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Impact Analysis Of Tiktok-Based Digital Content Creation As A Promotional Tool For Msmes In Kampung Pesona Madiun Lor

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Abstract

Lapak Pesona is a key driver of the local economy in Madiun Lor, consisting of a group of vendors within the Kampung Pesona tourism area. This study aims to analyze the impact of creating TikTok-based digital content as a promotional tool for MSMEs in Kampung Pesona, Madiun Lor Urban Village, Madiun City. The research employs a qualitative method with a case study approach. The informants consist of five MSME operators at Lapak Pesona who utilize TikTok for promotion. Data were collected through observation, in-depth interviews, and documentation, then analyzed using the Miles and Huberman interactive model, which encompasses data reduction, data display, and conclusion drawing and verification. The results indicate that the use of TikTok has transformed MSME promotional practices—shifting from reliance on banners, direct communication, and word-of-mouth to short-form video content with a wider reach. MSME operators have also begun to consider metrics such as view counts, engagement, and upload times when evaluating their promotional efforts. Leveraging TikTok has resulted in increased product visibility, the acquisition of new customers, and higher sales figures. However, challenges remain regarding limitations in content creation skills, keeping up with trends, time constraints, and the effective use of TikTok features.

Keywords: TikTok, digital content, promotion, MSMEs, social media

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INTRODUCTION

Lapak Pesona, located in Kampung Pesona (Madiun Lor Urban Village), is an MSME hub established in 2020 to empower business owners and stimulate local economic growth. The development of this facility aligns with the Madiun City Government's policy encouraging every urban village to provide business facilities for the community. Thanks to sustainable management, Lapak Pesona has endured and remains a venue for MSME owners to market their products. However, preliminary observations revealed a decline in daily revenue linked to a drop in visitor numbers to Kampung Pesona. Since late 2025, the customer base at Lapak Pesona has consisted primarily of workers from the immediate vicinity. This situation has led to unstable revenue for business owners, particularly during holidays and public holidays, when the number of local consumers decreases.

These issues demonstrate that a physical business location alone is insufficient to guarantee the sustainability of MSME product marketing. Business owners need to find alternative ways to reach consumers beyond the immediate area. One viable approach is adopting digital marketing strategies via platforms widely used by the public. Conventional marketing often faces limitations regarding geographic reach, timing, and cost, whereas digital media enables MSME owners to introduce their products to a broader consumer base. Research by Harini et al. (2023) indicates that utilizing digital marketing—specifically social media—can help MSMEs increase sales volume. Similarly, a study by Rahayu and Al Muhairah (2021) shows that using social media and online marketplaces can enhance the digital marketing knowledge and skills of MSME owners. Thus, marketing digitalization offers an alternative for MSME owners to reduce their reliance on consumers from the immediate local area.

TikTok is one social media platform with significant potential for MSME marketing. The platform features short-form videos, allowing product information to be conveyed visually and creatively in a format that is easily consumed by users. TikTok serves not only as a source of entertainment but has also evolved into a marketing platform that helps businesses introduce their products to potential customers. Findings by Wahid et al. (2023) also indicate that content characteristics—including informative and emotional elements—are linked to user engagement with TikTok content. This demonstrates that content quality and characteristics play a crucial role in capturing the audience's attention.

The rise of social media platforms like TikTok offers MSMEs the opportunity to expand their marketing reach without relying solely on customers visiting their physical

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locations. Through digital content, information regarding products, prices, locations, product advantages, and business activities can be conveyed to a wider audience. Social media marketing influences the performance of MSMEs in Indonesia (Auliandri et al., 2025). Leveraging social media enables consumers to access product and brand information more easily, thereby supporting business growth. The use of social media helps enhance consumer interaction and supports MSME marketing activities (Kriseka Putri & Zanetti, 2024). Consequently, utilizing TikTok is highly relevant for MSME operators at Lapak Pesona who face challenges regarding limited foot traffic.

