

## **ABSTRACT**

*The development of social media over the past few years has a major impact on various sectors. The catering entrepreneurs in Semarang are one of the groups that get the impact. The adoption of social media in catering businesses have a positive and negative impact on the development of catering businesses in the Semarang. Based on these reasons, this study aims to analyze differences before and after the use of social media to the development of catering businesses in the Semarang.*

*This study uses primary data by distributing questionnaires to 69 respondents of catering entrepreneurs in Semarang City. In order to achieve the research objectives, this study uses a Validity Test, and Reability analysis tool to measure the accuracy of the questionnaires that have been distributed, and the Wilcoxon Signed Rank Test to determine whether there are differences due to the impact of social media adoption on catering businesses in Semarang.*

*Validity and reliability test results show that the questionnaire has been distributed to 69 respondents is valid and reliable. The results of the Wilcoxon Signed Rank Test of 69 respondents examined showed the level of significance that showed  $<0.05$  means there was a significant differences, this shows a differences in turnover rate, profit, amount of production, and number of labour due to the use of social media in a catering business in Semarang City. These differences because increased average turnover 148 percent , profits 151 percent, amount of production 46 percent, and the amount of labour 72 percent..*

*Keywords : Catering, Social Media, Business Development*