
**The Use of Video Content on the Tiktok Platform as a Digital Promotion
Medium to Increase Sales Volume for Msmes in Surabaya City**

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doi.org/10.51505/IJEBMR.2024.81117 URL: <https://doi.org/10.51505/IJEBMR.2024.81117>

Received: Nov 12, 2024

Accepted: Nov 19, 2024

Online Published: Nov 26, 2024

Abstract

The study aims to describe and analyze the use of product video content on the TikTok platform as a digital promotional medium to increase sales volume for MSMEs in Surabaya. This research employs a mixed methods approach with a sequential exploratory design, which combines qualitative and quantitative methods in sequence. Emphasis is placed more on the qualitative method, which is then complemented by the quantitative method. The sample for this study consists of MSMEs that have used video content on the TikTok platform to market their products within the Surabaya area. The sampling technique used is simple random sampling. The results of the study indicate that MSMEs use video content on the TikTok platform for promotion, product branding, market expansion, and reaching more customers. MSMEs create engaging or trending video content, highlighting product uniqueness, challenges, sharing, tutorials, and product reviews, as well as videos on the production process. The content often includes humorous aspects of everyday life. Captions are designed to attract attention, with complete product narratives, price information, and a sense of curiosity. MSMEs actors take advantage of TikTok's features: TikTok Live, TikTok Shop, content creator features, location tagging, video editing features, TikTok Story, filters, and visual and sound effects. They also collaborate with influencers on TikTok to promote their products. The findings show that the use of video content on the TikTok platform as a digital promotional medium has a significant positive impact on MSME sales. This implies that the better the use of video content on TikTok for digital promotion, the higher the sales for MSMEs.

Keywords: Video Content, TikTok Platform, Digital Marketing, Sales Volume

1. Introduction

Micro and Small Enterprises play a significant role and contribute to economic and social development for the country and society in various ways, including import substitution, supporting or enhancing exports, investment, use of local materials, job creation (employment

absorption), economic efficiency, complementing the industrial sector, supplementing consumer supplies, production, human resource development, capital formation, Gross Domestic Product (GDP) and Gross Regional Domestic Product (GRDP), efficient capital use, changing labor and social relations, regional development distribution, social and political development, monitoring and balancing economic and political power, creating development opportunities for all citizens, encouraging individual and group initiatives, realizing fundamental social values such as freedom, justice, solidarity, and also contributing significantly to the number of business entities in Indonesia. As a result, small enterprises make up the largest group of business players in Indonesia (Clapham, 1991).

Another important role of Micro and Small Enterprises is as a driver of the national economy, particularly in terms of providing employment opportunities and income sources for low-income groups, income distribution, and poverty reduction (Tambunan, 2008). Micro and Small Enterprises face several challenges in their development, including capital, marketing, human resources, product innovation, product quality, and sales volume (Karsidi and Irianto, 2005). SMEs in Indonesia often struggle to understand market changes and to offer appropriate products to consumers (Rekarti & Doktoralina, 2017). Marketing is one of the most frequent challenges faced by SMEs in Indonesia, especially in terms of market orientation and product competition (Hadiyati, 2015). Therefore, marketing is an essential element that SMEs need to continuously improve to survive in business competition (Omsa, Ridwan, & Jayadi, 2017).

One reason SMEs are less market-oriented is due to human resource factors. Both managers and workers in SMEs tend to lack innovation (Golubjon, 2016) and creativity (Rahadi, 2016). Consequently, the entrepreneurial values applied in SMEs are not optimally implemented (Sidik, 2012). Small and Medium Enterprises with an entrepreneurial orientation focus more on market orientation, as they tend to continuously seek opportunities to market their products in relatively new markets, shift to new products or services based on future demands and contingencies, and address competitor actions (Neneh & Zyl, 2017). To prevent these obstacles from persisting, a proactive attitude is needed to reflect an entrepreneur's willingness to compete through a combination of aggressive moves and proactive behaviors, such as introducing new products or services in competitive activities and anticipating future demand to create change and shape the environment. SME owners are expected to have marketing capabilities to implement business orientation. Faced with the growing advancement of promotional media, both production and marketing actors are required to be more creative in promoting their products. This aims to increase sales margins and maintain business continuity. However, intense competition from competitors offering similar products also significantly affects sales levels and revenue potential (Purwanto, et al., 2022).

One effort to enhance the competitiveness of MSMEs is through digital marketing. The use of digital marketing, especially promotional activities and market search via online digital media like social media and the internet, can be highly effective (Priatama et al., 2021). One action MSMEs can take is to optimize digital marketing, aiming to expand sales and online engagement through marketing digitalization. In this study, digital marketing focuses on a content marketing

strategy. Content marketing is the process of indirectly and directly promoting a business or brand through valuable text, video, or audio content, both online and offline. This marketing strategy uses articles, videos, podcasts, and other media to attract and build relationships with audiences (Tasruddin, 2016).

Many companies worldwide use the internet to promote their products, with social media being one of their largest targets in internet marketing (Chianasta & Wijaya, 2014). Social media was created as a platform for people to communicate, exchange ideas, and share information in various forms that can be easily and quickly disseminated, influencing lifestyles, perspectives, and the culture of a nation (Kristiani, 2017). Companies increasingly recognize social media as a strategic resource to promote their brands and products and to build strong relationships with consumers (Mulyana & Emelly, 2021). This has sparked interest among companies to promote their products or services through the internet. With a large social media user base, companies gain a significant advantage as many people become aware of or see their market.

