs) are a type of small business that can operate as a safety valve by offering alternative lending options, productive business activity, and job opportunities (Basir, et., al., 2021). Indonesian people not only compete with their own citizens but also have to compete with foreign citizens. Therefore, micro, small and medium enterprises (MSMEs) need quality human resources so that they can compete with foreign nationals. Human resources are one of the most important factors in the development of business units. Large capital will not have much impact if it is not balanced with quality human resources. Japan can be a developed country even though it has low natural resources, but Japan has high quality human resources. Meanwhile, Indonesia has high natural resources but low quality of human resources. It can be said that human resources are the key to the development of a business. (Sabdowati, 2020)

With such a large contribution of MSMEs in supporting the economy of a country so that the existence of MSMEs is highly expected by a country and because of its vital role in the development and progress of the economy to achieve people's welfare. The establishment of a business in the MSME sector is able to absorb the number of the workforce who are ready to work but have not got a job so that it can reduce the number of unemployed. The development of growth in the micro business sector will open up job opportunities and in turn will

increase people's income. The reduced number of unemployed means that the MSME sector recruits a lot of workers, which means it will help the government in efforts to reduce poverty. The role of micro, small and medium enterprises (MSMEs) is to help increase the rate of economic growth and be able to absorb the number of workers and the distribution of development results can increase the community's experience. As a result of the storm of the economic crisis in our country that occurred some time ago, many large businesses experienced a slowdown in growth and even stopped their activities (Kadeni and Sarjani, 2020). Since its inception, MSME has contributed 57.60 percent of the nation's gross domestic product (PDB) and employs about 97 percent of the labor force. This is comparable to data from the Indonesian Chamber of Commerce, which showed that the sector's share of GDP increased from 57.84 to 60.34 percent over the previous five years. In the same time frame, labor absorption in this industry went from 96.99 to 97.22 percent (Fitriany&Abidin, 2018).

Meanwhile, in the micro, small and medium enterprises sector, it has been proven to survive and survive in the face of the economic crisis. Based on experience during the crisis that occurred in Indonesia, it is only natural that economic development in the private sector should be focused on developing MSMEs. In general, MSMEs in the economy have roles as: (1) main players in economic activities, (2) job providers, (3) important players in local economic development and community empowerment, (4) creators of new markets and sources of innovation, (5) contribution to the balance of payments (Ministry of Cooperatives, 2008). Starting from these five roles, the development of MSMEs must be carried out in a planned, structured and sustainable manner, with the direction of increasing productivity and competitiveness, and being able to continue to grow new entrepreneurs who are more responsible so as to improve the welfare of the community.

II. LITERATUR REVIEW

2.1. Micro small and Medium Enterprises

2.1.1. Understanding of MSMEs

According to the 1945 Constitution, it was later strengthened through TAP MPR No. XVI/MPR-RI/1998 concerning Economic Politics in the context of Economic Democracy, Micro, Small, and Medium Enterprises need to be empowered as an integral part of the people's economy which has a strategic role and potential to realize a more balanced, developing, and just national economic structure. Furthermore, the definition of MSME is made through Law no. 9 of 1999 and due to increasingly dynamic development conditions, it was changed to Law no. 20 Article 1 of 2008 concerning Micro, Small and Medium Enterprises, the meaning of MSMEs is as follows:

- a. Micro Enterprises are productive businesses owned by individuals and/or individual business entities that meet the criteria for Micro Enterprises as regulated in this Law.
- b. Small Business is a productive economic business that stands alone, which is carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or become a part either directly or indirectly of Medium Enterprises or Large Businesses that meet the Business Criteria Small as referred to in this Law.
- c. Medium Enterprises are productive economic businesses that stand alone, which are carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled or become a part either directly or indirectly with Small Businesses or Large Businesses with total net assets or proceeds. annual sales as regulated in this Law.
- d. Large Business is a productive economic business carried out by a business entity with a net worth or annual sales results greater than Medium Enterprises, which include state-owned or private national businesses, joint ventures, and foreign businesses conducting economic activities in Indonesia.
- e. The Business World is a Micro, Small, Medium, and Large Business that conducts economic activities in Indonesia and is domiciled in Indonesia.

