



UDC 332

## THE APPLICATION OF DIGITAL MARKETING COMMUNICATION IN FACING THE PHENOMENON OF TIKTOK SHOPPERTAINMENT AS A MARKETING COMMUNICATION STRATEGY FOR UMKM

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### ABSTRACT

This research explores how Micro, Small, and Medium Enterprises (MSMEs) apply digital marketing communication to deal with the TikTok Shoppertainment phenomenon using the 4C marketing communication model (Clarity, Consistency, Credibility, and Competitiveness). This phenomenon shows a change in consumer behavior that switches to entertainment content and online shopping on TikTok, as well as an algorithm game carried out by TikTok. This research aims to understand the marketing communication strategies used by MSMEs, as well as identify challenges and solutions in the implementation of digital marketing, especially on TikTok. The research method used is a qualitative approach through in-depth interviews with three successful MSME owners in the fashion sector who use TikTok as a marketing communication strategy and use documentation as a complement. The results show that TikTok provides a great opportunity for MSMEs to promote products and increase engagement. MSMEs such as Sani Signature, By.Lumicasa, and Arabasic have successfully adapted to competitive digital market dynamics and dynamic consumer preferences. In addition, the three MSME players understand the importance of audience engagement and focus on increasing credibility by understanding relevant, informative, and entertaining content. However, MSMEs are also facing challenges such as competition from artists and influencers, the complexity of TikTok's algorithm, and limited human resources and expertise. To overcome these challenges, MSMEs can increase collaboration between MSMEs, conduct education on effective content strategies, and strengthen internal competencies.

### KEY WORDS

MSME, digital marketing, TikTok, marketing communication.

The term 'shoppertainment' (TikTok, 2022) refers to content-based commerce that prioritizes entertainment and education. It combines content and community to create an immersive shopping experience, transforming how communities engage with consumers through the "video first, sound-on" format. In this model, brands interact with consumers while they shop, without overt selling, addressing both functional and emotional needs. Sam Singh, Vice President of Global Business Solutions at TikTok Asia Pacific (TikTok, 2022), noted that consumer behavior in purchasing is evolving significantly. A key trend is the growing consumer preference for entertainment-focused shopping experiences over direct sales.

Mohammed Sirajuddeen, Managing Director and Growth and Transformation Lead at Accenture Song (Mediana, 2023), identified three emerging consumer archetypes: the mirrored consumer, who showcases their preferences; the curator, who shapes preferences based on personal experiences; and the collective consumer, who is influenced by group dynamics. Therefore, communities need to offer tailored, efficient products that meet these consumer types, using entertaining and educational content. According to a Boston Consulting Group survey (TikTok, 2022) titled 'Shoppertainment' in the report 'APAC's Trillion-Dollar Opportunity,' shoppertainment is projected to grow at a compound annual growth rate (CAGR) of 63%. Indonesia, Japan, and South Korea are expected to contribute the most to this growth in the Asia-Pacific region. Smartphone penetration, driven by rising demand for content and creators, has accelerated shoppertainment's growth, especially in



Indonesia. Data from BCG (TikTok, 2022) shows that 83% of Indonesians engage with video content before purchasing, with fashion content attracting up to 50% of consumers.

This phenomenon is often utilized by Indonesian MSMEs on TikTok, such as Arabasic, Sani Signature, and By.Lumicasa. Arabasic, based in Bekasi, sells casual Muslim fashion inspired by the Turkish fashion industry. Sani Signature in Jakarta offers dresses, including custom services, while By.Lumicasa in Bogor focuses on Korean streetwear with limited edition products. These MSMEs leverage TikTok tools like live streams, TikTok Shop, and video content to promote their products. TikTok (TikTok, 2023) provides a digital platform for users to create content and conduct e-commerce through TikTok Shop, enabling consumers to complete purchases without switching platforms. Indonesia, with 113 million users, represents a significant opportunity for TikTok Shop, second only to the United States. A Momentum Works report shows that product sales through TikTok Shop have grown rapidly, from \$600 million in 2021 to \$4.3 billion in 2022. However, despite its fast growth, TikTok Shop's transaction value in 2022 was still below that of top marketplaces like Shopee and Lazada. Nevertheless, TikTok Shop could become a major competitor within the next two to three years.

Consumer behavior on TikTok differs greatly from other platforms like Shopee and Lazada. TikTok captures attention through short videos, while other platforms focus on product displays and direct purchasing. However, TikTok's shoppertainment model poses challenges for Indonesian MSMEs, particularly due to the prioritization of imported goods in the platform's algorithm. TikTok's algorithm, which promotes imported products, has been a challenge for local MSMEs. Initiatives like the UK-based Trendy Beat by TikTok illustrate how foreign products are prioritized. Several MSMEs, such as Sani Signature and Arabasic, have reported a decline in brand visibility due to the overwhelming presence of celebrity and influencer content promoted by TikTok's algorithm.

By.Lumicasa faces similar challenges with original content creation and competitive pricing on TikTok. While the brand initially saw increased exposure, the presence of TikTok influencers promoting major brands reduced its viewership and engagement, impacting sales. In the digital age, MSMEs must consider various factors to thrive, including creativity and consumer engagement. Marketing communication plays a crucial role in building brand reputation and increasing consumer awareness, which in turn drives sales. Based on previous studies, while many focus on general digital marketing strategies, few have explored multiple MSMEs in the fashion sector utilizing TikTok as a sales platform. This research will examine the digital marketing strategies of three MSMEs, focusing on product promotion, public reach, and challenges in the context of the TikTok Shoppertainment phenomenon.

## **METHODS OF RESEARCH**

This study adopts a qualitative research methodology. As articulated by Sugiyono (2020), qualitative research is grounded in post-positivist paradigms, aimed at exploring the intrinsic characteristics of natural phenomena. In this approach, the researcher serves as the principal instrument of data collection, employing triangulation techniques for data gathering, inductive qualitative analysis, and directing the research findings toward the interpretation of meaning, the understanding of uniqueness, and the construction of phenomena.

Qualitative research is distinguished by its production of data in the form of written and spoken narratives or observed behaviors, as opposed to the numerical data typically generated by quantitative research. This aligns with the perspective of Dukeshire and Thurlow (Sugiyono, 2020), who contend that qualitative methodologies enable the acquisition of rich, detailed insights into the issues under investigation. Common data collection methods include focus group discussions (FGDs), in-depth interviews, participant observation, and document analysis.

According to Bogdan and Biklen (2019), qualitative research is characterized by several key attributes: it is inherently descriptive, with the collected data primarily presented in the form of words or images rather than numerical statistics; it emphasizes inductive



reasoning, wherein the researcher derives patterns, themes, and meanings directly from the data.

The research is conducted in its natural context, with the researcher assuming the role of the primary instrument for data collection.

This methodological approach is designed to produce a comprehensive and nuanced understanding of the phenomena being studied. In the present research, qualitative methods were applied to analyze verbal data obtained from in-depth interviews. This approach aligns with the study's objectives, which are to explore the strategic use of digital marketing communication by MSME actors in product promotion, public outreach, and navigating the challenges inherent in the implementation of such strategies.

This study employed a descriptive research design using a qualitative approach. Descriptive research seeks to systematically, accurately, and objectively describe a phenomenon without examining specific variables or testing hypotheses. In this context, the researchers analyzed how MSME actors structure their experiences in implementing digital marketing communication, focusing specifically on TikTok as a strategic tool for product promotion, public engagement, and addressing the challenges arising from its application. The findings of this research will thus be descriptive in nature.