Social media marketing is fundamentally not just about maintaining a business account, but also about the ability of business owners to create content that aligns with consumer characteristics. Engaging, informative, and interactive content that taps into current trends has the potential to capture consumer interest in product information. In their study on social media marketing for Indonesian MSMEs, Qudus et al. (2021) found that certain dimensions of social media marketing—such as interaction and trendiness—positively correlate with consumer purchasing decisions. Communication strategies developed via social media play a role in the consumer journey, spanning the stages of awareness, consideration, and the final decision to purchase a product (Novyanti et al., 2021). In the context of Lapak Pesona, TikTok content can be used to showcase MSME products in an appealing way while also providing a glimpse into the atmosphere and activities at Kampung Pesona.

Utilizing TikTok also serves as a means to build product visibility. Products previously known only to the local community can be introduced to social media users far beyond the immediate vicinity of Kampung Pesona. This is particularly important for MSMEs with limited marketing resources, as social media offers a relatively more affordable promotional channel compared to many forms of conventional advertising. Thus, the use of TikTok can serve as an alternative for expanding the reach of information regarding MSME products available at Lapak Pesona.

Digital literacy has become increasingly crucial as MSME operators shift their promotional strategies from conventional methods to social media-based marketing. Business owners are required not only to use applications proficiently but also to understand how to craft marketing messages, select content types, keep up with trends, and interact with potential customers. Research on digital literacy and social media usage among MSMEs indicates that digital proficiency is a key factor linked to business marketing performance. Consequently, the use of TikTok at Lapak Pesona cannot be viewed solely from a technological perspective; it must also be understood through the

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experiences of MSME operators as they learn, utilize, and adapt to digital marketing media.

Beyond expanding promotional reach, social media offers MSMEs the opportunity to gauge consumer responses to the content they create. Metrics such as views, comments, likes, and other forms of interaction provide insight into audience reactions. In the context of TikTok marketing, this information helps business owners identify the types of content that resonate most with consumers.

Research on social media marketing also highlights a link between digital marketing activities and consumer interest in MSME products. Social media serves not only as a channel for disseminating information but also as a space for interaction that shapes consumer perceptions of a product. For MSMEs at Lapak Pesona, this presents an opportunity to generate public interest in local products while encouraging people to discover and visit Kampung Pesona.

This study focuses on the experiences of MSME operators in using TikTok to enhance product visibility, broaden information reach, foster interaction with potential customers, and support promotional activities at Lapak Pesona, Kampung Pesona Madiun Lor. It also seeks to identify the obstacles MSME operators face when using TikTok, such as content creation skills, limited digital literacy, consistency in social media usage, and the ability to tailor content to audience characteristics. Ultimately, this research aims to provide a comprehensive overview of the MSME operators' journey in transitioning from conventional to digital marketing, while offering valuable insights for similar businesses looking to optimize social media as a promotional tool.

RESEARCH METHODOLOGY

Type of Research

A qualitative approach was selected because the study focuses on gaining an in-depth understanding of the experiences, conditions, and impacts associated with creating TikTok content as a promotional medium for MSMEs at Lapak Pesona. A case study method was employed because the research aims to examine a specific phenomenon—namely, the use of TikTok by MSME operators at Lapak Pesona, Kampung Pesona, Madiun Lor Urban Village, Madiun City—within a particular context. Similar studies regarding the use of TikTok as a promotional medium for MSMEs have also utilized qualitative approaches and case study methods—incorporating interviews and observations—to understand business owners' strategies and experiences in using TikTok for marketing (Rozaq et al., 2023).

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Through this approach, the researcher can observe and explore in greater depth how MSME operators create and utilize TikTok content, including the situations they face, obstacles encountered during content creation, and the resulting impact on promotional activities and sales growth. Recent research on TikTok content for MSMEs also indicates that a qualitative case study approach is effective for understanding content efficacy, marketing strategies, and changes in promotional reach and sales experienced by business owners (Sembiring & Mesran, 2026).

Research Subjects

The subjects of this study are five MSME owners affiliated with Lapak Pesona, Kampung Pesona, Madiun Lor Urban Village, Madiun City. Subject selection was conducted using purposive sampling, a technique involving the selection of informants based on specific considerations and criteria aligned with the research objectives. This technique ensures that the selected informants possess experience and knowledge relevant to the study's focus. Purposive sampling has also been employed in qualitative studies regarding TikTok usage by MSMEs to select business owners with direct experience using the platform for marketing purposes (Purwaningwulan et al., 2024).