2.1.2. MSMEs

According to Article 6 of Law no. 20 of 2008 concerning the criteria for MSMEs in the form of capital are as follows:

- a. Micro Business Criteria are as follows:
 1. Have a net worth of at most Rp. 50,000,000.00 (fifty million rupiahs) excluding land and buildings for business premises; or
 2. Have annual sales of a maximum of Rp. 300,000,000.00 (three hundred million rupiah)
- b. Small Business Criteria are as follows:
 1. Have a net worth of more than Rp. 50,000,000.00 (fifty million rupiah) up to a maximum of Rp. 500,000,000.00 (five hundred million rupiahs) excluding land and buildings for business premises; or

2. Have annual sales of more than Rp. 300,000,000.00 (three hundred million rupiah) up to a maximum of Rp. 2,500,000,000.00 (two billion five hundred million rupiah)
- c. Medium Enterprises Criteria are as follows:
 1. Have a net worth of more than Rp. 500,000,000.00 (five hundred million rupiah) up to a maximum of Rp. 10,000,000,000.00 (ten billion rupiahs) excluding land and buildings for business premises; or
 2. Have annual sales of more than Rp. 2,500,000,000.00 (two billion five hundred million rupiah) up to a maximum of Rp. 50,000,000,000.00 (fifty billion rupiah)

2.1.3. Principles of Micro, Small and Medium Enterprises

Saiman (2015: 7-8) suggests the following are the principles of MSMEs based on Law Number 20 of 2008 concerning MSMEs:

- a. The principle of togetherness, this principle will encourage the role of the business world, including all MSMEs to unite in their activities to create people's welfare.
- b. The principle of kinship, which underlies the empowerment of MSMEs which are part of the national economy, is carried out based on economic democracy with the principles of fair efficiency, independence, togetherness, sustainability, balance, environmental insight, progress, and national economic unity for the welfare of all Indonesian people.
- c. The principle of independence, the empowerment of MSMEs is carried out by prioritizing the independence, ability, and potential of each MSME.
- d. The principle of economic democracy, this principle is the empowerment of MSMEs carried out as a unit of national economic development to realize the prosperity of the people.
- e. The principle of the balance of progress, empowering MSMEs that play a role in maintaining the progress and balance of the economy of a region in the national economic unity.
- f. The principle of fair efficiency underlies the empowerment of MSMEs by prioritizing fair efficiency in an effort to create a good, competitive, fair and conducive business climate.
- g. The principle of environmental insight, empowerment of MSMEs is carried out by taking into account and prioritizing the maintenance and protection of the environment.
- h. The principle of sustainability, in a planned manner, seeks to carry out the development process by empowering MSMEs which is carried out on an ongoing basis, so that an independent and resilient economy will be formed.

2.1.4. Lack of Micro, Small and Medium Enterprises

- a. Weak HR in entrepreneurship and managerial
- b. Financial limitations
- c. Lack of market aspect
- d. Limited knowledge and technology, facilities and infrastructure
- e. Lack of knowledge
- f. Not supported by adequate policies and regulations and treating big business actors
- g. Not organized in network and cooperation
- h. Often does not meet standardization
- i. Does not meet the legal aspect.

2.2. Quality of Human Resources

2.2.1. Definition of Human Resources

Sudarmanto 2009:3 states that human resources have a very important influence in determining the success or failure of an organization, whether it is a public organization or a private organization. Human resources in the view of strategic management are human capital and intellectual capital which will determine the effectiveness of capital, equipment and structures.

Martoyo 2006:6, states that resources grow and develop dynamically in accordance with the rhythm of human activities and needs. Human resources play an important role and cannot be ignored in the world of industry and technological development. Because it is human resources that will determine whether the goals of the industrial world and technological developments can be achieved properly and well.

2.2.2. Quality of Human Resources

According to SoekidjoNotoatmodjo in tri Pamungkas (2015) the quality of human resources is related to the quality of human resources which is divided into two aspects, the first is physical quality and the second is non-physical quality. Physical qualities are shown by posture, strength, endurance, health and physical fitness, while non-physical qualities are the ability to think, work, and skills.

2.2.3. Human resource development

Marwansyah, 2014 :152 states that human resource development is made to build individuals, groups, and organizations, so that they develop to be better and more effective. This is necessary because over time a person, job or organization will continue to change. These changes are caused by external and internal factors. Wexley and Latham in Marwansyah (2014:156) state that the development and training program has the following objectives:

- a. Self-awareness
- b. Improve one's skills in one or more areas of expertise
- c. Increase a person's motivation to carry out a task or work to the fullest.

