

ABSTRACT

SMEs in Indonesia are one of the main drivers of the economy. The number of SMEs is always increasing every year in line with the high capital requirements in 2021. This study was conducted to determine the effect of social media and creativity on innovation performance among culinary SMEs in DKI Jakarta during Covid-19. The purpose of this research is to find out and analyze how the use of social media, creativity on innovation performance and how the influence of social media and creativity simultaneously and partially on innovation performance among culinary SMEs in DKI Jakarta during Covid-19. This study uses a quantitative method with a descriptive type of research. The measurement scale used in this study is the ordinal scale, the sampling is done by non-probability sampling method with the number of respondents as many as 100 people. The data analysis technique used is multiple linear regression analysis. Based on the results of simultaneous hypothesis testing (f test), social media and creativity simultaneously affect innovation performance, seen from the value of $F_{count} > F_{table}$ ($26.664 > 2.31$) and the significance level of $0.00 < 0.05$. Based on the results of partial hypothesis testing (t test), social media has a T count of $6.576 > 1.985$ which means perception & attractiveness has an effect on satisfaction, and a significant $0.000 < 0.05$ means that social media does not significantly affect innovation performance. Creativity has a Tcount value of $2.822 > 1.985$ which means that the physical condition of the facilities/infrastructure has an effect on satisfaction and a significant level of $0.003 < 0.05$ means that creativity has no significant effect on the level of innovation performance. The conclusion of this study is that it can be seen that SMEs that have high creativity and product innovation will have the ability to achieve high business performance as well. Therefore, SMEs are expected to be able to generate creativity and product innovation in a sustainable manner so as to improve maximum business performance.

Keywords: *Creativity. Innovation performance. Culinary SMEs.*