In qualitative research, the researcher assumes a central role in defining the research focus, selecting informants, collecting data, analyzing it, interpreting the findings, and drawing conclusions. The researcher is the primary instrument, ensuring that the research process is flexible and adaptive as insights emerge. Once the research focus is established, the design of the instruments typically follows, with the expectation that they will complement or contrast data obtained from interviews and document analysis.

A research paradigm provides a conceptual framework that shapes the methodology and approach to knowledge acquisition. According to Baker (in Moleong, 2004), a paradigm defines the boundaries and standards by which research is conducted. Similarly, Bogdan and Biklen (in Moleong, 2014) describe a paradigm as a set of assumptions, concepts, or propositions that collectively guide the researcher's thinking throughout the research process.

This study is guided by the constructivist paradigm. As explained by Eriyanto (2001), constructivism posits that individuals actively construct their understanding of reality based on personal experiences and emotions. This paradigm was chosen because it aligns with the study's objective of examining how MSME actors navigate digital marketing communication strategies in the context of TikTok, particularly in relation to product promotion, public outreach, and the challenges encountered. The constructivist framework also aids in understanding how MSME actors shape their consumer relationships and communication through digital marketing.

The focus of this study is crucial for narrowing down the scope of inquiry and ensuring that the research addresses pertinent issues. As Sugiyono (2017) points out, qualitative research must define its focus based on the urgency, importance, and reliability of the problems under investigation. This study focuses on three main areas:

- **Challenges and Obstacles:** Identifying the challenges and obstacles MSME actors face when implementing digital marketing communication strategies in the context of the TikTok Shoppertainment phenomenon;
- **Digital Marketing Strategies:** Analyzing the specific strategies employed by MSME actors on TikTok for promoting their products and engaging the public;
- **Effectiveness of TikTok:** Evaluating the effectiveness of TikTok as a platform in helping MSMEs achieve their marketing and business objectives.

This research employs qualitative methods, which necessitates the identification of an appropriate informant selection technique as a crucial aspect of ensuring the sustainability of the study. In this qualitative research study, the researchers employed the purposive technique, which is a method of data collection whereby the researcher considers specific factors to ensure that the data obtained is relevant and sufficient for the study (Sugiyono, 2017).



Table 1 – Research Stages

<i>Background</i>	
The phenomenon of shoppertainment, observed on the TikTok application, represents a shift in the traditional role of social media platforms. While previously perceived as mere social media service providers, many of these platforms are now engaging in retail transactions, generating profits from these activities. The implementation of shoppertainment by the platform owner may potentially be exploited to facilitate the sale of imported goods through the misuse of the algorithm.	
<i>Development Objectives</i>	
The objective of this study is to ascertain the efficacy of digital marketing communication as a media strategy for MSME players in promoting their products, reaching the public, and addressing the challenges associated with its implementation.	
<i>Primary Data</i>	
The study employs in-depth interviews with key informants, namely, actors in the MSME sector.	
<i>Data Analysis</i>	
1.	Data Condensation
2.	Data Presentation
3.	Conclusion Drawing
<i>Output</i>	
This paper examines the <i>digital marketing communication</i> strategies employed by MSME players.	
<i>Source: Data Processed by the Authors (2023).</i>	

This technique is employed by researchers to ensure that the samples selected as research data sources are capable of fulfilling the research requirements. This technique is employed when gathering data from informants regarding the structuring of MSME actors' experiences in the implementation of digital marketing communication, particularly in the context of TikTok, a social media platform utilized as a strategic media vehicle for the promotion of products, the expansion of public reach, and the navigation of challenges inherent to its application.

Table 2 – Table of Research Informants

No.	Informant Name	Position
1.	Ibu Rahma Al Naba	Owner By.Lumicasa.
2.	Ibu Fatimah Azzahra	Owner Arabasic.
3.	Ibu Rana Tiara Siri	Owner Sani Signature.

*Source: Data Processed by the Authors (2023).*

Data collection techniques represent a series of steps employed in research activities aimed at obtaining data. In accordance with the conceptualisation proposed by Sugiyono, data collection techniques can be categorised based on the data sources involved. One such category is that of primary data, which refers to data sources that directly provide data to data collectors. In this study, the primary data sources are in-depth interviews with MSME actors who have become informants, as well as the documentation of relevant materials.

A data collection method is a technique employed by researchers to obtain data pertinent to a study. In this study, researchers employed a range of data collection methods, including:

a. In-depth Interview

An in-depth interview is a two-way communication process through which information is obtained from relevant informants. As defined by Sugiyono, an interview is a conversation conducted by two parties, the interviewer (also known as the researcher) and the informant (also known as the participant), in which the former poses a series of questions to the latter with the aim of achieving a specific objective. In conducting in-depth interviews, researchers can ascertain a multitude of intricate details pertaining to the information and phenomena under discussion within the context of the study. In conducting interviews, researchers must prepare research instruments in the form of written questions and record the responses provided by informants. This allows for the inclusion of various interview types, including structured interviews. The following is the context in conducting interviews with sources in this study, namely:



Table 3 – Interview Grid

No.	Indicators	Question Item
1.	Marketing Content Planning	<ol style="list-style-type: none"> <li>1. Do you use TikTok to sell your products?</li> <li>2. How do you view the artists/influencers who use TikTok to sell their products? Is this a challenge for you?</li> <li>3. What kind of content have you created to promote your products?</li> <li>4. Is there a dedicated admin on your TikTok social media? If yes, what is the function of the admin?</li> <li>5. Did you follow the video trends at the beginning of your content creation?</li> <li>6. How do you choose your content concept?</li> <li>7. Do you work with TikTok affiliators?</li> <li>8. Does the use of hashtags or audio have an impact on account engagement?</li> </ol>
2.	Application of Content Marketing	<ol style="list-style-type: none"> <li>1. Are you familiar with the TikTok Shoppertainment phenomenon?</li> <li>2. Do you think it is necessary to regularly implement and develop marketing content on the account?</li> <li>3. In your interactions, what features on TikTok have you used?</li> <li>4. What kind of content do you think attracts the attention of audiences and can increase engagement?</li> <li>5. How do you keep up with TikTok's changing algorithms, due to algorithm gaming?</li> </ol>
3.	Marketing Content Evaluation	<ol style="list-style-type: none"> <li>1. Has the marketing content you uploaded on your TikTok account been able to touch the functional and emotional needs of consumers for the products sold?</li> <li>2. Do you think the marketing content in the form of uploaded videos is informative?</li> <li>3. How do you view the content that has been created on your TikTok account? And what are the advantages and disadvantages?</li> <li>4. How do you adapt to the Indonesian government's changing policies on TikTok Shop operations in Indonesia?</li> <li>5. What will you do in the future?</li> </ol>

Source: Data Processed by the Authors (2023).

As Sugiyono notes, the use of documents as a complement to the interview method can enhance the credibility and trustworthiness of the research process. The incorporation of photographs or existing academic papers can provide additional support and context, strengthening the reliability of the findings. In this study, the documentation method was employed to obtain data through the utilisation of screenshots of the TikTok accounts of each MSME actor, in addition to the documentation of the digital content that has been created.

In this study, the data validity test applied was the triangulation technique. Sugiyono defines triangulation as a data collection technique that combines various data collection techniques and data sources that already exist. Sugiyono (2009) identifies three aspects of triangulation in the testing of data validity. These include:

1. In the context of data validity testing, source triangulation refers to the process of comparing and verifying information or data obtained from disparate sources;
2. Method triangulation refers to the act of comparing and verifying information or data obtained from different data collection methods, such as interviews and observations, but conducted on the same source;
3. Time triangulation refers to the act of verifying data in different time periods. The observation or data collection is not conducted on a single occasion, but rather multiple times at different points in time.

