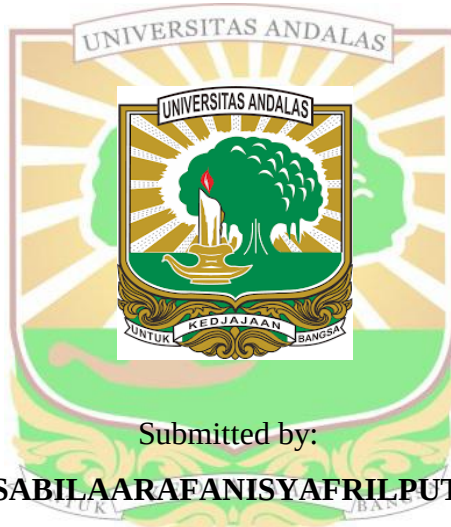


**THE USE OF SOCIAL MEDIA VIDEO PLATFORM: STUDY TOWARD
KNOWLEDGE SHARING, SENSING, SEIZING, AND INNOVATION
CAPABILITY**

(Survey on Micro and Small Enterprises (MSEs))

THESIS



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*Submitted as One of the Requirements to Achieve a Master's Degree in
Management Study Program of the Faculty of Economics and Business at
Universitas Andalas*



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Thesis by Salsabila Arafani Syafril Putri

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ABSTRACT

The rapid growth of social media video platforms such as TikTok, Instagram, Facebook, and YouTube has significantly transformed how micro and small enterprises (MSEs) manage information, interact with customers, and develop innovation capability. This study aims to examine the effect of social media video platform usage on the innovation capability of MSEs in Major economic areas of West Sumatra, both directly and indirectly through knowledge sharing, sensing capability, and seizing capability within the dynamic capabilities framework. This research employs a quantitative approach using a survey method. Primary data were collected through questionnaires distributed to 111 MSE owners in Major economic areas of West Sumatra who actively utilize social media video platforms in their business operations. Data analysis was conducted using Partial Least Squares Structural Equation Modelling (PLS-SEM) with SmartPLS 3.0 software. The findings reveal that the use of social media video platforms does not have a significant direct effect on the innovation capability of MSEs. However, social media video platform usage has a positive and significant effect on knowledge sharing, sensing capability, and seizing capability. Furthermore, the results indicate that only sensing capability has a significant positive influence on innovation capability, while knowledge sharing and seizing capability do not exhibit significant effects. These results suggest that the primary role of social media video platforms in enhancing innovation capability lies in strengthening sensing capability, particularly the ability of MSEs to identify market opportunities, understand customer needs, and respond to environmental changes. Although knowledge sharing and opportunity execution are important, they do not directly translate into innovation outcomes without strong sensing capability. This study contributes theoretically by extending the dynamic capabilities literature in the context of digitally driven MSEs and offers practical implications for MSE practitioners and policymakers to strategically leverage social media video platforms as tools for environmental scanning to enhance innovation capability.

Keywords: *Social Media Video Platform, Knowledge Sharing, Sensing Capability, Seizing Capability, Innovation Capability, MSEs.*

Penggunaan Social Media Video Platform: Studi Terhadap Knowledge Sharing, Sensing, Seizing, dan Innovation Capability (Survei pada Usaha Mikro dan Kecil (UMK))

Tesis oleh Salsabila Arafani Syafril Putri
Pembimbing I : Syafrizal, S. E., M. E., Ph. D.
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ABSTRAK

Perkembangan pesat media sosial video platform seperti TikTok, Instagram, Facebook, dan YouTube telah mendorong perubahan signifikan dalam cara usaha mikro dan kecil (UMK) mengelola informasi, berinteraksi dengan pelanggan, serta mengembangkan kapabilitas inovasi. Penelitian ini bertujuan untuk menganalisis pengaruh penggunaan social media video platform terhadap kapabilitas inovasi UMK di wilayah ekonomi utama Sumatera Barat, baik secara langsung maupun tidak langsung melalui knowledge sharing, sensing capability, dan seizing capability sebagai bagian dari kerangka dynamic capabilities. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data primer dikumpulkan melalui kuesioner yang disebarakan kepada 111 pelaku UMK di wilayah ekonomi utama Sumatera Barat yang telah menggunakan media sosial video platform dalam kegiatan usahanya. Teknik analisis data yang digunakan adalah Partial Least Squares Structural Equation Modeling (PLS-SEM) dengan bantuan perangkat lunak SmartPLS 3.0. Hasil penelitian menunjukkan bahwa penggunaan social media video platform tidak berpengaruh signifikan secara langsung terhadap kapabilitas inovasi UMK. Namun demikian, penggunaan platform tersebut terbukti berpengaruh positif dan signifikan terhadap knowledge sharing, sensing capability, dan seizing capability. Selanjutnya, hasil pengujian menunjukkan bahwa hanya sensing capability yang memiliki pengaruh positif dan signifikan terhadap kapabilitas inovasi, sedangkan knowledge sharing dan seizing capability tidak menunjukkan pengaruh yang signifikan. Temuan ini mengindikasikan bahwa peran utama media sosial video platform dalam meningkatkan kapabilitas inovasi UMK terletak pada kemampuannya dalam memperkuat proses sensing, yaitu kemampuan pelaku usaha dalam mengidentifikasi peluang pasar, memahami kebutuhan pelanggan, serta merespons dinamika lingkungan bisnis. Sementara itu, aktivitas berbagi pengetahuan dan kemampuan mengeksekusi peluang belum secara langsung mampu mendorong inovasi tanpa adanya kemampuan sensing yang kuat. Penelitian ini memberikan kontribusi teoretis dengan memperkaya kajian dynamic capabilities pada konteks UMK berbasis digital, serta kontribusi praktis bagi pelaku UMK dan pembuat kebijakan untuk memanfaatkan media sosial video platform secara strategis sebagai alat pemindaian lingkungan bisnis guna meningkatkan kapabilitas inovasi.

Kata kunci: *Social Media Video Platform, Knowledge Sharing, Sensing Capability, Seizing Capability, Innovation Capability, MSEs*