Data Collection Techniques

Research data were obtained through observation, in-depth interviews, and documentation. Observations were conducted to examine promotional activities on TikTok, and interviews were held to explore the experiences and challenges faced by MSME operators, while documentation served as supporting data for the study (Rustamana et al., 2024).

Data Analysis Technique

Data analysis employed the Miles and Huberman interactive model, comprising data reduction, data display, and conclusion drawing and verification. Data obtained from interviews, observations, and documentation were categorized according to the research focus to derive conclusions regarding the impact of TikTok content creation on MSMEs at Lapak Pesona.

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RESULTS AND DISCUSSION

Results

Overview of Lapak Pesona

Lapak Pesona Madiun Lor is a community economic activity hub located in the Kampung Pesona Madiun Lor area. Field observations and interviews reveal that Lapak Pesona serves as a venue for residents to conduct various business activities, particularly the sale of food and beverages as well as other MSME products. Beyond serving merely as a sales location, the site acts as a space that supports local economic activity.

Lapak Pesona currently hosts approximately 10 stalls occupied by business owners. The businesses offer a diverse range of products, including *bakso* (meatball soup), *mie ayam* (chicken noodles), *soto ayam* (chicken soup), *nasi manten* (traditional wedding-style rice), *ayam geprek* (smashed fried chicken), *gado-gado* (mixed vegetable salad with peanut sauce), and more. This product diversity is a key attraction of Lapak Pesona, as visitors can find various types of products in a single location.

Promotional Methods Used Prior to TikTok Adoption

Before utilizing TikTok as a promotional medium, MSME owners at Lapak Pesona Madiun Lor relied primarily on conventional promotional methods. Interview results indicate that promotions were conducted via banners, word-of-mouth communication, and direct outreach to the local community. While these methods helped introduce products, their reach was limited, as information was mostly received by residents living in the immediate vicinity of Lapak Pesona. The use of banners remains relevant for MSMEs, however, as it helps raise public awareness regarding the business's existence and its products (Timothy & Dermawan, 2024).

Word-of-mouth promotion was another strategy employed by MSME owners to introduce products by sharing consumer experiences with potential customers. Although this method remains in use, MSME owners have begun to require promotional media capable of reaching a broader market. This aligns with research by Nia Levi Yani and Hudha Purnomo (2021), which demonstrates that the use of social media can help MSMEs expand their promotional reach and enhance opportunities for business growth. These changes subsequently drove the use of TikTok as a broader and more interactive promotional medium (Ardiyono et al., 2024).

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Beyond serving as a marketplace for buying and selling, the management of Lapak Pesona also involves leasing stalls to MSMEs. This system offers the community an opportunity to utilize the available facilities to conduct business operations. Thus, Lapak Pesona functions not only as a venue for transactions between sellers and buyers but also as a means for the community to develop economic activities and business ventures.

DISCUSSION

Increased Product Visibility for Lapak Pesona Madiun Lor

Utilizing TikTok as a promotional medium has transformed the visibility of MSME products at Lapak Pesona Madiun Lor. Prior to using TikTok, promotions by MSME operators were largely confined to the local community surrounding their business locations. With the adoption of TikTok, products can be showcased through short videos that have the potential to reach a much wider audience. Content created by MSME operators at Lapak Pesona highlights their products, production processes, and business activities, making product information more accessible to social media users. Bandawaty et al. (2024) explain that using TikTok for creative content helps MSMEs build digital branding and raise public awareness of their offerings. This aligns with the situation at Lapak Pesona, where TikTok content creates opportunities for MSME products to gain recognition among the public beyond the immediate vicinity of the businesses. This is consistent with research by Hutasoit and Hidayat (2025), which demonstrates that using TikTok as a marketing platform helps expand the promotional reach of MSME products.

Increased visibility is also evident in the growing number of people aware of the products offered at Lapak Pesona. Video content published on TikTok serves as a vehicle for building recognition of both the products and the businesses themselves. Research by Laraskana and Sakir (2025) indicates that using TikTok for digital marketing helps boost brand awareness, customer interaction, and MSME brand recognition. Furthermore, TikTok's recommendation system allows content to reach audiences beyond an account's existing followers. This creates opportunities for MSME products to be discovered by potential customers who were previously unaware of the businesses. Research by Zahra et al. (2026) also shows that short TikTok videos can be leveraged to strengthen brand awareness and the market presence of MSME products. Consequently, TikTok offers a broader promotional scope compared to methods relying solely on conventional media. Consistent content creation makes it

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easier for the public to discover and recognize MSME products. The findings indicate that TikTok can serve as a digital promotional medium that supports increased visibility for MSME products at Lapak Pesona Madiun Lor.