One promotional strategy being utilized is through the social media platform TikTok. TikTok is a popular social media platform widely used, especially among the younger generation. According to research conducted by Business of Apps, in 2021 TikTok users were predominantly between the ages of 20 and 29, accounting for 35% of its user base. Globally, users aged 10 to 19 ranked second, making up 28% (Dihni, 2022). This presents a business opportunity for marketing through TikTok. Using TikTok in digital marketing strategies can be an attractive alternative for reaching a wider target audience. TikTok is one of the most widely used social media platforms worldwide. According to Katadata.co.id, We Are Social and Hootsuite reported that, as of January 2023, there are 1.05 billion users of this short video app globally (Annur, 2023).

The advantages of TikTok over other applications are quite appealing, making it no surprise that it is now widely discussed and used by business players to promote their products. Many businesses choose TikTok as a promotional platform because it is trending and popular across all demographics (Riadikemas, 2020). TikTok is currently one of the most popular social media platforms among the younger generation. In marketing through TikTok Live, companies can utilize live-streaming features to promote their products and interact directly with audiences. Live streaming also helps companies build trust and connections with consumers through authentic, real-time content (Cai & Wohn, 2019).

The use of TikTok accounts can support advertising efforts to attract customers on social networks, thereby impacting an increase in monthly revenue (Novita et al., 2023). By utilizing TikTok Shop and implementing the right marketing strategies, MSMEs can expand their markets and boost sales in the digital era (Rizqiani et al., 2024). TikTok Shop has a positive and significant impact on MSME sales turnover (Viona et al., 2023). TikTok media promotion is an effective promotional tool to increase sales. The positioning of advertising media through TikTok with engaging content has a significant impact on consumer behavior because TikTok is a form of entertainment social media watched by customers daily (Afiah & Arisah, 2022).

TikTok content only triggers a 24.8% consumer purchase interest, meaning that it is not the engaging content itself that drives consumers to consider purchasing products on TikTok Shop (Alpiansyah et al., 2023). Although TikTok is a marketing platform, many people still do not fully understand the potential of TikTok Live features as an effective digital marketing technique to increase product sales. Some MSMEs are still hesitant or afraid to use TikTok Live features due to a lack of understanding of how to use them or concerns about possible technical risks (Susanti, 2021).

Based on this, this study aims more broadly to describe and analyze the use of product video content on the TikTok platform as a digital promotional medium to increase sales volume for MSMEs in Surabaya. This is based on the continued differences in findings from previous research, which explains that by using TikTok Shop and the right marketing strategies, MSMEs can expand their market and increase sales. TikTok media promotion is an effective promotional tool to boost sales. However, there is research showing that many still do not understand the potential of TikTok Live features as an effective digital marketing technique to increase product sales. MSMEs are still hesitant or afraid to use TikTok Live features due to a lack of understanding of how to use them or concerns about possible technical risks.

2. Literature Review

Digital Marketing

The concept of digital marketing from the perspective of an entrepreneur or businessperson is more about a marketing system that uses internet media. This certainly includes mobile phones and various other social networking sites. However, in order for this technique to be more effective in reaching its target, it seems that the promotional technique is often sidelined in favor of communication. Building a personal relationship with consumers by listening to their complaints or suggestions will make customers feel more valued. Ultimately, this will add value to the development of the business, particularly the company's brand. It may seem simple, but it is difficult to implement, especially for those who do not fully understand the true concept of digital marketing (Daengs et al., 2016).

Digital marketing is an innovative approach that uses databases and reaches consumers individually, cost-effectively, and in a more timely manner. Digital marketing has several different terms, but they all have the same meaning. Some alternative terms for digital marketing include online marketing, internet marketing, and web marketing. This type of marketing has unique characteristics compared to conventional marketing (Elida and Raharjo, 2019). An important aspect of digital marketing is social media. Social media is a platform for consumers to share or communicate text, images, audio, and video information with each other and with companies, and vice versa. Social media allows marketers to listen to feedback from consumers and engage with their online presence. Consumers can communicate intensively with marketers, which can also encourage companies to remain innovative and relevant. Marketers can build or enter online communities, invite consumer participation, and create long-term marketing assets in the process (Kotler and Keller, 2017).

Marketing 4.0 is "the latest marketing approach that refers to new consumer behavior patterns in the digital era, known as the 5A's (Aware, Appeal, Ask, Act, and Advocate)." Marketing 4.0 uses a marketing approach that combines online and offline interactions, style and substance, and develops machine-to-machine connectivity and artificial intelligence to boost productivity. The focus of Marketing 3.0 is the Human-Centric Era, which emphasizes the relationship between products and customers. Marketing 2.0 focuses on customers (Customer-Centric Era), directing marketing activities according to customer preferences. Marketing 1.0 is product-focused (Product-Centric Era), where marketing activities are directed according to the producer's desires (Kotler et al., 2017).

In the digital economy era, Marketing 4.0 does not claim that everything must be 100% digital because digital interaction alone is not enough. In reality, offline activities are still necessary. Marketing 4.0 integrates style and substance. Style is important; without it, we will be easily overlooked. However, nowadays, people not only need style but also want to know the substance. So, substance is also important. The rapid development of digital technology necessitates machine-to-machine connectivity. Machine-to-machine must also be able to create human-to-human relationships. Therefore, technological development does not stop at the technology itself. Currently, there are two streams of branding: index and insight (Kotler et al., 2017).

