

ABSTRACT

This study aims to examine the effect of persuasive communication through digital content on the adoption of business innovation in Micro, Small and Medium Enterprises (MSMEs) in West Java. In the digital era, effective communication and appropriate marketing strategies are essential to support the success of MSMEs in expanding their business into the global market. The use of social media as a digital communication platform provides opportunities for MSMEs to improve their competitiveness through persuasive and innovative content. The use of English in digital content is increasingly important for MSME players to compete in the global market. The theories used in the research are Elaboration Likelihood Theory (ELT) and Diffusion of Innovation. This research was conducted quantitatively by conducting a survey of 100 culinary micro, small and medium enterprises (MSMEs) in West Java. The variables of persuasive communication and innovation adoption were linked to each other through simple linear regression data analysis. The research shows that the use of English in digital content persuasively and the adoption of MSME business innovations have a positive effect. MSME players who actively use English in social media content tend to be more innovative and more able to reach a wider market.

Keywords: *Persuasive Communication, English, Digital Content, MSMEs, Innovation Adoption, Social Media.*