In this study, the triangulation employed is method triangulation. This is because the researchers compared information obtained through interviews and documentation from research informants, namely Arabasic, Sani Signature, and By.Lumicasa informants. The comparison of the data obtained from the various sources will enable the researchers to reach valid conclusions in this study.

Once the data has been obtained, it is subjected to further processing, including analysis, description and decision-making. In accordance with Bogdan's interpretation of Sugiyono's views, data analysis can be defined as a systematic process of searching for and compiling data obtained from a variety of sources, including interviews, field notes and other materials, with the aim of facilitating comprehension and sharing insights with other individuals.

Sugiyono also posits that data analysis in qualitative research is frequently conducted concurrently with and subsequent to the conclusion of data collection within a specified timeframe. In the course of conducting interviews, researchers engage in a process of



analysis with respect to the responses they receive. Should the response be deemed unsatisfactory, the researcher may pose further queries until such time as the data obtained is deemed credible.

In the book 'Qualitative Data Analysis', In their 2018 publication, A Methods Sourcebook, Miles, Huberman and Saldana identify several key components that must be considered during the process of data analysis. These include:

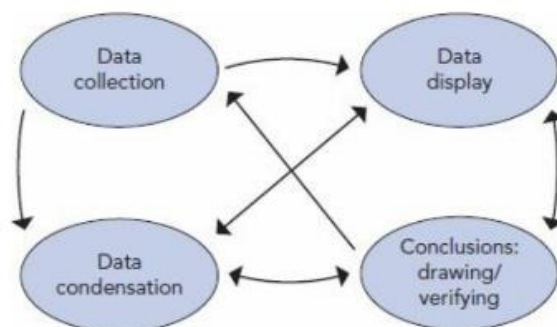


Figure 1 – Components of Data Analysis (Source: Miles et al., 2018)

Data condensation can be defined as the process of selecting, focusing, simplifying, and/or transforming existing data from fieldwork results in the form of interview transcripts, written notes, documents, and other empirical material. Furthermore, data condensation can occur prior to the acquisition of data, a process known as anticipatory data condensation. Anticipatory data condensation is a process that occurs when the researcher makes decisions regarding various aspects of the research, including the formulation of research questions, the selection of conceptual frameworks, the choice of data collection techniques, and other considerations. Thus, data condensation can be defined as a form of analysis that refines, classifies, focuses, discards or organises data in a manner that facilitates the verification of the final conclusions.

In general, data presentation is a structured information that can be used to draw conclusions and inform action. The presentation of data may be illustrated in the form of graphs, charts, and matrices. In qualitative research, narrative text is a common method of data presentation.

Since the inception of qualitative data collection, researchers have often documented observations pertaining to patterns, explanations, causal relationships, and propositions. The ultimate conclusion is contingent upon field notes, methodologies, the researcher's sophistication, and the necessity to meet deadlines. Consequently, inference is frequently conducted throughout the data collection process in the field.

## RESULTS AND DISCUSSION

In line with the established research methodology, the selection of research subjects was conducted using a purposive sampling technique, focusing on informants with substantial knowledge and practical experience in utilizing digital marketing as a sales and promotional strategy. The selected subjects consist of several micro, small, and medium enterprises (MSMEs) operating in the fashion industry, primarily located in Jakarta, Bogor, and Bekasi.

The specific MSMEs identified for this research are as follow.

Arabasic is a fashion MSME based in Bekasi, Indonesia, established in August 2020. The business focuses on producing casual Muslim women's clothing, such as dresses, kebayas, and tunics, catering to the medium-to-high-end market. Arabasic's product designs are inspired by Turkish fashion, which holds a significant position as the largest Muslim fashion market globally. Under the tagline "Simplicity for Women," Arabasic emphasizes a minimalist approach to clothing design, with simplicity portrayed as an expression of



elegance, adhering to Islamic traditions. The business was born out of the proprietor's passion for both fashion and entrepreneurship. With a background in Business Management, the proprietor sought to apply theoretical knowledge from university studies in a practical context, leading to the establishment of Arabasic.

Sani Signature operates under the Harls Group Indonesia, which was founded in 2016 and includes various brands, such as Lunar Shoes and Kochi-Kochi. Sani Signature specializes in both custom-made and ready-to-wear women's clothing, offering designs for both formal and informal occasions. The brand, which began its operations in 2018, provides a range of styles and also offers bespoke tailoring services to meet specific consumer needs in terms of design and fit. Sani Signature utilizes social media, particularly TikTok, as a primary platform for engaging customers. The brand began using TikTok in 2022, amassing a following of 32.2K and 51.3K likes, indicating its growing presence on the platform. The brand's pricing strategy focuses on affordability, offering products around 300,000 IDR, while maintaining high-quality standards. As an online boutique, Sani Signature keeps limited stock, creating an exclusive appeal for its products.

By.Lumicasa, established in January 2021 in Bogor Regency, focuses on Korean streetwear, targeting the increasing number of Korean fashion enthusiasts in Indonesia. The brand distinguishes itself through its limited series products, ensuring that consumers find unique items unavailable from other brands. The tagline, "Look Stylish Together #By.Lumicasa," reflects its mission to help consumers adopt stylish, Korean-inspired looks. By.Lumicasa was born out of the owner's passion for social media and awareness of trends, especially those centered on Korean fashion. The business initially started with a focus on selling imported footwear from China, but the pandemic disrupted supply chains, prompting the owner to shift to fashion. With an initial capital investment of approximately 10 million IDR and no digital marketing strategy, the business initially struggled, selling only a few items via word-of-mouth marketing. However, the adoption of digital marketing strategies led to an increase in monthly revenue, now averaging between 15 to 20 million IDR.

The primary data for this study were collected through in-depth interviews with three informants: the owners of Sani Signature, By.Lumicasa, and Arabasic MSMEs. These informants were selected due to their active use of TikTok as a digital marketing tool within their respective businesses. Their insights and experiences in utilizing TikTok as part of their sales strategies provide critical information aligned with the study's focus. The following table outlines the classification of the informants based on their expertise and TikTok usage:

Table 4 – Description of Informants

Informant Code	Informant Name	Position
N1	Ibu Rana Tiara Siri	Owner Sani Signature
N2	Ibu Rahma Al Naba	Owner By.Lumicasa.
N3	Ibu Fatimah Azzahra	Owner Arabasic

Source: The data was processed by the authors in 2024.

The research involved interviews with three informants: Mrs. Rana (owner of Sani Signature), Mrs. Rahma (owner of By.Lumicasa), and Mrs. Fatimah (owner of Arabasic). These interviews took place on January 13, January 18, and January 31, 2024, respectively. The discussions focused on their experiences with digital marketing, particularly using TikTok as a promotional tool for their fashion MSMEs.

The MSMEs involved have employed various strategies to identify and understand their target audiences, leveraging TikTok for sales and marketing.

*"Full use of TikTok." — 32\_RTS (2024)*

*"Already using the TikTok app." — 21\_RAN (2024)*

*"Can reach a wider range of potential buyers." — 21\_RAN (2024)*

*"Our main social media is that we use TikTok as a means of promotion, content, etc., for business purposes." — 25\_FA (2024)*

These quotes highlight TikTok's essential role in sales for these MSMEs. Each



proprietor utilizes TikTok uniquely, reflecting their brand strategies and objectives.