In the era of Marketing 4.0, the phenomenon of business competition can be observed not only within a single company but also across the entire supply chain. Companies that continuously create new solutions and innovations will succeed in the modern market economy. In this context, companies must be able to apply and determine innovations in products, production techniques, technology, and organization. Companies must value consumers who are increasingly aware and in need of services such as delivery, product availability, and credible trust. In the era of Marketing 4.0, the presence of technology (Internet of Things, Big Data, and Industry 4.0) makes it easier for companies to meet these consumer needs (Witkowski, 2017).

Social Media as a Promotion Tool

Social media is an online medium that allows users to represent themselves, interact, collaborate, share, communicate with other users, and form virtual social bonds (Nasrullah, 2015). The benefits of social media include determining the desired personal branding, finding the right environment, learning how to communicate, maintaining consistency, and serving as a tool for building image and branding. Social media provides the opportunity for closer interaction with consumers and can serve as a platform to form online communities. Social media can be part of an overall e-marketing strategy that integrates with other social media platforms. Social media offers the opportunity to join existing communities and provides a chance to receive direct feedback (Puntoadi, 2011).

Social media is an internet-based application service where consumers can share opinions, views, thoughts, and experiences. Social networking is often used as a bridge for information and relationships between producers and consumers. Consumers can obtain product information

through social networks and vice versa. Producers can meet consumer information needs through social networks (Kaplan and Haenlein, 2010). Social media is often used as a bridge for information and relationships between producers and consumers. Consumers can obtain product information through social networks and vice versa. Producers can meet consumer information needs through social networks. Social networks are a potential tool for finding consumers or product users and creating brand image (Merril et al., 2011).

The role of social media in society is very significant, especially in terms of promotion and product development. The presence of social media provides various benefits, including as a tool for promotion and product development. Through social media, people can easily promote their products, expand the reach of the products to be sold, and increase business opportunities. Social media has changed the way businesses interact with customers and promote their products. With social media, businesses can reach a wider audience without large advertising costs, interact directly with customers, measure campaign performance, quickly test innovations, build brand awareness, reach global markets, and use visual content to attract user interest (Sudiantini et al., 2023).

TikTok

TikTok is a video-based social media platform that allows users to create, share, and watch short videos. The app was launched in 2016 by the Chinese technology company ByteDance, and since then, it has experienced rapid growth worldwide. Initially, TikTok was launched as Douyin in China in September 2016, but it was later introduced outside of China under the name TikTok in September 2017. The app gained popularity among young users, especially in Asia and the United States (About TikTok, n.d.). This short video app on social media offers extensive music support, allowing users to perform dances, freestyle moves, and much more, encouraging creativity among its users to become content creators (Susilowati, 2018).

TikTok can be utilized as a marketing platform for companies, particularly in reaching a younger audience. TikTok can be used to build brand awareness, increase brand recognition, and enhance consumer interaction (Klimkiewicz et al., 2021). Utilizing a TikTok account as a promotional medium to attract customers on social media can lead to an increase in monthly income (Sri Mulyani et al., 2022). Unique and creative content can help companies gain loyal followers and boost product sales. TikTok can assist in marketing products and increasing sales. When TikTok's features are optimally utilized and approached effectively with consumers, it can help drive sales (Nufus & Handayani, 2022).

TikTok Live has enormous potential to be optimally utilized as a marketing tool. The presence of TikTok Live can help entrepreneurs sell products more easily by communicating directly with buyers in real-time, as if the buyer is face-to-face with the seller (Dzalila & Amalia, 2023). In digital marketing, there are several things that entrepreneurs need to pay attention to, because in this type of marketing, buyers do not have extensive access to check the actual condition of the product. It is not uncommon for buyers to feel dissatisfied due to discrepancies between the product photos displayed and the items ordered. Therefore, entrepreneurs need to pay attention to

how they promote their products through images and detailed information attached to describe the product clearly (Aji et al., 2022). The live streaming feature on the TikTok app is very beneficial for entrepreneurs to market their products, as it helps the algorithm of their TikTok account. Additionally, their TikTok account can be prioritized by the TikTok Shop app, as TikTok tends to favor accounts that frequently sell using the live streaming feature. However, entrepreneurs still face challenges in determining the right time for promotions, creating engaging content, and interacting persuasively with their audience (Kadarisman & Ekawati, 2024).

3. Method

The type of research used by the author is Mixed Methods Research. According to Creswell (2010), mixed methods research is an approach that combines both qualitative and quantitative research. This study uses a combination (mixed methods) approach with a sequential exploratory design, which is a research method that combines qualitative and quantitative approaches in a sequential manner. In the initial stage, this research uses a qualitative method, followed by a quantitative method in the next stage. The emphasis of the method is on the first method, which is the qualitative method, and is then supplemented with the quantitative method. The mixing of data from both methods is connecting, linking the results of the first research and the next stage.

