

## ABSTRACT

***THE INFLUENCE OF SOCIAL NETWORK UTILIZATION ON  
DIGITAL MARKETING STRATEGIES AMONG MSME  
STUDENTS  
(SURVEY WITH STUDENT ECONOMIC EDUCATION FACULTY  
OF TEACHER TRAINING AND EDUCATION PASUNDAN  
UNIVERSITY IN THE CLASS OF 2017, 2018, AND 2019)***

**Wakat**

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*The use of social networks has an effect on digital marketing strategies among MSME students. Lack of awareness of the potential of social networks as a bridge to help market products as well as to communicate. Utilization of social networks or social networks can be a field to expand the market share of their products by implementing a digital marketing strategy in their business. The purpose of this study was to determine the effect of using social networks on digital marketing strategies among MSME students in the 2017 2018 and 2019 batches. This study used a descriptive type of research, a quantitative approach with data collection methods using surveys. In this study, the data collection technique used was in the form of a questionnaire with a population of 70 students. The data analysis used in this study is simple linear regression analysis using SPSS version 25. The results are above the results of hypothesis testing (H) Learning Motivation has a t count > t table (6.440 > 1.66691) with a significance value of  $0.000 < 0.050$  ( tolerance value ), then  $H_0$  is rejected and  $H_1$  is accepted.*

*Keywords: social network, strategy digital marketing*