

## **ABSTRACT**

*Micro, Small and Medium Enterprises or commonly called UMKM is a type of business that is much in demand by the people of Indonesia. One of the cities in West Java that promotes good growth for MSMEs is the city of Bandung. Currently, Indonesia has begun the era of the 4.0 revolution, speed and accuracy are the main keys to be able to win the competition. Revolution 4.0 has also changed the structure of the industrial system into digital technology. Social media and the internet have added wider marketing venues for microbusinesses to develop their businesses in the regions. This study aims to determine the social adoption media on the performance of MSMEs in the city of Bandung using TOE (Technology-Organization-Environmental) approval. This research has Technology (X1), Organization (X2), Environment (X3), Social Media Adoption (Y) and MSME Performance (Z) variables. The method used in this study is a quantitative method with descriptive and causal research types. The sampling method used is purposive sampling with a sample size of 116 respondents. the results obtained by using the Smart PLS 3.0 software are technology, organization, and environment obtained significantly towards social media adoption by 72.1% and social media adoption significantly related to MSME performance by 39.8%.*

**Keywords:** *TOE Framework, social media adoption, MSME performance*