The population in this study consists of all SMEs that have used video content on the TikTok platform to market their products in the Surabaya City area. The sampling technique used is Random Sampling, and the sample size is determined using the Cochran formula. Qualitative data are collected using in-depth interviews with the owners of SMEs that have used TikTok, along with case studies of several SMEs that have successfully utilized TikTok. Quantitative data are collected through an online survey tool to gather sales data from SMEs and questions regarding the use of video content on TikTok. The survey targets producers to assess the impact of TikTok video content on sales improvement.

The qualitative data analysis technique uses the Interactive Data Analysis model from Miles, Huberman, and Saldana (2014), which is an analysis conducted continuously during the data collection in the field until the data collection is completed. This includes Data Collection, Data Condensation, Data Display, and Conclusions. The quantitative data analysis technique uses linear regression to determine the relationship between TikTok usage and sales growth.

4. Results

a. Qualitative Analysis

Qualitative data analysis in this study was conducted on data obtained through direct observation, interviews, and documentation. The data analysis followed the steps using the Interactive Data Analysis model by Miles, Huberman, and Saldana (2014): this analysis is conducted continuously during data collection in the field until the data collection is completed, covering Data Collection, Data Condensation, Data Display, and Conclusions as follows:

Data Condensation

Table 1. Data Condensation of Video Content Usage on the TikTok Platform as a Digital Promotion Medium in Increasing Sales Volume of MSMEs in Surabaya

Title	Focus	Verbatim
<p>Video Content on TikTok as a Digital Promotion Media in Increasing Sales Volume</p>	<p>Use of Video Content on TikTok</p>	<p>Creating a business account on the TikTok app specifically to facilitate online sales. Choosing TikTok because it has a large user base, making it a potential platform for product marketing. The TikTok account is dedicated to promoting and branding products, expanding the market, and reaching more customers.</p>
		<p>Creating engaging or trending content that aligns with the product. The videos highlight the uniqueness of the product. The videos are adjusted to match viral content. Additionally, creating challenge content and sharing content. Using tutorials and product reviews. Featuring videos of the production process.</p>
		<p>Create TikTok videos that capture attention within the first 3 seconds. Make creative videos that explain the product in detail. Start the video with eye-catching visuals, such as a close-up of the product or an interesting moment, and pair it with a question or statement that sparks curiosity. Create content related to everyday life, which is funny, humorous, and entertaining. Make videos that leave the audience curious, using questions or showing intriguing scenes, with the shooting process well-executed.</p>
		<p>Create storytelling about the product. The video content explains the product in detail and honestly. The video content provides the necessary information in a straightforward and relaxed manner, so the audience feels comfortable and not stiff. Create non-formal, casual storytelling that makes the audience feel close and connected. The video displays a live room so consumers can see the product directly and feel more confident about what we're selling. Create storytelling videos about the product's origins, raw materials, the production process, and the final result.</p>
		<p>Utilize the features available on the TikTok app. Use the TikTok Shop Live feature. Use the Content Creator feature. Make use of the location feature to provide more detailed information to potential consumers. Use the video editing feature, TikTok Story feature, utilize</p>

		<p>video filters, and use visual and sound effects.</p> <p>Create captions that grab the attention of potential customers in product advertisement videos. Write a narrative that thoroughly explains the product, including its details and pricing, to attract customers. Make the caption brief, clear, and curiosity-inducing. Craft a relevant caption by including appropriate hashtags. Create a caption that serves as a call to action, encouraging viewers to purchase from our business. Write short and clear captions that highlight the uniqueness of the product. Use engaging, humorous, informative, creative, and inspiring language in the caption.</p> <p>Using effective content to increase product sales. Utilizing sales content, review content, unboxing, and educational content. Funny content, animation, and product creation tutorial content. Testimonial content. Content encouraging love for local products. I usually take advantage of sharing content by giving challenges to people around me and then offering rewards as a form of thanks and appreciation for participating in the challenge.</p> <p>Collaborating with influencers on TikTok for UMKM products. By collaborating with influencers, sales can significantly increase, considering the large influence of influencers, as they have a substantial following, thereby expanding the reach to potential customers. Collaboration with influencers helps increase reach and attract a new audience. Collaborating with influencers on TikTok is crucial for UMKM products as it can boost visibility and consumer trust. Choosing the right influencer should be based on niche alignment, follower count, and a good level of interaction with their audience.</p>
	Sales	<p>The increase in sales turnover that occurred after using TikTok. By using TikTok to market products, sales increased, with the lowest increase being 10%, while the highest increase reached 90%. Effective content to boost sales of UMKM products.</p> <p>The comparison of sales before and after using TikTok is very different. Before using TikTok, it was very difficult to acquire new customers because promotional methods were still manual. After using TikTok, it was</p>

		<p>possible to reach a larger and wider customer base. Before using TikTok, sales turnover did not show improvement and was even unpredictable, but after using TikTok, sales turnover became stable, and there was a constant income every day.</p>
		<p>The increase in the number of customers after using TikTok. After using TikTok, the number of customers often increased because engaging content could attract attention. After using TikTok, the customer reach became wider because promotions became more effective. Yes, many consumers made purchases. Yes, using TikTok for promotion often increased the number of new customers thanks to its reach and engaging content. After using TikTok, the number of customers increased by around 35% to 65%.</p>
	<p>Operating profit</p>	<p>Increase in business profit after using TikTok. Yes, after using TikTok, the business profit of SMEs often increased due to higher sales and more efficient marketing costs. Business profit increased, the number of customers grew because consumers became aware of the products, and many people were interested. After using TikTok, business profit increased by around 25% to 100%.</p>
	<p>Operating profit</p>	<p>Business development after using TikTok. After using TikTok, the SME business has grown increasingly. It has been able to develop, even if slowly. The business is expanding with many new customers. Business development includes opening branches or other franchises. The product has become more widely recognized and is able to expand its market reach.</p>
	<p>Operating profit</p>	<p>The business profit obtained is considered significant if it includes substantial growth compared to the previous period. The profit is quite large after choosing TikTok as the marketing platform to promote the product. The business profit is considered large when compared to the initial investment. The profit obtained is considered large for the scale of the business conducted.</p>