2.3. Use of Social Media Marketing

2.3.1. Understanding Social Media

According to Sulianta (2015: 5) social media means an interaction that occurs between humans in producing, sharing, or exchanging information. According to Sugeng Cahyono (2016:142) social media is an online media that supports interaction between humans with web-based technology that turns communication into interactive dialogue. According to Kaplan and Haenlein social media is "a group of internet-based applications that build on the ideological and technological foundations of web 2.0 and which enables the creation and exchange of user-generated content." A social network is a site that allows anyone to create a personal web page, which can connect with friends or other people to communicate or share information. Large and well-known social networks include: Facebook, Myspace and Twitter.

According to Maoyan, 2014 in Indika & Jovita, (2017:27) social media is a technology network that is used to create news, communicate and share information through internet users, while marketing using social media is a type of marketing model via the internet by participating in the scope of the network. social media.

2.3.2. Characteristics of Social Media

According to Sulianta (2015:7) the following are the characteristics of social media:

- a. Transparency, because social media content is intended for public consumption, information must be open and transparent.
- b. Communication, a relationship and interactive communication that is intertwined with features, such as a business brand with its fans.
- c. Relationship networks, relationships that exist between users that make them communicate with each other or build friendships.
- d. Multi opinions, everyone is free to argue and express their opinions easily
- e. Multi Form, presenting information in various content and channels.
- f. The strength of online promotion, social media is seen as a tool that gives rise to various opportunities that can be used to realize the organization's vision and mission.

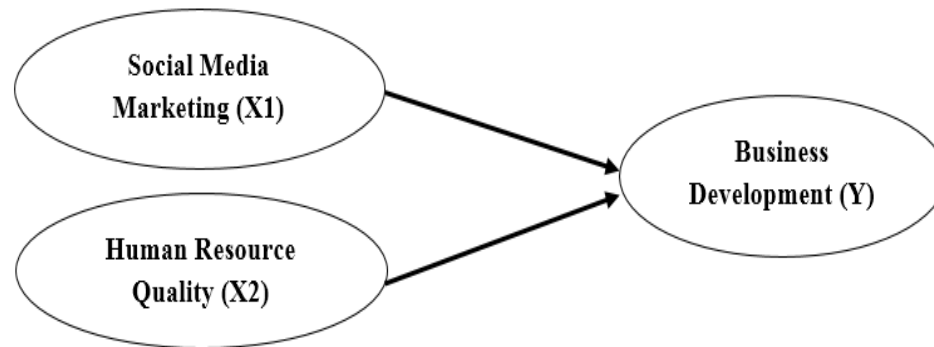
2.3.3. Benefits of Social Media

Social media is an effective business promotion tool because it can be accessed by anyone, so the promotion network can be wider. Social media is an indispensable part of marketing for many companies and is one of the best ways to reach a wide market or customer (Sari et al, 2020).

Kasmir (2008: 183) states that a company always tries to introduce all its products, either directly or indirectly. This is done with the aim that customers can get to know the products or services offered. Without promotion, it is difficult for customers to know the products or services offered by the company. Therefore, promotion is the most important and most powerful means that a company can do to attract the attention of new consumers and retain old customers. Promotion is done to provide an overview of a product with the aim that consumers are interested in buying the product. Each company has its own means of promoting its products, both goods and services.

2.4. Conceptual Framework

Based on the previous description and literature review, the related variables in this study can be formulated into the following framework:



The hypothesis that was built was:

H1. = *Social Media Marketing* influences Business Development

H2 = *Human Resource Quality* influences Business Development

H3 = *Social Media Marketing and Human Resource Quality* influences Business Development

III. RESEARCH METHOD

3.1. Research Design

The research design is explanatory research with quantitative methods, namely a research approach that uses a lot of numbers, starting from collecting data, interpreting the data obtained, and presenting the results (Arikunto, 2006).

3.2. Location and Date Research

The object of the research is the Micro, Small and Medium Enterprises (MSMEs) located in Maros Regency, South Sulawesi Province as many as 90 (ninety) MSMEs. This study uses primary data in the form of research questionnaire results.

3.3. Data Collection Method

To obtain data in this study, several data collection techniques were used as follows:

1. Observation

Observation or observation is one method of collecting data when making a scientific paper. Nawawi and Martini stated that observation is an observation as well as a systematic recording of the elements that appear in a symptom or symptoms that appear in an object of research.