*"Despite the existence of a dedicated social media team, the majority of ideas originate from me and are subsequently developed by the team." — 32\_RTS (2024)*

*"The team's role is limited to the production of content." — 32\_RTS (2024)*

*"I oversee the entire process myself, as the owner, to ensure that I am fully accountable for social media administration." — 25\_FA (2024)*

The Sani Signature MSME has a dedicated social media team, while By.Lumicasa and Arabasic depend on their owners for content management. This ownership reflects a hands-on approach to ensure brand authenticity and engagement. The content strategy reflects individual characteristics of each MSME:

*"The production content of the clothes. So from low materials." — 32\_RTS (2024)*

*"I always compare the concept." — 32\_RTS (2024)*

*"The content concept follows based on its popularity, like following viral content." — 21\_RAN (2024)*

*"The benchmark is Pinterest, especially since our segment is young people who really like Pinterest." — 25\_FA (2024)*

Each owner bases their content on current trends, aligning with their products' unique attributes while also considering popular social media platforms. The informants prioritize their brand values when producing content:

*"We analyze the trends that are popular on TikTok and the feedback we receive from our followers to understand what they want." — 32\_RTS (2024)*

*"We have to ensure that the content aligns with By.Lumicasa's brand values and message." — 21\_RAN (2024)*

*"Inspo content, especially for young girls, to engage them." — 25\_FA (2024)*

This strategic analysis indicates that the MSMEs are not only aware of trends but are also committed to creating value-driven content that resonates with their audience. The informants expressed a willingness to explore partnerships with TikTok Affiliates, although none have engaged in official collaborations yet.

*"I am opening up to affiliate affiliates who want to sell Sani Signature items." — 32\_RTS (2024)*

*"We want to try to become affiliators in the future." — 25\_FA (2024)*

Content assessment is crucial for evaluating whether the produced materials meet the audience's functional and emotional needs:

*"It has been fulfilled but not maximized." — 32\_RTS (2024)*

*"I need to boost the influencers to make the video go viral." — 21\_RAN (2024)*

*"Our video has touched on functional and emotional needs." — 25\_FA (2024)*

Informant FA of Arabasic emphasizes creating curiosity among potential customers to boost engagement, which indicates a proactive approach to audience interaction.

*"We make the video first but haven't revealed the product name to encourage comments." — 25\_FA (2024)*

The owners acknowledge the informative nature of their content:

*"If it is informative, yes." — 32\_RTS (2024)*

*"We have been informative enough about our products." — 25\_FA (2024)*

While they recognize the strengths of their content, such as addressing often-overlooked aspects or aligning with trends, they also identify weaknesses:

*"The content is not too visual; it is not diverse." — 32\_RTS (2024)*

*"There is a lack of variety and consistency." — 21\_RAN (2024)*

*"The audience might get bored." — 25\_FA (2024)*





Each MSME's distinct strategy and content management illustrate their understanding of their target markets and the effectiveness of their marketing efforts. By addressing both strengths and weaknesses, they can better align their content with consumer preferences and improve engagement.

The findings from the interviews reveal that the MSMEs successfully leverage TikTok for marketing by employing targeted content strategies tailored to their audiences. Each owner plays an active role in content creation and assessment, leading to a mix of innovative and trend-driven approaches. However, the identified weaknesses, particularly concerning content diversity and consistency, highlight areas for improvement as they navigate the dynamic landscape of digital marketing.

Micro, small, and medium enterprises (MSMEs) have recognized TikTok's potential as a marketing tool to enhance audience engagement. This study examines how MSMEs leverage TikTok features to optimize content for interaction and appeal. Through interviews with three MSME proprietors—Mrs. Rana (By.Lumicasa), Mrs. Fatimah (Arabasic), and Mrs. Rina (Sani Signature)—we explore their strategies regarding hashtags, audio, calls to action (CTAs), and interactive features.

The interview data reveal that all three proprietors use hashtags and audio features as part of their content strategy. Mrs. Rina stated, "Every upload is accompanied by copywriting in the caption using appropriate hashtags and audio" (21\_RAN, 2024). Similarly, Mrs. Fatimah mentioned, "We use audio, especially trending music; if it is a hashtag, we adjust it and create our own unique hashtag to complement the caption" (25\_FA, 2024).

These strategies highlight the importance of aligning content with current audio trends and leveraging hashtags to reinforce written captions. The effective use of audio and hashtags can significantly enhance engagement, as these elements contribute to the overall appeal of the content. However, the perceived impact of these features varies among proprietors. For instance, Mrs. Rina from Sani Signature noted, "Audio honestly doesn't really matter to me" (32\_RTS, 2024). In contrast, Mrs. Fatimah observed a tangible benefit, stating, "It really affects our engagement; we get more likes and viewers through these hashtags and audio" (25\_FA, 2024). This variation indicates that while some MSMEs find substantial value in these features, others may not experience the same level of impact, suggesting a need for a more tailored approach to content optimization.

To further improve content engagement, the proprietors shared insights into their strategies for maximizing TikTok's algorithmic potential. Mrs. Rina explained, "How do you get the hashtag to make the video FYP? You have to get the keywords" (32\_RTS, 2024). In contrast, Mrs. Fatimah emphasized creating educational content that resonates with audiences, stating, "We always try to create content that is not only interesting but also provides educational value about the use of our products" (25\_FA, 2024). This highlights the importance of developing content that captures attention and evokes emotions while motivating action.

Additionally, the incorporation of clear calls to action was emphasized by multiple informants. Mrs. Rina stated, "In every video, we always include a clear call to action, such as inviting users to leave a comment or visit our online store account" (21\_RAN, 2024). This reinforces the significance of CTAs in directing audience participation and increasing engagement.

Beyond content creation strategies, the proprietors discussed TikTok's interactive features. Mrs. Rina from Sani Signature highlighted the importance of enabling audience interaction, stating, "Open the comment section, stitch, duet section" (32\_RTS, 2024). In contrast, Mrs. Rina shared her experience with live streaming and TikTok Ads, stating, "I've used live streaming before, as well as yellow baskets for my own content" (21\_RAN, 2024). The use of these features aims to facilitate deeper interactions with users and enhance overall engagement. Mrs. Fatimah detailed her extensive use of various features to engage audiences: "Videos, swiped photos, audio, trending filters, live streaming, and yellow basket" (25\_FA, 2024).

The analysis shows that MSMEs strategically optimize their content on TikTok through the use of audio, hashtags, educational elements, calls to action, and interactive features.



While the effectiveness of these strategies varies among proprietors, they collectively illustrate the diverse approaches employed to enhance engagement on the platform. Insights from this research underscore the necessity for MSMEs to remain agile and adaptable in their content strategies, ensuring they resonate with their target audiences and leverage TikTok's unique features to maximize interaction and engagement. Future studies could explore the specific metrics of engagement associated with various content strategies on TikTok, examining how different demographic factors influence content reception and effectiveness. Additionally, longitudinal studies could assess the long-term impact of these strategies on MSME growth and brand recognition within the digital marketplace.

The utilization of TikTok as a promotional medium does not eliminate the various challenges encountered by micro, small, and medium enterprises (MSMEs). One notable challenge, as identified by the three informants, is the presence of influencers. Mrs. Rina from Sani Signature stated, "Talking about artists means that they have got the stage before us" (32\_RTS, 2024). She further elaborated, "Getting the audience is much easier than MSMEs" (32\_RTS, 2024).

