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Storytelling And Live Streaming-Based Content Marketing Strategy To Enhance Brand Awareness And Consumer Engagement: A Tiktok Case Study Of Ikan Roa Dapoer Tante Kuko

Ria Susanti Bawole[1]*, Ratnawati Prayogi[2], Audrey G.D. Tangkudung[3]

[1,2,3]Master of Management Program, Faculty of Economics,
Institut Bisnis dan Multimedia ASMI, Jakarta, Indonesia

Emails: tanyasusanbawole@gmail.com; ratnawatiprayogi@gmail.com;
audreygdt2018@gmail.com
**Corresponding author: tanyasusanbawole@gmail.com*

Abstract

This study analyzes the integration of storytelling and live streaming as a TikTok content marketing strategy to improve brand awareness and consumer engagement at Ikan Roa Dapoer Tante Kuko (DTK), a local processed-food MSME in Depok, Indonesia. The study used a qualitative descriptive approach with an exploratory single-case-study design. Data were collected through passive participant observation of the TikTok account @ikanroa.com, semi-structured in-depth interviews with the business owner and social-media manager, and documentation of TikTok Analytics, TikTok Seller Center, content archives, and live-streaming metrics from October 2025 to May 2026, with continued observation of a storytelling post through June 2026. Before implementation, the account was dominated by hard-selling content and recorded only 232 video views and one like over the October-November 2025 baseline period. A storytelling post uploaded in December 2025 achieved an average watch time of 9.56 seconds, 76.7% higher than the compared hard-selling content, and was distributed mainly through the For You Page. Long-term observation showed organic growth to 17,000 views, 152 likes, 20 shares, and 10 new followers. Live streaming complemented storytelling by generating real-time engagement and conversion; December 2025 live sessions generated IDR 2,342,791 in live GMV, 34,118 impressions, and 43 new followers. Across the research period, followers increased by 77.3%, profile likes by

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159.7%, and monthly GMV reached IDR 11,000,000 at its March 2026 peak. The principal constraints were raw-material availability, limited human resources for storytelling production, and inconsistent live schedules. The study recommends a structured storytelling calendar, scheduled live streaming supported by buffer-stock management, narrative integration within live sessions, and regular analytics-based evaluation.

Keywords: Content Marketing, Storytelling, Live Streaming, Brand Awareness, Consumer Engagement, TikTok, MSMEs.

INTRODUCTION

Digital technology has changed how micro, small, and medium enterprises communicate with consumers, build brands, and generate sales. Social media is no longer used only for one-way promotion; it has become a strategic environment for creating visibility, interaction, trust, and commercial relationships. For MSMEs, this shift is important because digital platforms can expand market access without requiring the promotional budgets typically associated with conventional media. Harto et al. (2023) show that social-media marketing can strengthen visibility and customer interaction among MSMEs, while Husna et al. (2024) emphasize the importance of content quality, authenticity, consistency, timing, and relevance in encouraging consumer interaction. These findings suggest that the effectiveness of digital marketing depends not simply on platform presence, but on how content is designed and managed.

TikTok is especially relevant because its short-video ecosystem combines algorithmic distribution, search, user interaction, live streaming, and social commerce within a single platform. Dewi (2023) found that TikTok can support brand awareness when visual content is designed consistently and attractively, while Rahmatillah and Saefuloh (2022) reported that TikTok marketing content is associated with customer engagement, brand trust, and purchase intention in the context of MSME food products. Permana et al. (2024) similarly highlight the role of creative TikTok content in building brand awareness. The platform therefore provides MSMEs with an opportunity to connect brand-building activities with interaction and sales conversion.

Ikan Roa Dapoer Tante Kuko (DTK) is an MSME in Depok that has operated since 2017 and markets processed smoked-roa products with a distinctive regional identity. The business has used TikTok and marketplace channels for promotion and sales. However, initial observation of @ikanroa.com showed that the account relied

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mainly on hard-selling content, including direct promotional clips, invitations to live sessions, and reused fragments from earlier live streams. This pattern produced limited interaction and did not fully exploit the cultural, culinary, and emotional value embedded in the product. The thesis therefore examined whether a more narrative and interactive content approach could improve the account's digital performance.

Content marketing provides the conceptual basis for this shift. Kotler et al. (2020) describe digital content as a means of attracting and retaining target audiences by delivering relevant value, while Pulizzi (2021) stresses that sustainable content marketing builds an audience before asking for a commercial action. In the MSME context, the movement from direct selling toward useful, authentic, and engaging content is particularly important because brand familiarity and trust often have to be created from limited initial awareness. Saragi et al. (2023) argue that content marketing can support long-term customer relationships, and Ardhya et al. (2024) demonstrate the value of systematic content planning for improving brand awareness.

