

**THE INFLUENCE OF SOCIAL MEDIA, E-COMMERCE, AND WEBSITES ON  
THE PERFORMANCE OF THE ACEHNESE SONGKET MICRO-BUSINESS  
HOUSEHOLD INDUSTRY KREASI JASMANI**

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***Abstract***

The use of digital technology such as Social Media, E-Commerce and Websites can affect the performance of the Micro-Business Home Industry. This study aims to determine the effect of social media, e-commerce and websites on the performance of the Micro-Business Home Industry in Aceh Kreasi Jasamani Songket. This study is an associative study with a quantitative approach. This study consists of three independent variables, namely Social Media (X1), E-Commerce (X2) and Website (X3) and one dependent variable, namely the Performance of IRT-UM (Y). The population in this study were Micro-Business Home Industry Actors in Aceh Besar. The sample was taken using a purposive sampling method with the criteria of songket buyers so that a sample of 40 buyers was obtained. Data were obtained by distributing 40 questionnaires to buyers of Aceh Kresi Jasri songket. The questionnaires that were returned and could be used were 40 questionnaires. The data were analyzed using SPSS 22 with the classical assumption test and multiple linear regression. The results of this study indicate that social media, e-commerce and websites do not have a significant effect on the performance of IRT-UM. The results of this study also show that the independent variables (social media, e-commerce and website) are able to influence the dependent variable (IRT-UM performance) by 18.9% while the remaining 81.9% of IRT-UM performance is influenced by other variables outside the regression model used in this study.

***Keywords:*** *Social Media, E-Commerce, Website, and IRT-UM Performance*

**INTRODUCTION**

The micro-business home industry in Indonesia, including those engaged in the production of traditional crafts such as Acehnesse songket, has become an important pillar in the local economy. Acehnesse songket products, known for their beautiful and rich motifs and manufacturing techniques, are a cultural heritage that has high value. In addition, this industry also plays a role in empowering the community's economy, creating jobs, and preserving regional traditions and culture. However, amidst the challenges of globalization and rapid market changes, this home industry requires innovation and adaptation in order to continue to grow and compete.

In this digital era, the development of information technology provides great opportunities for micro-enterprises, including the Acehese songket industry, to develop themselves and expand their market reach. Social media, e-commerce, and websites are three elements that have a significant influence on the performance of this home industry. Social media, such as Instagram, Facebook, and TikTok, allow Acehese songket entrepreneurs to introduce their products to a wider audience, increase visibility, and build relationships with customers. Proper use of social media can reach consumers from all over the world, opening up new market opportunities that were previously unreachable.

In addition to social media, e-commerce or online buying and selling platforms also play an important role in connecting producers with consumers. Through e-commerce, Acehese songket entrepreneurs can offer their products to buyers without geographical limitations, which expands market potential and increases sales volume. Easy transactions and a secure payment system also provide convenience for consumers in purchasing Acehese songket products. Websites, on the other hand, are a vital channel for creating a professional brand image and increasing consumer trust. Websites not only serve as a medium for displaying product catalogs, but also as a means of conveying information about the quality, manufacturing process, and cultural values contained in Acehese songket products. This can strengthen brand identity and increase appeal to a wider market.

However, many Acehese songket micro-entrepreneurs are still limited in utilizing these three platforms optimally. There are various challenges faced, such as limited technological knowledge, lack of understanding of digital marketing, and limited human and financial resources. Therefore, it is important to study more deeply how social media, e-commerce, and websites influence the performance of Acehese songket micro-entrepreneurial household industries, as well as how the right strategies can be implemented to increase the competitiveness and sustainability of this industry in the digital era.

**Table 1.** Social Media and E-Commerce Visitors The largest in Indonesia

Social media	E-Commerce
1. Facebook	1. Tokopedia
2. YouTube	2. Shopee
3. WhatsApp	3. Lazada
4. Facebook Messenger	4. Open
5. Instagram	
6. TikTok	

Table 1 explains the largest visitors, but according to the initial survey, the research focused on social media analysis (Whatsapp, Instagram, TikTok, and Facebook), while e-commerce analysis (Tokopedia, Shopee, Bukalapak, and Lazada) because the dominant home industry players use these platforms (Armiani et al., 2021).

In this study, website analysis is focused on Google Maps and Google My Business. Google My Business is a free application that can be used to help business actors' businesses be found on various Google products, such as Maps and search. Indonesia has 34 provinces including Aceh Household Industry Micro Business (IRT-UM).