Display Data

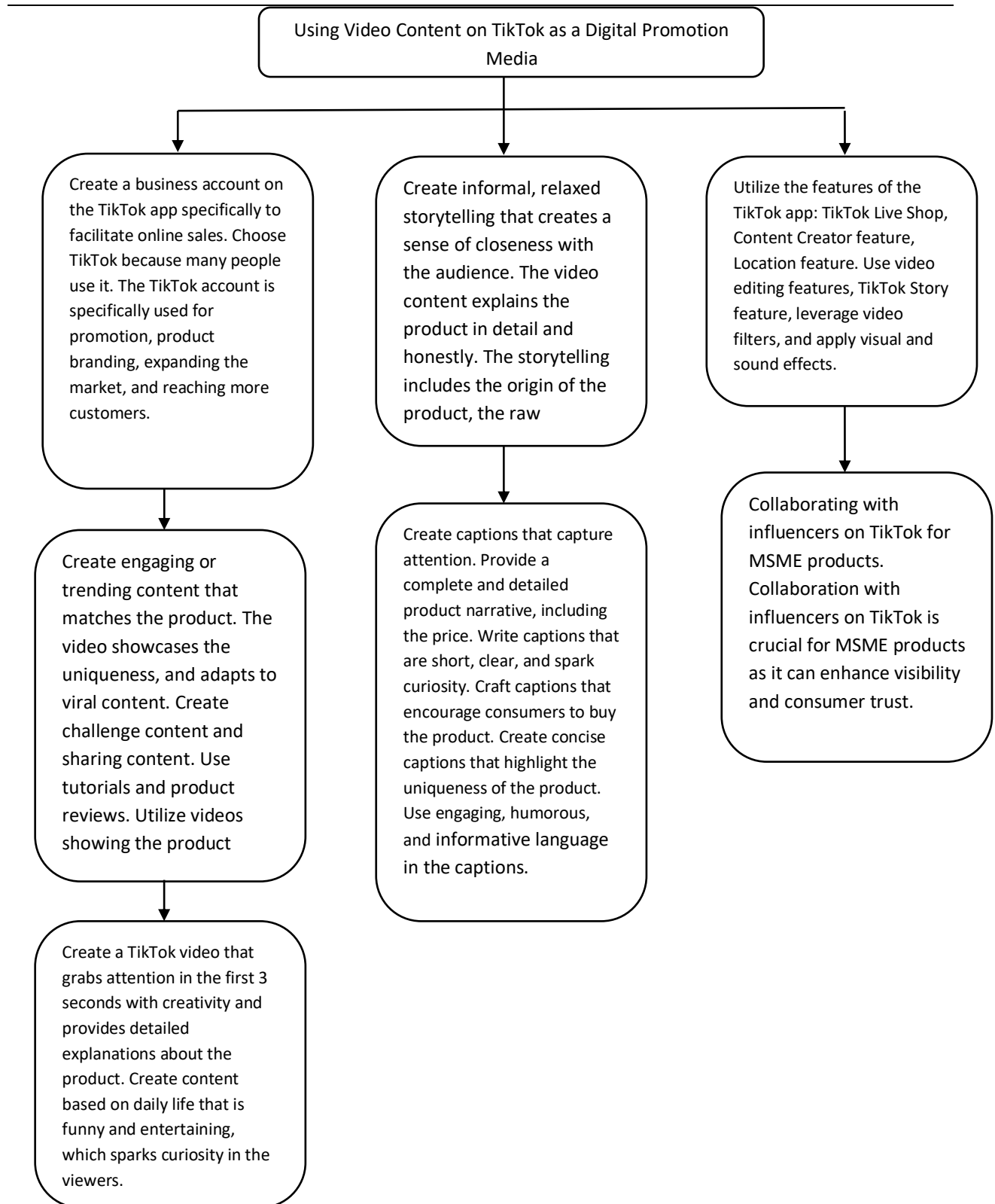


Figure 1. Data Display of Video Content Usage on the TikTok Platform as a Digital Promotion Media for MSMEs in Surabaya.

