

**PENGARUH PEMANFAATAN MEDIA SOSIAL, KREATIVITAS, DAN  
MODAL USAHA TERHADAP KEBERLANJUTAN BISNIS UMKM  
MILENIAL DI KECAMATAN BULELENG**

**Oleh**

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**ABSTRAK**

Penelitian ini bertujuan untuk menginvestigasi pengaruh pemanfaatan media sosial, kreativitas, dan modal usaha terhadap keberlanjutan bisnis Usaha Mikro, Kecil Menengah (UMKM) Milenial di Kecamatan Buleleng. Seluruh UMKM di Kecamatan Buleleng dipilih menjadi populasi penelitian, dan sampel yang digunakan sebanyak 73 responden. Data diuji melalui beberapa proses seperti uji validitas, uji reliabilitas, uji asumsi klasik berupa uji normalitas, uji heteroskedastisitas dan uji multikolonieritas. Untuk pengujian hipotesis, analisis regresi linier berganda dengan bantuan software *SPSS Statistics 20 For Windows* digunakan dalam penelitian ini. Hasil penelitian ini menunjukkan bahwa, (1) pemanfaatan media sosial memiliki pengaruh yang positif dan signifikan terhadap keberlanjutan bisnis UMKM Milenial, (2) kreativitas berpengaruh positif dan signifikan terhadap keberlanjutan bisnis UMKM Milenial, dan (3) modal usaha berpengaruh positif dan signifikan terhadap keberlanjutan bisnis UMKM Milenial.

**Kata kunci:** Pemanfaatan Media Sosial, Kreativitas, Modal Usaha, dan Keberlanjutan Bisnis.

**THE EFFECT OF USE OF SOCIAL MEDIA, CREATIVITY, AND  
BUSINESS CAPITAL ON SUSTAINABILITY OF MILENIAL BUSINESS  
IN THE SUB-DISTRICT OF BULELENG**

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**ABSTRACT**

*This research was aimed to investigate the effect of the use of social media, creativity, and business capital on the sustainability of the Millennial Micro, Small and Medium Enterprises (SMEs) business in Buleleng District. All SMEs in Buleleng District were chosen as the population and 73 respondents were used in in this research. Data was tested through several processes such as validity test, reliability tests, the classic assumption test in the form of the normality test, heteroscedasticity test and multicollinearity test. For testing the hypothesis, multiple linear regression analysis with the help of SPSS Statistics 20 For Windows software. The results of this study indicate that, (1) the use of social media has a positive and significant effect on Millennial SMEs business sustainability, (2) creativity has a positive and significant effect towards Millennial SMEs business sustainability, and (3) business capital has a positive and significant effect towards Millennial SMEs business sustainability.*

**Keywords:** *Utilization of Social Media, Creativity, Business Capital, and Business Sustainability.*