Storytelling is one content form with strong potential for products that carry origin stories, traditional production processes, or consumer experiences. Yupi and Heryadi Putri (2023) show that educational and storytelling-oriented TikTok content can help audiences understand product value. Maharani and Setiawati (2024) discuss storytelling as a digital-marketing approach capable of strengthening communication for small businesses, while Wahyudi et al. (2025) emphasize the role of storytelling in constructing meaningful narratives in digital media. In the case of smoked roa, storytelling can connect practical consumer problems, regional culinary heritage, production authenticity, and product benefits into a narrative that is more memorable than direct promotional messaging.

Live streaming serves a different but complementary role. Unlike uploaded video, live streaming enables real-time questions, demonstrations, product explanations, offers, and social interaction. Nilawardhani and Suharto (2024) describe live streaming as a direct-marketing channel that depends on interactive and authentic delivery. Robot et al. (2024) link live streaming with purchase interest, while Mada and Prabayanti (2024) highlight the importance of information quality in TikTok live-shopping purchase decisions. Agrita et al. (2025) also position live shopping as an important digital-marketing practice for MSMEs. These studies support the view that live streaming can bridge engagement and conversion after awareness has been created by other forms of content.

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The novelty of this study lies in integrating storytelling and live streaming within one content-marketing strategy for a local processed-food MSME rather than examining them separately. Previous studies reviewed in the thesis frequently focused on larger brands, fashion, services, or content strategy in general. The study therefore contributes a detailed single-case analysis of how narrative content and real-time interaction operate together on TikTok, how their effects appear in platform metrics, and what operational constraints can limit the sustainability of digital growth. This focus is particularly relevant for MSMEs whose marketing capacity is closely connected to production capacity, staff availability, and supply-chain continuity.

RESEARCH METHODS

The study employed a qualitative descriptive approach using an exploratory single-case-study strategy. A qualitative design was selected to understand the implementation of TikTok content marketing in its real organizational and market context rather than to isolate variables experimentally. The single case was Ikan Roa Dapoer Tante Kuko, selected as an information-rich case because the business actively used TikTok for marketing and sales and therefore provided sufficient digital and managerial evidence for in-depth analysis. This approach follows Moleong (2023), who emphasizes contextual and holistic interpretation in qualitative research, and Rachman et al. (2024), who describe case-study research as an intensive investigation of a bounded unit or event.

The research object was the storytelling- and live-streaming-based content marketing strategy implemented on @ikanroa.com. Primary subjects included the business owner and the social-media manager, while uploaded videos, live sessions, comments, engagement activity, and TikTok Shop data were treated as digital evidence. Data collection combined passive participant observation, semi-structured in-depth interviews, and documentation. Observation covered content format, storytelling themes, duration, audience response, likes, comments, shares, and live interaction. Documentation included TikTok Analytics, TikTok Seller Center, content archives, and sales and live-streaming metrics. The main research period covered October 2025 to May 2026, with a later observation of the storytelling content through June 2026.

Data processing involved transcription, organization by source and data type, reduction of nonessential material, identification of recurring patterns and themes, and systematic presentation in descriptive narratives and comparative metrics. Analysis was conducted interactively throughout data collection. Credibility was strengthened through

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source triangulation, comparison of interview, observation, and platform-documentation evidence, confirmation with informants, and discussion of findings with academic supervisors. The methodological sequence reflects the iterative qualitative procedures described by Moleong (2023) and Rachman et al. (2024). Table 1 summarizes the research design and evidence base.

Table 1. Research Design and Evidence Base

Component	Design / Procedure	Evidence / Scope
Research design	Qualitative descriptive; exploratory single case study	Ikan Roa Dapoer Tante Kuko / TikTok @ikanroa.com
Research subjects	Owner, social-media manager, and digital content	Purposive information-rich case
Data collection	Passive observation; semi-structured interviews; documentation	TikTok Analytics, Seller Center, content and live archives
Analysis & validation	Transcription, organization, reduction, thematic display, conclusion	Triangulation, informant confirmation, supervisor discussion

Source: Adapted from the thesis methodology (2026).

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RESULTS AND DISCUSSION

Baseline Content Marketing Strategy

Before the strategy was developed, @ikanroa.com was characterized by a direct-selling orientation. Most uploads consisted of explicit product promotion, invitations to watch live streams, or short clips repurposed from completed live sessions. The October-November 2025 baseline recorded only 232 video views and one like over two months, indicating very limited account momentum. The thesis also notes that the account had 255 followers and 129 cumulative profile likes at the beginning of the research period. The content structure was unbalanced: hard selling and repurposed live clips dominated, while educational content was infrequent and only one storytelling item was observed. Table 2 summarizes the content categories documented before the strategy was implemented.