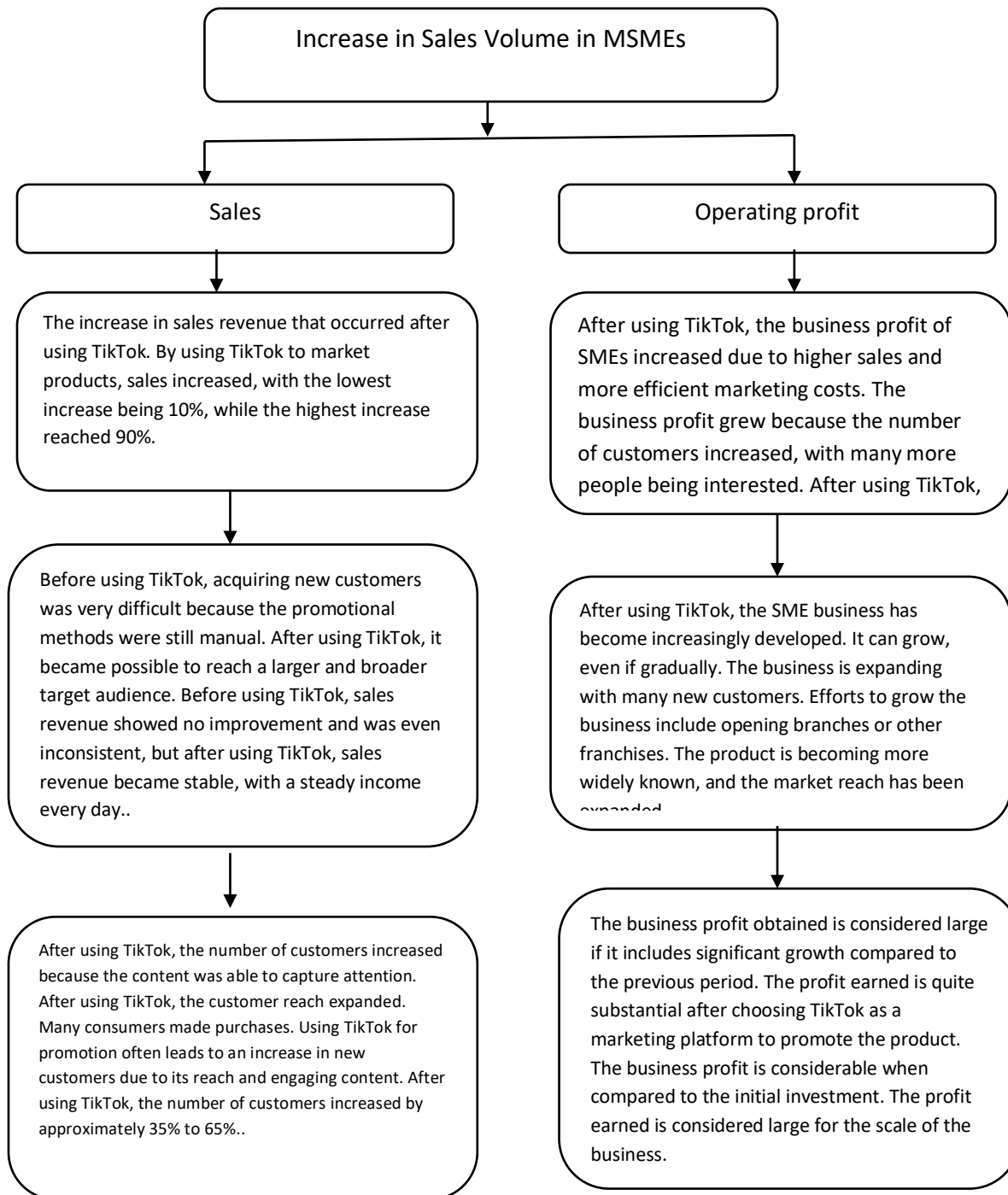


Figure 2. Display Data Sales Volume in MSMEs

Conclusion Stage

Table 2. Conclusion of Data on the Use of Video Content on the TikTok Platform as a Digital Promotion Media in Increasing Sales Volume for SMEs in Surabaya

Focus	Conclusion
Use of Video Content on the TikTok Platform as a Digital Promotion Media	<ol style="list-style-type: none"> 1. Create a dedicated business account on the TikTok app for: facilitating online sales, promotion, product branding, expanding the market, and reaching more customers. 2. Create content: engaging or trending, showcasing the uniqueness of the product, creating challenge content, sharing content, product tutorials, and reviews, and videos of the production process. 3. Create TikTok videos that grab attention within the first 3 seconds with creativity, explaining the product in detail, daily life content, humorous content, and content that sparks curiosity. 4. Create informal, relaxed storytelling, explaining the product in detail and honestly, including the product's origin, raw materials, and the production process until completion. 5. Create captions that attract attention, complete product narratives, include prices, and spark curiosity. Write calls to action with interesting, humorous, and informative phrases. 6. Utilize TikTok app features: TikTok Live Shop, Content Creator feature, location feature, video editing, TikTok Story, video filters, and visual and sound effects. 7. Collaborate with influencers on TikTok for promoting SME products.
Sales	<ol style="list-style-type: none"> 1. The increase in sales revenue that occurred after using TikTok. The lowest sales increase was 10%, while the highest increase reached 90%. 2. After using TikTok, it was possible to reach a larger customer target. After using TikTok, sales revenue became more stable, and there was consistent daily income. 3. After using TikTok, the number of customers increased, and the customer reach expanded. Many consumers made purchases. After using TikTok, the number of customers increased by 35% to 65%.