Mrs. Rana, the proprietor of By.Lumicasa, noted, "Now many of the influencers also open businesses where they are more interested in their online shop than if we endorse them; they will definitely prioritize their own shop. If you say challenges, it is definitely a challenge" (21\_RAN, 2024). Furthermore, Mrs. Fatimah from Arabasic expressed that MSMEs face significant obstacles in product promotion due to competition with influencers: "MSMEs are still growing; the content algorithm is quite challenging. If we make TikTok live to sell, it is very difficult to get viewers because we are often overshadowed by influencers or artists who play heavily on TikTok" (25\_FA, 2024).

As evidenced by these statements, the three informants share a common perspective: the rise of influencers presents a formidable challenge that MSMEs must confront to maintain competitiveness. In this context, informant RTS highlighted that influencers can attract audiences more readily than MSMEs due to their established platforms. Additionally, informant RAN pointed out that many influencers operate their own businesses and prioritize promoting their products over those of MSMEs. Informant FA echoed this sentiment, stating that competition with influencers has resulted in difficulties for MSMEs in terms of content engagement.

To respond to the challenges posed by influencers in promotional activities, MSMEs must adopt strategic approaches that enable them to compete effectively. The informants have devised their own strategies to overcome these challenges. Informant RTS mentioned, "I'm trial and error" (32\_RTS, 2024) and added, "I always refresh; I check the statistics again" (32\_RTS, 2024). She further elaborated, "What if it doesn't work? Delete it immediately because it can damage the brand algorithm itself. Once removed, we always look for new and different ideas for our content, sometimes highlighting the unique value of our products, so this helps us stay interesting in the eyes of followers and stand out among competitors" (32\_RTS, 2024).

In contrast, informant RAN emphasized the importance of informative content about products, stating, "Usually, I still make content about informative products" (21\_RAN, 2024). She continued, "We focus on creativity and authenticity of the content. We also use smartphones and free editing apps to create interesting videos without having to spend a lot of money" (21\_RAN, 2024). Furthermore, she asserted, "Whatever we do, we just follow what's viral; the most important thing is the creativity and authenticity of the content" (21\_RAN, 2024).

Informant FA highlighted the need for consistency, saying, "The key is consistency, whether it's a few viewers or a lot, we are consistent in uploading according to the timeline" (25\_FA, 2024). She also noted, "The system is content stock, so we often hold team brainstorming sessions to generate new content ideas that we can produce with the resources we have. This not only helps us create innovative content but also ensures that the whole team is engaged" (25\_FA, 2024).

Despite their strategies, the informants acknowledged that maintaining consistency presents significant challenges. Informant RTS shared, "Because the rule is consistency,



that's what I find difficult" (32\_RTS, 2024). She added, "In TikTok, you have to upload every day often but with different trends; it's a really tough challenge" (32\_RTS, 2024). Additionally, she stated, "We really compete in creativity and energy" (32\_RTS, 2024). Informant RAN from By.Lumicasa pointed out external challenges as well: "Most of the orders are from TikTok, so since TikTok Shop was closed by the government, the profit has decreased, and interaction with consumers has also decreased" (21\_RAN, 2024). This indicates that obstacles faced by MSMEs are not solely due to competition but also stem from governmental actions, resulting in reduced profits and diminished consumer interaction.

To overcome these challenges, MSMEs must develop robust strategies that enable them to adapt to changing environments. Informant RTS noted, "When TikTok Shop was closed yesterday, I was still live, but I directed customers to Shopee, using the billboard feature" (32\_RTS, 2024). Informant RAN added, "To adapt to digital marketing, we keep uploading content, using influencers, doing ads, and others" (21\_RAN, 2024). Informant FA echoed this sentiment, stating, "We have to put more effort into getting to other platforms like Shopee" (25\_FA, 2024). She also mentioned, "When we saw the policy on TikTok Shop had changed, we continued running content so that when it reopened, we were quite ready to start again" (25\_FA, 2024).

While each informant has a specific strategy for addressing shifts in public policy, a comprehensive evaluation is necessary to assess the efficacy of these strategies and identify areas for improvement. This will help equip MSMEs to respond adaptively to future public policy changes. Informant RTS emphasized the importance of team performance in creating engaging content, stating, "The team must be excellent both in production and in the concept of the video, including the hashtags and captions, because it really affects engagement; it's hard to get on the FYP if the caption is wrong and the hashtag is wrong" (32\_RTS, 2024). Informant RAN expressed a commitment to learning more about effective digital marketing, saying, "I will learn more about effective digital marketing because TikTok users are also learning and following trends, even as the algorithm changes. I want to find out what works and what doesn't, and how to create effective content with a low budget that still targets the market of Lumicasa" (21\_RAN, 2024).

Furthermore, informant FA highlighted the necessity of ongoing research, stating, "The evaluation is that we keep doing research because customer behavior changes very quickly. Sometimes the trends change, starting from colors, styles, and others. So, we have to move quickly in production, and we must be ready in terms of creativity with models and color tones that are trending" (25\_FA, 2024).

In summary, MSMEs demonstrate noteworthy creativity in maintaining relevance and distinguishing themselves on TikTok. The utilization of creative strategies is imperative in the context of limited resources, whether in budget, time, or manpower. This ensures that the effectiveness of marketing efforts is not compromised while maintaining quality. From these quotations, it is clear that MSMEs strive to exemplify a considerable spectrum of creativity to navigate the competitive TikTok landscape through continuous innovation in content and creative strategies, thereby overcoming various challenges. Both approaches enable these firms to enhance engagement and differentiate themselves from competitors with the resources they have at their disposal.

In the context of recent trend analysis, MSMEs are actively monitoring and analyzing emerging trends on TikTok to ensure their content strategy remains relevant. A common strategy employed by the three informants is selecting appropriate content to increase reach.

*"There is no specification of what kind of content; the important thing is to see the trend and follow it." — 32\_RTS (2024)*

*"Viral content such as music videos while dancing, endorsement videos from influencers, and product details videos." — 21\_RAN (2024)*

*"So people can see that if you use it directly, especially Muslim women, people are selective. We do videos, or features by playing hashtags as well as other trends that are certainly viral." — 25\_FA (2024)*

These quotes illustrate a consistent approach among the informants in content production, aligning with viral trends within the community. Informant RTS emphasizes that it



is crucial for content creators to produce and upload material that aligns with current trends. Additionally, informant FA highlights that utilizing hashtag features alongside trending content is essential. While all three informants strive to create trend-aligned content, various factors influence their production decisions.

*"I do follow the trend." — 32\_RTS (2024)*

*"It depends on the segment too." — 21\_RAN (2024)*

*"There are some trends that I skip." — 25\_FA (2024)*

Informant RTS from Sani Signature actively aligns product offerings with prevailing trends, but not at the expense of appropriateness for their audience. Similarly, informant RAN from By.Lumicasa aims to align with current trends but also creates content that resonates with their brand identity. Informant FA from Arabasic indicates that they create a content inventory, repackaging videos to fit TikTok trends while preserving their brand image. The determination of trend-aligned content, audience segmentation, and brand identity is a strategic endeavor essential for developing effective marketing content. Each informant emphasizes the importance of this process:

*"Need, need, need." — 32\_RTS (2024)*

*"High competition can be fought with consistency, in my opinion." — 32\_RTS (2024)*

*"At least once every two days or three times; you have to be consistent." — 32\_RTS (2024)*

RTS asserts that developing marketing content is paramount, highlighting consistency as crucial for navigating the competitive landscape. Informants RAN and FA also stress the significance of a structured and disciplined approach to content creation, aiming for regular uploads.