Table 2. TikTok Content Categories Before Strategy Implementation

Content Category	Typical Format	Dominance	Observed Performance
Hard selling	Direct product promotion; live invitation	Very high	70-250 average views
Repurposed live clips	Short clips reused from completed live sessions	High	70-250 average views
Educational	Processing, nutrition, and preparation content	Low	200-500 average views
Storytelling	Emotional narrative and product value	Very low (1 post)	962 views at initial observation

Source: Thesis observation results, processed by the author (2026).

The baseline pattern indicates that the account was using TikTok primarily as a promotional broadcasting channel rather than as a content ecosystem. This finding is consistent with Harto et al. (2023), who identify content innovation and digital capability as continuing challenges for MSMEs, and with Husna et al. (2024), who stress that engagement is strengthened by content that is relevant, authentic, consistent, and valuable. From a content-marketing perspective, a high proportion of direct promotional

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messages can limit the opportunity to build audience interest before asking for purchase. The weak baseline therefore provided a useful reference point for evaluating the later integration of narrative and interactive formats.

Storytelling as an Organic Awareness Driver

A key intervention was a storytelling video uploaded on 3 December 2025 that framed a familiar consumer problem - sore fingers when separating smoked-roa bones - as an entry point to the product solution. At the 29 December comparison point, this video achieved an average watch time of 9.56 seconds compared with 5.41 seconds for the hard-selling comparison content, a 76.7% difference. It also generated seven new followers, two comments, and five shares, whereas the compared hard-selling content generated no new followers, comments, or shares. Most importantly, 89.5% of the storytelling traffic came from the For You Page, while the hard-selling content was found more heavily through Search. The pattern supports the role of narrative content in reaching users who were not already familiar with the account.

Table 3. Performance Comparison of Storytelling and Hard-Selling Content

Metric	Storytelling	Hard Selling	Observed Difference
Average watch time	9.56 s	5.41 s	+76.7%
New followers	7	0	Follower growth only from storytelling sample
Comments	2	0	Two-way response only from storytelling sample
Shares	5	0	Organic sharing only from storytelling sample

Source: TikTok Analytics comparison recorded in the thesis, 29 December 2025.

Live Streaming as an Engagement Amplifier and Conversion Tool

Live streaming produced a complementary effect by moving from awareness toward direct interaction and purchase. During 1-31 December 2025, live sessions

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generated IDR 2,342,791 in live GMV, 39 items sold, 34,118 LIVE impressions, and 43 new followers. Approximately 89% of live traffic came from TikTok's LIVE recommendation mechanism, indicating substantial platform distribution beyond the existing follower base. The live script also incorporated micro-storytelling through product origin, traditional smoking methods, sensory descriptions, cooking applications, and real-time questions. This combination allowed the live format to function not merely as a discount channel but as an interactive content experience. The result is consistent with Nilawardhani and Suharto (2024), Robot et al. (2024), Mada and Prabayanti (2024), and Agrita et al. (2025), who emphasize interactivity, information quality, and conversion potential in live commerce.

Table 4. Change in TikTok Account and Sales Indicators

Indicator	Baseline	Later / Peak	Change	Marketing Signal
Followers	255	452	+77.3%	Brand recognition
Profile likes	129	335	+159.7%	Engagement
Monthly video views	232 (Oct-Nov 2025)	5,100 (Mar 2026)	+2,098%	Reach / visibility
Monthly GMV	IDR 3.1M (Nov 2025)	IDR 11.0M (Mar 2026)	+254.8%	Conversion / sales

Source: TikTok Analytics and TikTok Seller Center data reported in the thesis (2026).

Synergy between Storytelling and Live Streaming

The thesis identifies a clear functional distinction between the two formats. Storytelling operated as an awareness driver by using emotional and problem-based narratives that the For You Page could distribute to new users. Long-term monitoring of the December storytelling post strengthens this interpretation: by 17 June 2026, the post had grown from 962 views at the late-December observation to 17,000 views, with 152 likes, 10 comments, 20 shares, and 10 new followers; 90.5% of traffic still came from the For You Page. Live streaming, by contrast, operated as an engagement amplifier and

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conversion tool by allowing viewers to ask questions, observe demonstrations, receive product explanations, and act on purchase offers in real time.

The two formats therefore formed a sequential but mutually reinforcing pathway. Narrative video expanded reach and introduced the brand; live streaming converted part of that attention into deeper interaction and purchase. Across the research period, followers increased from 255 to 452 (+77.3%), cumulative profile likes from 129 to 335 (+159.7%), and monthly GMV from IDR 3.1 million in November 2025 to a peak of IDR 11 million in March 2026 (+254.8%). This pattern aligns with the content-marketing principle that different formats can serve different stages of the customer journey (Kotler et al., 2020; Mursyidah et al., 2025). It also supports Yupi and Heryadi Putri (2023), Maharani and Setiawati (2024), and Wahyudi et al. (2025), who link narrative communication with audience understanding and emotional connection.