Operating profit	<ol style="list-style-type: none"> 1. After using TikTok, the business profit of SMEs increased, the number of customers grew, and many relatives showed interest. After using TikTok, the business profit increased by 25% to 100%. 2. After using TikTok, the SME business continued to grow, albeit gradually. It was able to expand, such as opening branches or additional franchises. 3. The business profit obtained is considered significant, showing growth compared to the previous period. The profit is considered large when compared to the initial investment. The profit obtained is considerable for the scale of the business.
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b. Quantitative Analysis

The quantitative data analysis technique used is linear regression to determine the relationship between TikTok usage and sales growth. The results of the multiple regression analysis on the influence of content usage and digital promotion on sales growth are as follows:

Table 3 Recapitulation of Regression Calculation Results

Variable	Regression Coefficient	Std. Error	t-count	Level of Significance
Use of TikTok	1.089	0.095	11.466	0.000
Constants	: -87.121			
R ² : Coefficient of determination: 0.570				
R : Multiple R : : 0.755				

Based on the results of the regression calculations in the table above, the following regression

$$Y = a + bx + E$$

$$Y = -87.121 + 1.089X + e$$

line equation is obtained:

a = -87.121 It is the constant value, which is the estimate of the increase in UMKM sales if the variable "Use of TikTok Video Content" has a value of zero, then the sales would be -87.121.

- b: 1.089 It is the regression coefficient value that shows the impact of the Use of Video Content on the TikTok Platform as a Digital Promotion Media on Sales. This means that if the Use of Video Content on the TikTok Platform as a Digital Promotion Media improves, sales will increase by 1.089 units. This implies that the better the Use of Video Content on the TikTok Platform as a Digital Promotion Media, the higher the UMKM sales will be.

Based on the results of the simple regression analysis, the variable Use of Video Content on the TikTok Platform as a Digital Promotion Media (X) against the Increase in UMKM Sales (Y) has a multiple correlation (Multiple R) of 0.755. This figure indicates the strength of the relationship between the independent variable and the dependent variable. This value is close to 1, meaning the relationship between the Use of Video Content on the TikTok Platform as a Digital Promotion Media and the increase in UMKM sales is very strong. The Coefficient of Determination (R^2) is 0.570. From this R^2 value, it can be concluded that the contribution of the Use of Video Content on the TikTok Platform as a Digital Promotion Media to the variable of increasing UMKM sales is 57%. The remaining 43% is explained by other variables not included in the equation model.

The results of the t-test obtained a t-table value of 1.994. Meanwhile, with statistical testing, the calculated t was obtained at 11.466 with a significance level of 0.000, thus it can be concluded that the variable of Using Video Content on the Tiktok Platform as a Digital Promotion Media has a significant effect on the variable of increasing MSME sales at a real level of alpha = 5% with a confidence level of 95%

5. Discussion

- a. Use of Video Content on the TikTok Platform as a Digital Promotion Media in Increasing Sales Volume in MSMEs in Surabaya

The large number of TikTok users in various countries, including Indonesia, has created business opportunities and opportunities for some people. This is because of TikTok's attractive features and extensive database. In addition, TikTok has the ability to benefit from TikTok in terms of trade due to its current popularity. TikTok's commercial application has evolved from an entertainment platform to a business planning tool. Communication strategy is one way to change human behavior on a larger scale through the spread of new ideas. As a result, the selection of strategies in communication planning must be carried out carefully because the consequences of choosing the wrong strategy can be fatal, especially in terms of loss of time, material, and energy. The TikTok application has more than 10 million users in Indonesia, with the majority of users being school-age children (students). The TikTok application is a favorite, and is loved by millennials, the majority of whom are school children (Aji, 2018).

One of the actions that MSMEs can take is to optimize their digital marketing, especially in the areas of social media marketing, online advertising, video marketing, search engine marketing, and website maintenance. MSMEs are expected to be able to expand online sales and engagement by digitalizing marketing. According to Hasan et al, (2019), the accuracy of media

selection that is in sync with technical advances and consumer activity patterns in electronic media automatically produces opinions that encourage other potential consumers to consider buying.

Research findings show that MSMEs create special accounts for their businesses on the TikTok application to facilitate online sales, promote, brand products, expand the market, and reach more customers. MSMEs in Surabaya use the TikTok application by creating interesting or viral content, displaying unique products, creating challenge content, sharing content, tutorials and product reviews. video production process. Video content on TikTok is made to attract attention in the first 3 seconds with creativity and explaining in detail about the product, about everyday life, funny content, and content that makes the audience curious. MSMEs in Surabaya create informal, relaxed storytelling, explain products in detail and honestly, the origin of the product, the raw materials for the product, the process of making the product until the end. In addition, create captions that can attract attention, complete product narratives, include prices, provoke curiosity. captions inviting consumers to use interesting words, humor, informative sentences. The features provided by the TikTok application are widely used as a means of promotion by YMKM in Surabaya, including Live TikTok shop. Content creator features. Features, location. Using video editing features, TikTok Story features, Utilizing video filters, and using visual and sound effects. In addition, MSME actors in Surabaya City also collaborate with influencers on TikTok for MSME products.

The research findings are in line with Kotler and Keller's (2017) opinion that an important part of digital marketing is social media. Social media is a means for consumers to share or convey text, images, audio, and video information with each other and with companies, and vice versa. Social media allows marketers to listen to consumer input and consumer presence online. Consumers can communicate intensely with marketers, so they can also encourage companies to stay innovative and relevant. Marketers can build or enter online communities, invite participation from consumers and create long-term marketing assets in the process.

