

**Efektivitas Layanan Humas Kementerian Koperasi dan UKM RI  
#pasarsenenUKM di media sosial Instagram @KemenkopUKM terhadap  
peningkatan promosi UKM di Indonesia  
(Survey terhadap *followers Instagram @KemenkopUKM*)**

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**ABSTRAK**

**Penelitian ini bertujuan** untuk mengetahui seberapa besar Efektivitas Layanan Humas Kementerian Koperasi dan UKM RI #pasarsenenUKM di media sosial Instagram terhadap peningkatan Promosi UKM di Indonesia (*survey terhadap followers Instagram @KemenkopUKM*). **Konsep atau Teori** yang relevan dalam penelitian ini adalah *The Hierarchy of Effects Concept*. Penelitian ini menggunakan pendekatan **kuantitatif**, dengan **metode survey** menggunakan **kuesioner**. Sampel dalam penelitian adalah *followers* dari Instagram @KemenkopUKM dengan jumlah 100 responden. **Teknik penarikan sampel** dalam penelitian ini menggunakan *non probability sampling* dengan jenis *purposive sampling* yang artinya metode untuk penetapan sampel yang dilakukan dengan cara menentukan target dari element populasi. **Teknik pengujian data** menggunakan program *Windows Statistic Program For Social Science (SPSS)* versi 22. **Hasil dari penelitian ini** menunjukkan bahwa korelasi antara variabel X (Efektivitas Layanan Humas) dengan variabel Y (Promosi UKM) memiliki hubungan yang kuat sebesar 0,769. Berdasarkan hasil perhitungan koefisien determinasi diperoleh hasil adanya pengaruh variabel X terhadap variabel Y sebesar 59%. Hasil dari uji hipotesis dengan t hitung sebesar 11,912 yang dapat disimpulkan bahwa  $H_0$  ditolak dan  $H_a$  diterima yang berarti terdapat pengaruh yang signifikan antara efektivitas layanan humas Kementerian Koperasi dan UKM #pasarsenenUKM di media sosial Instagram @KemenkopUKM terhadap peningkatan promosi UKM di Indonesia.

**Kata Kunci : Efektivitas Layanan, Instagram, Kementerian Koperasi dan UKM RI, Promosi UKM**

***The effectiveness of public relations services from the Ministry of Cooperatives and SMES #pasarsenenUKM on social media Instagram @KemenkopUKM to increase promotion of SMES in Indonesia***  
***(Survey of Instagram followers @KemenkopUKM)***

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**ABSTRACT**

***This Research is intended to measure the effectivity of The Public Relation service of The Ministry of Cooperation and Small and Medium Business (SMB) #pasarsenenUKM on Instagram social Media towards the enhancement of SMB prospect (Surveys of Instagram follower of @KemenkopUKM account). The relevant concept and theory of this research is The Hierarchy of Effects Concept. This research uses a quantitative approach, with a survey method using a questionnaire. The sample in this study is followers of Instagram @KemenkopUKM with 100 respondents. The sampling technique in this study uses non probability sampling with the type of purposive sampling which means the method for determining the sample is done by determining the target of the population element. The data testing technique using the Windows Statistics Program for Social Science (SPSS) version 22. The result of this study indicate that the correlation between variable X (Effectiveness of Public Relations Services) with Y variable (Promotion of SMEs) has a strong relationship of 0.769. Based on the calculation of the coefficient of determination results obtained the influence of variable X on variable Y by 59%. The results of the hypothesis test with a t count of 11,912 which can be concluded that Ho is rejected and Ha is accepted, which means there is a significant influence between the effectiveness of the Ministry of Cooperatives and SMEs #pasarsenenUKM public relations services on Instagram @KemenkopUKM social media on increasing promotion of SMEs in Indonesia.***

***Keywords : Instagram, Ministry of Cooperation and Small and Medium Busines, Service Effectivity, SMB Promotion***