*"It must be more organized and structured in the sense that it must be disciplined and have a planned strategy." — 21\_RAN (2024)*

*"It is very necessary, and we do that, so it can be seen that we have a schedule, usually uploading videos three times a week and consistently continuing to do so." — 25\_FA (2024)*

In this regard, trend analysis should inform the development of marketing content, aligning it with consumer interests.

*"We keep abreast of developments on TikTok by also using the analytics provided by the platform to see what the audience is interested in." — 32\_RTS (2024)*

By utilizing TikTok's analytics, informant RTS emphasizes the importance of understanding audience interests when developing marketing content.

*"After identifying the ones that fit our brand, we immediately look for creative ways to integrate them into our content, which not only increases our reach but also helps attract new audiences interested in the trend." — 21\_RAN (2024)*

Informant RAN underscores that identifying trends aligning with the Lumicasa brand encourages innovative strategies for audience engagement.

*"We try to create our own version of popular trends by customizing in such a way that it remains in line with our brand values. This way, we can engage in trends without losing our brand identity." — 25\_FA (2024)*

Informant FA highlights that Arabasic strategically adapts trends to enhance reach while maintaining brand integrity. Overall, the quotes demonstrate that MSMEs adopt a thoughtful approach to leveraging trends for expanding their reach on TikTok. By conducting a detailed examination of prevailing trends and creatively integrating them into their content, MSMEs can attract new audiences while preserving their brand values.



## DISCUSSION OF RESULTS

The implementation of digital marketing communication as a strategy to address the TikTok Shoppertainment phenomenon in MSMEs is grounded in the 4C marketing communication model: clarity, consistency, credibility, and competitiveness. This approach provides a comprehensive understanding of how MSMEs adapt and innovate to thrive in an increasingly competitive digital market. As consumers seek content that is both engaging and informative, it is imperative for MSMEs to swiftly adapt to evolving trends and shifting preferences. This strategy focuses on leveraging digital marketing communication to achieve two primary objectives: enhancing visibility and strengthening engagement with audiences (Priatama et al., 2021).

Three MSMEs—Sani Signature, By.Lumicasa, and Arabasic—have effectively implemented digital marketing communication strategies on TikTok. Interviews with the owners reveal that TikTok significantly impacts product sales. These MSMEs exhibit diverse marketing strategies in their content creation, utilizing TikTok features such as video creation, photo sliders, and live streaming. The integration of e-commerce functionalities, including yellow baskets for purchasing items, enables them to craft messages that resonate with both followers and non-followers.

The 4C marketing communication model is employed by Sani Signature, By.Lumicasa, and Arabasic to navigate the TikTok Shoppertainment landscape. The first element, Consistency, emphasizes maintaining quality and coherence in communication and consumer experience. On TikTok, consistency is achieved by aligning content with the brand's values and objectives. To ensure a coherent and engaging consumer experience, MSMEs must integrate and harmonize their communications and content.

All three MSMEs recognize TikTok as a strategic promotional tool, leveraging its potential for marketing and brand development. Despite the platform's frequent changes, these MSMEs consistently implement strategies that utilize its unique features to increase visibility, engagement, and meaningful interactions with their audiences. By actively following and capitalizing on popular TikTok trends, such as popular audio and relevant hashtags, Sani Signature, By.Lumicasa, and Arabasic ensure their content remains coherent and consistent.

Research by TikTok and BCG indicates that consumers are receptive to integrating shoppertainment into their shopping experiences. The high penetration of smartphones in Indonesia, along with the demand for engaging content, has facilitated the growth of shoppertainment in the country (TikTok, 2022). MSMEs have effectively navigated this phenomenon by implementing sustainable digital marketing communication strategies focused on both product sales and brand building. This dual focus illustrates how MSMEs are addressing challenges and competition in a rapidly evolving digital environment, recognizing the need to provide added value for consumers.

It is crucial for MSMEs to incorporate persuasive copywriting in their TikTok captions to support their digital marketing performance (Ruqoyyah & Rahmawan, 2023). This strategy goes beyond creating visually appealing content; it involves ensuring that content resonates with the ever-changing preferences of TikTok users and strategically posting at optimal times. Alongside maintaining consistency, Sani Signature, By.Lumicasa, and Arabasic continually experiment with new content formats and diverse marketing strategies to determine what works best for maintaining competitiveness.

To create compelling video content, Sani Signature utilizes the @sanisignature account to highlight product details, including material type, sequin design, and available colors. The camera work zooms in to showcase color accuracy, exemplified by content uploaded on March 14, 2024. The copywriting is strategically designed to stimulate immediate consumer interest, as seen in the caption, "Many have checked out Arula before this video was made." Incorporating persuasive copywriting into captions is vital for enhancing the effectiveness of their digital marketing content (Ruqoyyah & Rahmawan, 2023).

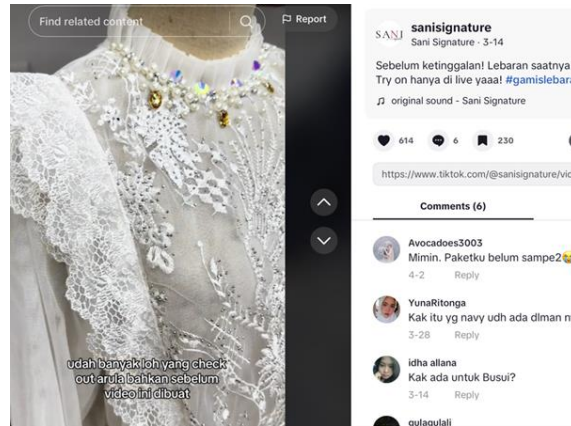


Figure 2 – Content Marketing on the @sanisignature Account  
Source: TikTok account @sani.signature (accessed on 28 April 2024)

Sani Signature aims to emphasize rapid market penetration, prompting potential buyers to explore its products immediately. Captions that promote urgency, such as “Before you miss it!”, reinforce this message. Given that the Lebaran period is associated with purchasing new attire, Sani Signature incorporates relevant hashtags like #gamislebaran, #gamiskondangan, #gamismewahmurah, and #bajugamispremium. The brand highlights its price advantage, offering high-quality garments below Rp200,000, thereby conveying that consumers can access luxury at an affordable price. Furthermore, Sani Signature offers live streaming opportunities for customers to try on products. During these live events, any content prohibited by TikTok is automatically filtered out by RTS to ensure a seamless experience.

The second research subject, By.Lumicasa, utilizes TikTok to expand its reach to a broader audience. The owner and primary informant, RAN, recognizes the close relationship between TikTok and the daily lives of the target audience. Unlike Sani Signature, RAN independently manages the TikTok account @by.lumicasa, with support from a talent who serves as the video model. RAN oversees all aspects of content planning, including selecting content pillars that align with the intended message, establishing a posting schedule, and determining the use of hashtags and captions.



Figure 3 – Content Marketing on the @by.lumicasa Account  
Source: TikTok account @by.lumicasa (accessed on 28 April 2024)

Observations of the @by.lumicasa account reveal that the brand showcases its products—such as dresses, gamis, corduroy pants, and jackets—through video content featuring models wearing the items. The messaging primarily serves an informative purpose,



aiming to ensure that both followers and non-followers understand the types of goods available at By.Lumicasa.