Implementation Constraints

The strongest constraint was the dependence of digital-marketing performance on raw-material availability. The March 2026 GMV peak of IDR 11 million exceeded the stock prepared for the following months and contributed to an unexpected shortage. Live-streaming activity then stopped during April-May 2026. Total GMV fell from IDR 11 million in March to IDR 7.5 million in April and IDR 2 million in May, while the number of buyers fell to 19 in May. This sequence demonstrates that successful digital demand generation cannot be separated from production and supply-chain readiness. For a small food producer, content strategy can create demand faster than operational capacity can replenish inventory, making stock planning an integral component of marketing sustainability.

Two additional constraints concerned human resources and scheduling. Only one dedicated storytelling post was produced during the research period because the content team consisted of two people who also handled administrative, streaming, and order-management roles. Storytelling required more planning, filming, and editing than simple hard-selling clips. In addition, live-streaming schedules were inconsistent, which the thesis associates with declining visibility and weaker algorithmic momentum over time. These limitations are important because Ramli et al. (2024) emphasize consistency, platform adaptation, and performance measurement as core elements of social-media content strategy. They also explain why a strategy that performs well at the content level may still be difficult for an MSME to sustain operationally.

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Strategic Recommendations

The first recommendation is to institutionalize storytelling production through a structured calendar with at least two narrative posts per month. Suggested themes in the thesis include the traditional production process, the business journey, educational stories about nutrition and preparation, and customer experiences. This recommendation responds directly to the strong long-term performance of the single storytelling post and is consistent with Pulizzi (2021), Ardhya et al. (2024), and Ramli et al. (2024), who emphasize regular, valuable, and audience-oriented content. The second recommendation is to schedule live streaming at least twice a week on fixed days and times, while establishing a minimum buffer-stock threshold before intensive live campaigns are launched.

The third recommendation is to integrate storytelling directly into live sessions rather than separating brand narrative from selling activity. Product-origin stories, traditional smoking methods, sensory descriptions, and practical cooking narratives can be inserted between demonstrations and offers to improve retention and emotional connection. The fourth recommendation is to make TikTok Analytics and TikTok Seller Center part of a monthly evaluation routine. The thesis documents a shift in account-level traffic from For You dominance in the baseline period to Search dominance in January-March 2026, suggesting that titles, descriptions, and relevant keywords should also be optimized for search discovery. Analytics-based iteration is consistent with the digital-marketing planning approaches described by Mursyidah et al. (2025) and Ramli et al. (2024).

Managerial and Theoretical Implications

For MSME managers, the case shows that content formats should be assigned distinct strategic roles. Storytelling should be treated as an investment in discoverability, brand meaning, and long-tail organic reach, whereas live streaming should be designed for interaction, information delivery, and conversion. The strategy must also be integrated with inventory and staffing decisions so that marketing growth does not create an operational bottleneck. Theoretically, the findings reinforce a customer-journey interpretation of content marketing: narrative content can attract and familiarize audiences, while real-time interactive content can deepen engagement and support purchase. This relationship gives practical form to the content-marketing logic described by Kotler et al. (2020) and Pulizzi (2021) within a resource-constrained local-food MSME context.

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The case study also has limitations that should guide future research. Only one storytelling post was analyzed in depth, and the study focused on a single MSME, so the findings should not be generalized statistically to all businesses or TikTok accounts. The thesis recommends examining a larger and more varied set of storytelling content over a longer observation period, adding direct consumer perspectives through surveys or audience interviews, and considering mixed-method designs that combine qualitative interpretation with broader quantitative evidence. These extensions would help test whether the pattern observed at Ikan Roa Dapoer Tante Kuko is replicated across products, regions, and audience segments.

CONCLUSION

The study concludes that integrating storytelling and live streaming changed the role of TikTok for Ikan Roa Dapoer Tante Kuko from a predominantly hard-selling channel into a more complete content-marketing system. Storytelling generated stronger attention and organic discovery, demonstrated by a 76.7% higher average watch time than the compared hard-selling content and long-term growth to 17,000 views with sustained For You Page distribution. Live streaming added direct interaction and commercial conversion, producing IDR 2,342,791 in live GMV, 34,118 live impressions, and 43 new followers in December 2025, while the account later reached IDR 11 million in monthly GMV at its March 2026 peak. Across the period, followers rose by 77.3% and cumulative profile likes by 159.7%. The evidence supports a complementary model in which storytelling functions as an organic awareness driver and live streaming as an engagement amplifier and conversion tool. Sustainability, however, depends on operational readiness. Raw-material shortages, limited content-production staff, and irregular live schedules constrained performance after the growth peak. A sustainable MSME strategy therefore requires a structured storytelling calendar, programmed live sessions, buffer-stock management, narrative integration during live broadcasts, and continuous analytics-based evaluation.

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