2. Documentation

Documents are records of events that have passed. Documents can be in the form of writings, pictures, or monumental works of a person. Documents in the form of writing, for example, diaries, life histories, stories, biographies, regulations, policies. Documents in the form of images, for example photos, live pictures, sketches and others. Documents in the form of works include art, which can be in the form of pictures, sculptures, films, and so on. Document study is a complement to the use of observation and interview methods in qualitative research.

3. Interview

Esterberg (2002) defines the interview as follows: "a meeting of two persons to exchange information and idea through question and responses, resulting in communication and join consruktion of meaning about a particular topic". An interview is a meeting of two people to exchange information and ideas through question and answer, so that meaning can be constructed in a particular topic.

4. Questionnaires

According to Sugiyono (2011), a questionnaire or questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer. The questionnaire is an efficient data collection technique if the researcher knows exactly what variables to measure and what cannot be expected from the respondent.

3.4. Analisis Data

To solve the main problem faced in this research, an analytical method is used, namely descriptive analysis, namely an analysis that describes the results of secondary data. This study uses an analytical tool, namely SPSS version 25 software.

IV. RESULT

4.1. Research Instrument Test

From the results of the validity test of all statements of the research variables, it is stated that the validity is because the calculated r value is greater than the r table value. Meanwhile, for reliability testing, all variables are declared reliable because the value of Cronbach's alpha of all variables that have been tested is already above 0.60, it can be concluded that all variables in this study are declared reliable.

4.2. Multiple Regression Test

Based on the results of multiple regression analysis using SPSS version 25, it shows that there is a relationship and variation in the direction of the relationship between the independent variable and the independent variable. The influence and direction of the relationship can be shown in the following table:

Table 1. Multiple Linear Test Results Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	3.322	5.148	
	Media Social Marketing	-1.771	1.307	-.169
	Human Resource Quality	1.831	1.302	.175

Based on the results of the regression analysis in the table above, it shows that the HR Quality variable has a positive effect on Business Development and Social Media has a negative effect on Business Development. From the results of the analysis, the regression equation is compiled as follows:

$$Y = 3.322 - 1.771 X_2 + 1.831 X_1$$

From the results of the multiple regression equation, it can be interpreted as follows:

- a. Constant (a)
This means that if Social Media Marketing and HR Quality have a constant value or 0 (zero) then Business Development is 3.322.
- b. Effect of Social Media Marketing on Business Development
The leverage coefficient value for Social Media is 1.771 and a negative sign means that Social Media has a non-direct relationship with Business Development. For every one unit increase in Social Media, Business Development will decrease by 1,771.
- c. The Influence of Human Resources Quality on Business Development
The value of the leverage coefficient for the Quality of Human Resources is 1.831 and a positive sign means that the Quality of Human Resources has a direct relationship with Business Development. For every one unit increase in the Quality of Human Resources, Business Development will increase by 1,831 and vice versa.

4.3. Hypothesis testing (Uji t)

The t-test was used to determine whether the independent variable partially had a significant effect or not on the dependent variable. The degree of significance used was 0.05. If the significant value is less than the degree of confidence, then we accept the alternative hypothesis, which states that an independent variable partially affects the dependent variable. T-test analysis is also seen from the table as follows:

Table 2. Results of the t test calculation Business Development (Y) as Dependent variable Coefficients^a

Model		t	Sig.
1	(Constant)	.645	.521
	Media Social Marketing	-1.355	.179
	Human Resource Quality	1.406	.164

Source: Processed Data (2022)

a. Partial Effect of Social Media Marketing on Business Development

From table 3 it can be concluded that Social Media has a tcount of -1.355 with ttable = 1.66. So tcount < t table or -1.355 < 1.66 with a significance value of 0.179 meaning greater than 0.05 it can be concluded that Social Media has no significant effect on Business Development.

b. Partial Effect of Human Resource Quality on Business Development

From table 3 it can be concluded that the Quality of Human Resources has a tcount of 1.406 with ttable = 1.66. So tcount < t table or 1.406 < 1.66 with a significance value of 0.164 meaning greater than 0.05 it can be concluded that the Quality of Human Resources has no significant effect on Business Development.

