

**THE ROLE OF SOCIAL MEDIA MARKETING
IN IMPROVING SMEs BUSINESS
PERFORMANCE
(A PHENOMENOLOGICAL STUDY IN
TEMEKE MUNICIPAL COUNCIL, DAR ES
SALAAM TANZANIA)**



THESIS

Submitted as one of the conditions to
Obtain a Master's degree in Management
Master of Management program, Diponegoro University

Prepared by:

MULEGIFATUMA HAMIS KIBARI
NIM. 12010121419096

**DEPARTMENT MASTER OF MANAGEMENT
FACULTY OF ECONOMICS AND BUSINESS
DIPONEGORO UNIVERSITY
SEMARANG**

2023