However, the copywriting employed by By.Lumicasa is less effective compared to that of Sani Signature. This is evident in the brevity of the captions, which are often quite short. The videos lack voice-overs and instead rely on stock video talent and trending audio. According to RAN's interview statements, TikTok content for By.Lumicasa has not yet achieved consistency, largely due to insufficient human resources to manage the account effectively. RAN emphasizes that the impact of hashtags is minimal, with optimal timing for uploads being the primary factor for ensuring videos gain visibility on the platform.

Moreover, the hashtags used are generally suboptimal and do not align well with the content. For instance, in a video uploaded on April 10, 2022, two models are depicted wearing flannel garments, yet the accompanying caption includes the hashtag "#dresslebaran," which does not accurately represent the content.

Arabasic is an MSME specializing in Islamic dress for Muslim women and has utilized TikTok since November 2021. The brand's overarching message revolves around showcasing the "outfit of the day," particularly the abaya khimar available for purchase. The tone of Arabasic's content can be described as vibrant and engaging, reflecting a multifaceted approach to marketing. In addition to product showcases and supporting captions, the owner, FA, also shares tutorial content on video editing techniques via the @arabasic.id account.



Figure 4 – Content Marketing on the @arabasic.id Account  
Source: TikTok account @arabasic.id (accessed on 28 April 2024)

FA not only manages the Arabasic brand but also creates all TikTok content, aiming to disseminate educational and inspirational messages to followers alongside product information. The content demonstrates how Muslim women adhering to Sharia law can present a fashionable appearance while wearing traditional attire, such as pashminas, gamis, or abayas, in line with styles observed on platforms like Pinterest.

This strategy reflects the 4C marketing communication model, particularly the competitiveness factor. In the digital marketing landscape, especially on TikTok, competitiveness involves more than just gaining a large audience; it requires effectively cultivating, sustaining, and advancing relationships with users. MSMEs must adopt innovative approaches in content creation and marketing strategies to maintain their competitive edge.

To remain competitive, MSMEs need to embrace innovative content and marketing strategies that resonate with their audiences. This includes utilizing contemporary technologies and platforms, as well as developing more personalized and relevant marketing tactics. By leveraging the multifaceted capabilities of TikTok, MSMEs can creatively showcase their products, enhancing their competitive advantage. Such adaptive strategies increase their likelihood of appearing on the For You Page (FYP), broadening their reach and engagement.



For instance, Sani Signature designs all TikTok content specifically to serve as digital marketing media, conveying messages to its audience. The content creation process is collaborative, involving RTS, the proprietor, and the in-house social media team. A common strategy on the @sanisignature account is using comparison content to juxtapose their products with similar items from other brands. During the planning phase, Sani Signature conducts research by analyzing popular TikTok trends and gathering follower feedback to understand audience preferences. Hashtag integration is also crucial; according to RTS, hashtags must align with the video content to increase the likelihood of trending.

In contrast, By.Lumicasa focuses on a casual style those appeals to young women who wear hijabs yet seek a fashionable appearance. The clothing combinations featured often draw inspiration from Pinterest, showcasing daily outfit trends (OOTD). The TikTok content on the @by.lumicasa account illustrates outfit changes, integrating trend-driven elements such as dance routines and influencer collaborations alongside product specifications.



Figure 5 – Content Marketing on the @by.lumicasa Account  
Source: TikTok account @by.lumicasa (accessed on 28 April 2024)

Arabasic effectively utilizes relevant hashtags in its content, enhancing visibility and engagement. According to FA, when the chosen hashtags and audio resonate well, the resulting increase in likes and impressions can be significant. Beyond delivering informative messages, Arabasic aims to educate its audience, fostering knowledge and awareness about its products. Importantly, the brand's call to action at the end of its captions encourages audience interaction rather than immediate purchases. This approach invites viewers to share their experiences or opinions in the comments, creating a community dialogue around the content. Arabasic maximizes TikTok's diverse features, including photo sliders, trending filters, live streaming, and the yellow basket for purchases, as part of a holistic digital marketing communication strategy. Engaging the audience is crucial for maintaining competitiveness on TikTok. Successful MSMEs, like Arabasic, not only promote their products but also build long-term relationships with their audiences by producing captivating and informative content. This engagement fosters a sense of connection with the brand, enhancing customer loyalty and expanding reach.

Sani Signature places a strong emphasis on high-quality visuals in its content. These aesthetically pleasing images not only attract viewers but also convey essential information about the products, helping the audience connect with the brand and increasing brand awareness. The proprietor, RTS, employs a strategy of comparing Sani Signature's products with those of competitors, boldly asserting the brand's commitment to quality with messages like "turn to real premium clothes, not fake premium." Furthermore, Sani Signature highlights its credibility by stating "Sani Signature trusted online shop since 2017" at the end of each video, reinforcing trustworthiness and reliability. In a forward-thinking move, Sani Signature has begun to utilize TikTok Affiliates, a new tactic in its digital marketing strategy. Instead of actively seeking affiliate partners, RTS offers opportunities for TikTok content creators to





promote their products, thereby broadening the brand's reach through authentic endorsements.

To enhance engagement, Sani Signature incorporates comments from users directly into its content, fostering a more natural and conversational atmosphere. This strategy not only humanizes the brand but also encourages further interaction from followers.

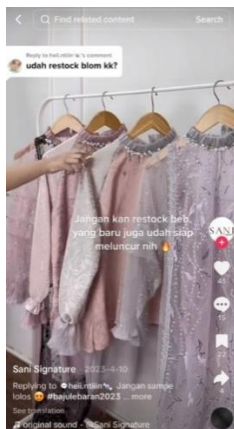


Figure 6 – Content Marketing on the @sanisignature Account  
Source: TikTok account @sani.signature (accessed on 28 April 2024)

The content produced by FA, the proprietor of Arabasic, is heavily influenced by the consumption behaviors of Generation Z. Recognizing this demographic's preferences, FA adopts an eclectic approach by featuring Malaysian abayas and baju kurung. This strategy not only showcases the products but also aligns with the interests and cultural aesthetics valued by the target audience. The effectiveness of this content is reflected in the enthusiastic responses from viewers, with comments like "spill dong kak!!" and "what's the Shopee link, sis?" indicating a high level of engagement. Such interactions suggest that the content resonates well with the audience, driving curiosity and interest. FA has conducted thorough research into Muslimah Outfit of the Day (OOTD) trends that appeal to Indonesian teenagers. This targeted approach ensures that the content aligns with the age profile of the intended audience, reinforcing the belief that Arabasic's planning and implementation strategies on TikTok are effective.

To capitalize on the audience's curiosity, FA employs a strategic digital marketing communication approach on TikTok. New product names are often teased on the @arabasic.id account, either through responses in the comments section or in follow-up videos. This not only stimulates curiosity among viewers but also encourages them to engage actively with the content, fostering a sense of community and interaction. Additionally, the comments from the audience can serve as valuable material for future content, enhancing the frequency and depth of interaction between Arabasic and its followers. By leveraging this curiosity-driven strategy, FA successfully cultivates a dynamic and engaging online presence that resonates with Generation Z consumers.



Figure 7 – Comment Column on One of the Content on the @arabasic.id Account  
Source: TikTok account @arabasic.id (accessed on 28 April 2024)



A successful digital marketing communication strategy on TikTok extends beyond direct product promotion; it relies heavily on creating engaging content that adds value to the audience. MSMEs like Sani Signature, By.Lumicasa, and Arabasic exemplify this approach by prioritizing the dissemination of knowledge and practical guidance through their content. These enterprises actively produce instructional videos and detailed product reviews, which not only enhance the audience's understanding of their products but also foster a favorable perception of the brand. By focusing on educational and informative content, these MSMEs effectively increase brand awareness while simultaneously building trust and credibility among consumers. This approach aligns with the principles of effective content marketing, as evidenced by research indicating that informative content plays a crucial role in modern digital marketing strategies (Yupi & Asmarandani, 2023).