4.4. Simultaneous Testing (F Test)

The f test is used to determine the effect of the variables simultaneously, namely social media marketing and quality of human resource simultaneously affecting on business development. The test is done by comparing the value of Fcount and Ftable. If the value of Fcount is greater than Ftable, it has a significant effect on the dependent variable. The results of the f test calculations can be seen in the following table:

Table 3. Test Calculation Results f Business Development as Dependent Variables

ANOVA^a

Model		F	Sig.
1	Regression	1.324	.272 ^b
	Residual		
	Total		

a. Dependent Variable: Business Development

b. Predictors: (Constant), Social Media Marketing, Human Resource Quality

Based on table 3, it can be seen that the results of statistical calculations show the value of Fcount = 1.324 < Ftable = 2.72 using a significance limit of 0.05, so from the table above, a significance value is greater than 0.05, it can be concluded that Social Media Marketing and quality of human resources have no significant effect on business development together.

4.5. Coefficient of Determination (R²)

The coefficient of determination is used to find out how big the relationship of several variables is in a clearer sense. The coefficient of determination will explain how much change or variation in a variable can be explained by changes or variations in other variables (Santosa&Ashari, 2005). The value of this coefficient is between 0 and 1, if the result is closer to 0 it means that the ability of the independent variables in explaining the variation of the variable is very limited. But if the result is close to 1, it means that the independent variables provide almost all the information needed to predict the variation of the dependent variable. For analysis using SPSS output can be seen in the table "Model Summary" as follows:

Table 4. Results of the Influence of Independent Variables Coefficients^a

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.182 ^a	.033	.008		5.31433

a. Predictors: (Constant), Social Media Marketing, Human Resource Quality

b. Dependent Variable: Business Development

Based on Table 4. it can be concluded that Social Media Marketing and Human Resources Quality have an effect of 3.3% on Business Development, while 96.7% are influenced by other variables not examined. Because the value of R Square is below 5%, it can be concluded that the ability of the independent variable in explaining the dependent variation is not good.

V. DISCUSSION

Social Media Marketing has a negative but not significant effect on Business Development, this means that every increase in SocialMedia will decrease Business Development. It also means that MSMEs in Maros Regency have not used social media much in developing their businesses. The use of social media marketing among MSMEs

in Maros District has not been maximized, this could mean that MSME actors in Maros District have not mastered how to market their products through social media or their customers have not received information about MSME products in Maros District through social media. This shows that the local government must provide MSMEs with training or debriefing on how to market their products through social media. This research is not in line with the research conducted by Lathifah and Lubis (2019) with the results of research that social media has a significant positive relationship with business development. It is also not in line with the research conducted by Tanti and Dewi (2020) with the results of research that the use of social media has a positive and significant influence on the business sustainability of Millennial MSMEs.

The quality of human resources has a positive but not significant effect on business development, this means that any increase in the quality of human resources will significantly increase the development of MSME businesses in the Maros district. The quality of human resources for MSME actors in Maros has been available for business development, but has not had a significant impact so that efforts are still needed from the government or other business development institutions to provide training or assistance for MSMEs in Maros Regency so that the quality of human resources can have an impact on development. Their business. This research is in line with research conducted by Karendra (2014) with the results of research that the variable quality of human resources with a value of 0.210 indicates the magnitude of the influence of the quality of human resources on business development which is positively correlated, meaning that every 1% increase in the quality of human resources causes an increase in the quality of human resources. business development of 0.210 units. The influence of the quality of human resources on business development at KPRI Pertaguma by using a significant t test of 2,212 with $df = 10 - 2 = 8$, with a significant level of 5% of 1,859.

VI. CONCLUSION

Based on the results of research and discussion in this study, it can be concluded that:

1. The quality of human resources has a positive but not significant effect on Business Development in Micro, Small and Medium Enterprises (MSMEs) in Maros Regency.
2. Social Media Marketing has a negative but not significant effect on Business Development in Micro, Small and Medium Enterprises (MSMEs) in Maros Regency.
3. The quality of human resources and social media marketing do not simultaneously affect the development of micro, small and medium enterprises (MSMEs) in Maros Regency.

VII. SUGGESTION

Based on the results of research and discussion in this study, we propose suggestions:

1. The quality of business human resources (HR) must always be improved through education and training in order to improve business development in micro, small and medium enterprises (MSMEs) in Maros Regency.
2. Micro, Small and Medium Enterprises (MSMEs) in Maros Regency must be given training in promoting their products through social media which is currently a highly developed digital era.

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