

ABSTRAK

Pandemi COVID-19 menyebabkan 70% UMKM se-Indonesia berhenti melakukan kegiatan produksi. Di sisi lain, tren berbelanja secara *online* meningkat saat pandemi, salah satunya meningkatnya pengguna grup Jual - Beli Salatiga di “*Marketplace*” *Facebook*. Penelitian ini dilakukan terhadap UMKM Rakmini Salatiga yang justru mengalami peningkatan di masa pandemi. Penelitian bertujuan untuk mengetahui pengaruh terpaan media sosial *Facebook* terhadap tingkat keberhasilan fungsi promosi Rakmini Salatiga pada masa pandemi. Penelitian menggunakan teori persamaan media dengan mengaitkan konsep terpaan media, efek komunikasi massa, dan keberhasilan fungsi promosi. Jenis penelitian ini kuantitatif dengan pengumpulan data menggunakan kuesioner, serta analisis data deskriptif, regresi sederhana, dan Uji-T. Hasilnya, terdapat pengaruh yang positif dan signifikan antara variabel terpaan media sosial *Facebook* (X) terhadap variabel tingkat keberhasilan fungsi promosi Rakmini di Salatiga (Y) saat pandemi COVID-19 sebesar 75,1%. Sedangkan sisanya yaitu 24,9% dipengaruhi oleh faktor- faktor lain di luar variabel X. Setiap peningkatan per satu satuan variabel terpaan media sosial *Facebook* (X) memberikan peningkatan variabel tingkat keberhasilan fungsi promosi Rakmini di Salatiga (Y) sebesar 0,819 atau 81,9%. Sehingga, hipotesis H_0 ditolak dan H_a diterima. Selain itu, teori persamaan media teruji pada penggunaan media sosial *Facebook* terhadap suatu keberhasilan promosi Rakmini.

Kata Kunci : Media Sosial; Promosi; Terpaan Media

ABSTRACT

The COVID-19 pandemic has caused 70% of UMKM in Indonesia to stop their production activities. On the other hand, the trend of online shopping increased during the pandemic, one of which was the increase in users of “Grup Jual- Beli Salatiga” on Facebook's Marketplace. This research was conducted on UMKM Rakmini Salatiga, which actually experienced an increase during the pandemic. This study aims to determine the effect of Facebook's social media exposure on the success rate of the promotion function of Rakmini Salatiga during the pandemic. The research uses media equation theory by linking the concepts of media exposure, mass communication effects, and the success of the promotion function. This type of research is quantitative with data collection using questionnaires, as well as descriptive data analysis, simple regression, and T-test. As a result, there is a positive and significant effect between the variable exposure to social media Facebook (X) on the success rate of the Rakmini promotion function in Salatiga (Y) during the COVID-19 pandemic of 75,1%. While the remaining 24,9% is influenced by other factors in the X variable. Each unit increase in the Facebook social media exposure variable (X) gives an increase in the variable of increasing the success of the Rakmini promotion function in Salatiga (Y) by 0,819 or 81,9%. Thus, the hypothesis H_0 is rejected and H_a is accepted. In addition, the theory of media equality is tested on the use of social media Facebook on a successful promotion of Rakmini.

Keywords: Social Media; Promotion; Media Exposure