The use of online shopping applications, especially TikTok Shop, is considered beneficial for sellers who are active in it. Sellers use this application to sell directly through live broadcasts, which provides a more interactive shopping experience. For MSMEs who actively use TikTok Shop, there has been a significant increase in their product sales, mainly due to the greater accessibility factor to potential customers, more effective promotions through live streaming, and the ability to reach a wider audience online.

Research findings show that there is an increase in sales of MSMEs in Surabaya City after using TikTok. The lowest increase in sales is 10, while the highest increase reaches 90%. Using TikTok can reach a larger target customer, stable sales turnover. After using TikTok, the number of customers increases, the customer reach is wider. The use of TikTok can increase the number of customers by 35% to 65%. The use of video content on TikTok can increase MSME business profits, the number of customers increases, many consumers are interested. Business profits

increase by 25% to 100%. MSME businesses are growing, although slowly. MSMEs in Surabaya City are able to develop their businesses such as opening branches or other franchises.

The research findings are in line with the opinion of Hilvert-Bruce et al., (2018) that in order to increase sales, manufacturers need to pay attention to effective promotional strategies. One form of promotional strategy that has a wide scope and has a big impact is live streaming. Live streaming is an interactive form of internet-based multimedia entertainment that has grown rapidly in popularity worldwide since 2011. By adopting live streaming as part of their promotional efforts, manufacturers can reach a wider audience and get direct interaction with potential consumers. Thus, promotional strategies involving live streaming can be a powerful tool in increasing product sales.

The use of the TikTok online application also provides benefits for its users in terms of managing their business. The application is often equipped with features and administration that can help monitor stock, set prices, and process transactions. The existing features can help increase efficiency in running their business. In the application, users can also increase customer trust in their products. They can easily upload photos and videos of their products, provide complete descriptions, and produce interesting content to attract the attention of potential customers.

b. The Influence of Using Video Content on the TikTok Platform as a Digital Promotion Media on Increasing Sales Volume in MSMEs in Surabaya

The research findings show that the Use of Video Content on the TikTok Platform as a Digital Promotion Media has a significant effect on the variable of increasing MSME sales. This means that the better the Use of Video Content on the TikTok Platform as a Digital Promotion Media, the higher the MSME sales will be. Video content created by MSME actors on TikTok that is interesting or viral, displays the uniqueness of the product, creates challenge content, sharing content, tutorials and product reviews. Content that displays everyday life, funny content, and content that makes the audience curious will make consumers interested in buying the product, this will have an impact on increasing sales. The research findings are in line with the opinion that Digital marketing or e-marketing is interpreted as the use of digital technology to achieve marketing goals, including efforts to develop or adjust the marketing concept itself, communicate in a global network, and change the way companies do business with customers. The use of the internet in marketing as a medium for communicating with consumers has a strong impact on the company's success in packaging more effective messages (Hasan, 2013).

Furthermore, Gunelius (2011) stated that social media is an important part of a larger and more complete sales, service, communication, and marketing strategy and reflects and adapts to the products and services they offer through interactions on social media between one another and establishing relationships with them. Social media carried out by a business can influence a person's thinking which will have a broader impact on the thinking of other people before making a purchase process.

Through social media, a business can develop its target market and be one step ahead of other competitors. Social media informs important things from competitors, so that it can determine and improve marketing strategies. In this way, you can analyze what techniques are used by competitors and do things better than they do. In addition, social media can help increase website visitors and search engine rankings. Information can be shared faster with social media. In addition, social media can increase brand awareness and promotion at a relatively lower cost.

The use of the TikTok application has a significant impact on increasing MSME sales. This means that if social media, including TikTok, is utilized as well as possible as a medium to promote a business in various unique and interesting ways, it will affect the sales level which will increase quite a bit. This finding supports research which shows that the use of the TikTok application has a positive effect on increasing MSME sales turnover. This means that if social media, including TikTok, is utilized as well as possible as a medium to promote a business in various unique and interesting ways, it will affect the sales level which will increase quite a bit from the form of promotional strategies carried out without using social media as a supporting medium in developing an MSME (Kristia & Harti, 2021).

Conclusion

Based on the research findings it can be concluded that :

- a. MSMEs use Video Content on the TikTok Platform as a Digital Promotion Media by Creating a special account for their business on the TikTok application to: facilitate online sales. promotion, product branding, expand the market, reach more customers.
- b. Video Content created on the TikTok application is an interesting or viral video, showing the uniqueness of the product, creating challenge content, sharing content, tutorials and product reviews. video production process. Content created about everyday life, funny content, and content that makes the audience curious. Non-formal, relaxed storytelling, explaining the product in detail and honestly, the origin of the product, the raw materials of the product, the process of making the product until the end.
- c. Captions that are made attract attention, Complete product narratives, include prices, arouse curiosity. Captions inviting consumers to use interesting words, humor, informative sentences.
- d. MSMEs utilize the features of the TikTok Application: Live TikTok shop. Content creator feature. Features, locations. Using the video editing feature, TikTok Story feature, Utilizing video filters, and using visual and sound effects. In addition, Collaborating with influencers on TikTok for MSME products
- e. The research findings show that the Use of Video Content on the TikTok Platform as a Digital Promotion Media has a significant effect on the variable of increasing MSME sales. This means that the better the Use of Video Content on the TikTok Platform as a Digital Promotion Media, the higher the MSME sales will be.

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