

## **Abstract**

MSMEs are very important for Indonesia because they are able to absorb labor and help the country's economy, as well as the City of Medan. Therefore, the development and empowerment of MSMEs by the government, especially the City of Medan, will definitely give hope to the community to develop their businesses.

The purpose of this study was to find out how much influence entrepreneurial orientation, managerial ties, and social media have on the performance of MSMEs in Medan City. The population of this study consisted of 330 SMEs, and the sampling technique used in this study was a non-probability technique. In the incidental type of sampling, researchers select by chance members of the population they encounter and respond to them.

This study uses a quantitative method by distributing questionnaires to the sample the researcher is aiming at and processing the data using the SMARTPLS software. The results in this study entrepreneurial orientation has a positive and significant effect on the performance of MSMEs in Medan City, entrepreneurial orientation has a positive and significant effect on social media, social media has a positive and significant effect on the performance of MSMEs in Medan City, entrepreneurial orientation has a positive and significant effect on managerial ties, Managerial ties have a positive and significant effect on the performance of MSMEs in Medan City. This research uses a quantitative method by distributing questionnaires to the sample the researcher is aiming at and processing the data using the SMARTPLS software. The results in this study entrepreneurial orientation has a positive and significant effect on the performance of MSMEs in Medan City, entrepreneurial orientation has a positive and significant effect on social media, social media has a positive and significant effect on and is related to the performance of MSMEs in Medan City, entrepreneurial orientation has a positive and significant impact on management

ties, and management ties have a positive and significant impact on the performance of MSMEs in Medan City.

**Keywords: Entrepreneurial Orientation, Social Media, Managerial Ties, and Medan City MSME Performance**