To maximize engagement and reach on TikTok, it is imperative for MSMEs to create content that resonates with current trends. Research shows that creative, informative, and entertaining content is more likely to be widely viewed, liked, and shared. Such content not only enhances brand visibility but also strengthens the positive image of the brand in the eyes of consumers. Additionally, engaging content can encourage users to explore the profile further, ultimately leading to increased sales (Azhari & Ardiansah, 2022). In conclusion, MSMEs that recognize the value of producing engaging and informative content can significantly enhance their digital marketing effectiveness on TikTok. By cultivating a strong connection with their audience through valuable content, these enterprises can thrive in an increasingly competitive digital landscape.

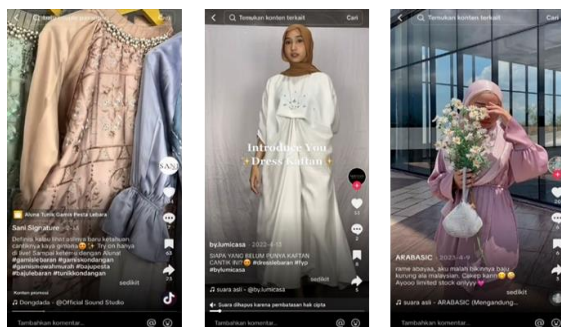


Figure 8 – Content Marketing for MSMEs on the TikTok Application

Source: TikTok accounts @sani.signature, @by.lumicasa, @arabasic.id (accessed, 26 February 2024)

The application of the 4Cs marketing communication model, particularly the element of Clarity, emphasizes that the effectiveness of digital marketing strategies on TikTok relies on the ability of MSMEs to engage audiences through content that is relevant, entertaining, and informative. By providing educational materials such as tutorials and in-depth reviews, these brands not only help consumers understand their products but also foster trust. Clarity in messaging, especially through storytelling about product creation, builds closer relationships between brands and their audiences, revealing brand values and a commitment to quality. This narrative approach enhances emotional connections, increasing consumer engagement and loyalty (Yupi & Asmarandani, 2023).

Moreover, the strategy aligns with the competitiveness aspect of the 4Cs model, as it aims to enhance the competitive edge of these brands. MSMEs leverage TikTok not merely for sales but to cultivate long-term relationships with audiences, positioning themselves as reliable and informative sources. This evolution in digital marketing strategies reflects a shift from simple promotion to establishing sustainable and meaningful audience relationships.

Sani Signature, By.Lumicasa, and Arabasic face significant challenges in TikTok's competitive environment, where large influencers and frequent algorithm changes can impact content visibility. Instead of adopting a static approach, these brands implement flexible strategies that demonstrate adaptability to changing market conditions. Regular experimentation with different content formats and adjustments based on audience behavior is a hallmark of their approach, highlighting that success on TikTok depends not only on



creative content but also on a thorough understanding of platform analytics and audience interaction (Dharma & Efrianda, 2023).

Central to their digital marketing strategies is the emphasis on community development and audience engagement, reflecting the credibility element of the 4Cs model. Sani Signature, By.Lumicasa, and Arabasic utilize TikTok's interactive features, such as live streaming and comment sections, to foster meaningful interactions with followers, thereby enhancing brand credibility. This approach underscores that credibility extends beyond product promotion; it is about building relationships and strengthening connections.

However, there are notable gaps in some strategies. For example, By.Lumicasa's TikTok posts lack clear calls to action, and their content has been stagnant since February 2024. Despite this, informative messages continue to be shared through the TikTok bio, linking to the Shopee By.Lumicasa account and WhatsApp. Additionally, Sani Signature's previous strategies, such as live streaming and the use of yellow baskets to drive sales, have been curtailed due to regulatory changes affecting TikTok Shop, leading to reduced profits and engagement.

For By.Lumicasa, a review of their digital marketing communication strategy reveals that consistent content pillars are essential for avoiding monotony and ensuring effective messaging. Engaging video content is generally more readily accepted by audiences, enhancing customer loyalty and increasing the likelihood of positive word-of-mouth marketing. The understanding that consumers prefer brands they perceive as dependable and informative illustrates the need for a marketing communications strategy focused on long-term growth rather than immediate results. By actively engaging with their followers, MSMEs can foster a more relatable and trustworthy brand image. This relationship encourages community participation in the brand narrative, cultivating a sense of belonging to a larger story. In today's rapidly evolving digital landscape, characterized by intense competition, the ability to build and sustain these emotional connections differentiates successful brands from those that struggle.

To achieve the goals of the 4Cs communication model, a continuous evaluation process is essential for identifying areas of improvement. RTS, the proprietor of Sani Signature, acknowledges the need for greater diversity in content and has noted that the effective use of audio is critical for achieving visibility in TikTok's For You Page (FYP). They regularly assess content performance metrics such as views, likes, and comments, removing ineffective posts to maintain algorithm favorability.

Meanwhile, Arabasic has shifted its focus to sales on Shopee rather than TikTok Shop. The lack of audience engagement may stem from a reliance on a single content creator and the absence of a consistent posting schedule. To enhance content dynamics, Arabasic plans to research consumer behavior on TikTok and adapt to trends that align with their brand image. This could involve expanding video formats to cater to the demand for visual representations of apparel among Muslim consumers.

The digital marketing strategies employed by Sani Signature, By.Lumicasa, and Arabasic highlight a proactive approach to navigating the competitive landscape of TikTok. Their strategies encompass not only product sales but also brand-building efforts and community development. By leveraging TikTok as a platform for deeper audience relationships, these MSMEs recognize the importance of delivering added value that goes beyond offering superior products. Ultimately, their commitment to fostering genuine connections with consumers reflects a comprehensive understanding of modern digital marketing, where success is defined not merely by immediate sales but by cultivating long-lasting relationships and brand loyalty.

## **CONCLUSION**

The findings of this study underscore the critical importance of integrating digital marketing communication into strategies aimed at addressing the phenomenon of TikTok Shoppertainment for MSMEs. This integration can be effectively achieved through the implementation of the 4Cs marketing communication model: Clarity, Consistency, Credibility,



and Competitiveness. MSMEs such as Sani Signature, By.Lumicasa, and Arabasic demonstrate a remarkable ability to adapt to the dynamic consumer trends and preferences observed on TikTok. Their success in digital marketing communication is contingent not only on the creativity of their content but also on their capacity to resonate with audiences by providing relevant, informative, and engaging materials. By leveraging TikTok's unique capabilities, these brands enhance their visibility and engagement with target audiences, aligning seamlessly with the principles of the 4Cs model.

The application of the 4Cs model is evident in the digital marketing approaches of Sani Signature, By.Lumicasa, and Arabasic, particularly in their focus on Consistency and Competitiveness. These brands proactively monitor and leverage trending content on TikTok, utilize persuasive copywriting, and engage with micro-influencers. Such strategies enhance their competitiveness while simultaneously improving the quality of their long-term relationships with target audiences. By disseminating educational and informative content, these MSMEs not only boost brand awareness but also cultivate trust and credibility, leading to deeper audience engagement. This demonstrates that an effective digital marketing strategy on TikTok transcends mere product promotion; it also focuses on establishing an emotional connection with the audience. This emotional resonance enables brands to differentiate themselves from competitors and foster a robust community around their products.

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