E-commerce has a significant effect on sales in accordance with research (Armiani et al., 2021; Berlilana et al., 2021) and is inversely proportional to research (Lestari, 2019) which shows that e-commerce cost indicators do not have a significant effect on sales.

According to the information obtained, for Micro Home Industry players who have just entered the digital or online world, the Google My Business website and Google Maps are very helpful for developing their business. Google My Business is a free application that is easy to use to manage the existence of a business and improve relationships with potential customers online on Google search and maps (aptika.kominfo.go.id).

## **RESEARCH METHODOLOGY**

The research used is quantitative research with an associative approach which is a study that aims to determine the relationship between two or more variables. The researcher wants to know the relationship between social media, e-commerce, and websites (independent variables) with the Performance of the Micro-Business Household Industry (dependent variable) in Songket Aceh Kreasi Jasmani.

This research comes from primary data using a questionnaire data collection method distributed via Google Form and field surveys using a 4 (four) point Likert scale measurement technique, namely (4) strongly agree, (3) agree, (2) disagree, and (1) strongly disagree. The indicators used include; social media variables (Whatsapp, Instagram, Facebook and Tiktok), e-commerce variables (Tokopedia, Shopee, Bukalapak, and Lazada), website variables (Google My Business and Google Maps) and business performance variables including financial (sales and profit) and non-financial (consumers, services and production targets).

The population in this study is the data that is distributed related to songket, namely 40 e-commerce users. The sampling method uses purposive sampling with the following criteria: 1) business actors are craftsmen and sellers of woven fabrics and 2) business actors are collectors of woven fabrics, so that the sample obtained is 40 users.

## RESEARCH RESULTS

The number of questionnaires distributed was 40 questionnaires, with 40 questionnaires returned.

**Table 2.** Research Sample Data

No	Information	Amount
1	Number of questionnaires distributed	40
2	Number of returned questionnaires	40
3	Number of unreturned questionnaires	0
4	Number of questionnaires processed	40

Respondents in this study are the community. From the collected data, the characteristics of respondents are obtained based on gender, age and last education. The following is a demographic table of the study:

**Table 3.** Research Demographics

By Gender		
Type	Amount	Percentage
Sex		
Man	16	40%
Woman	24	60%
Total	40 people	100%

**Table 4.** Based on Age

Age	Amount	Percentage
20-30 Years	3	7.5%
31-40 Years	18	45%
41-50 Years	15	37.5%
>50 Years	4	10%
Total	40 people	100%

**Table 5.** E-Commerce Validity Test

No	Variables	Statement Items	Rcount	Rtable	Information
1		Tokopedia	0.746		Valid
2		Tokopedia	0.619		Valid
3		Shopee	0.840		Valid
4		Shopee	0.634		Valid
5	E-commerce	Lazada	0.474	0.3120	Valid
6		Lazada	0.438		Valid
7		Open	0.580		Valid
8		Open	0.502		Valid

Based on table 5, it can be seen that the calculated R value of the e-commerce statement item is greater than the R table, which is 0.3120, so it can be concluded that the research questionnaire related to e-commerce is declared valid.

**Table 6.** Website Validity Test

No	Variables	Statement Items	Rcount	Rtable	Information
1	Website	Google Maps	0.469	0.3120	Valid
2		Google Maps	0.359		Valid
3		Google My Business	0.693		Valid
4		Google My Business	0.724		Valid
5		Google Maps & Goggle My Business	0.726		Valid

Based on table 6, it can be seen that the calculated R value of the website statement item is greater than the R table, which is 0.3120, so it can be concluded that the research questionnaire related to the website is declared valid.

## CONCLUSION

Based on the results of the data analysis that has been carried out and the discussion that has been described previously, the following conclusions were obtained:

1. Social media does not affect the performance of IRT UM in Songket Aceh Kreasi Jasmani Aceh Besar Regency only uses WhatsApp and Facebook applications to market their products, while the Instagram application is only used by a small part of the Acehnese community and the TikTok application has not been used by the Aceh Kreasi Jasmani Songket Home Industry. This is because the majority of Acehnese people who use e-commerce are women aged 31 to 50 years who tend to only use WhatsApp and Facebook applications.
2. E-commerce does not affect the performance of IRT UM Songket Aceh Kreasi Jasmani, because less than 10 users in Aceh Besar district use the Shopee and Tokopedia applications, while the Lazada and Bukalapak applications have not been used as a place to transact woven products, this happens because most e-commerce users are high school graduates who still do not understand about online marketing through e-commerce.
3. The website does not affect the performance of IRT UM Songket Aceh Kreasi Jasmani, because most Tenun users only use the Google Maps service as a means to market products, while the Google My Business service.

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