Picture 1 TikTok account profile for @pkmmadiun26 (Lapak Pesona Madiun Lor) and promotional content.

More Measurable and Data-Driven Promotion

Research findings indicate a shift in how MSME owners perceive promotional activities after using TikTok. Prior to utilizing TikTok, promotions were largely based on habit and assumptions regarding what might appeal to consumers. After adopting TikTok, MSME owners began paying attention to the responses generated by each piece of content—such as view counts, user interactions, and optimal posting times. This shift demonstrates that promotion is no longer based solely on guesswork but now incorporates insights derived from TikTok account activity.

Leveraging this data assists MSME owners in determining what content to create next. Hutasoit and Hidayat (2025) explain that TikTok Analytics can be used to track metrics—such as views, likes, comments, shares, followers, and engagement rates—to evaluate content effectiveness. Furthermore, Novitasari et al. (2026) demonstrate that interaction data generated on TikTok can serve as strategic information for making more data-driven marketing decisions.

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These findings align with the experiences of MSME owners at Lapak Pesona. Research documentation reveals that TikTok posts garnered between 296 and 1,330 views. This variation in view counts indicates that audience response differs from one post to another. Such data provides MSME owners with insights into which content attracts the most attention, serving as a reference for planning future posts.

Thus, the use of TikTok not only offers MSME owners a platform to promote their products but also introduces a more measurable approach to promotion. Data derived from account activity allows owners to understand audience responses and evaluate performance when formulating subsequent content strategies. This reflects a shift in the MSME owners' experience: moving from promotion based on intuition to an approach that considers data and audience feedback.



Picture 2 View count statistics for promotional content posts by Lapak Pesona Madiun Lor.

The Impact of Social Media Usage on Lapak Pesona Madiun Lor

In general, research findings indicate that the use of social media impacts the development of MSME businesses, particularly by expanding promotional reach and supporting increased sales. (Hidayat, 2025) demonstrates that the implementation of digital marketing in MSMEs can influence promotional activities, operational costs, and business profits. These findings align with the experience of an MSME operator in Kampung Pesona—Bu Lis, a culinary business owner at Lapak Pesona—who noted that

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the impact of digital content was being felt directly by her business. She stated, "Since those promotional videos went up on TikTok, our daily sales turnover has increased by about 20% compared to usual... Our goods sell out faster, and our daily capital turnover has become healthier and more stable" (Bu Lis, personal interview, 2026).

Bu Lis also mentioned that several new visitors said they discovered Lapak Pesona after seeing promotional videos appear on their TikTok feeds. According to her, short-video promotions are easier to understand and more effective at capturing attention than promotions relying solely on photos or word-of-mouth. This situation demonstrates that TikTok serves not only as a medium for introducing products but also as a tool to help MSME operators reach new potential customers. This aligns with (Chusnaini & Rasyid, 2023), which shows that social media can serve as a marketing tool to help MSMEs increase sales and expand promotional activities.

The impact of social media usage is also evident in the changes to how business owners manage their marketing activities. Digital promotions offer MSME operators the opportunity to introduce products without incurring the high promotional costs associated with conventional media. (Putu et al., 2026) indicate that digital transformation and the implementation of digital marketing strategies can help enhance MSME capacity and support business turnover growth. Thus, the use of TikTok at Lapak Pesona can be understood not merely as the act of creating and uploading videos, but as part of the MSME operators' adaptation to increasingly digital-based marketing patterns.

Obstacles in Social Media Utilization at Lapak Pesona Madiun Lor

Despite its benefits, the use of TikTok as a promotional tool faces several challenges. Interviews and observations reveal that MSME owners struggle with limited skills in creating engaging content and keeping up with rapidly changing TikTok trends. Furthermore, the demands of daily business operations hinder consistent content creation and uploading. Some MSME owners are also unfamiliar with optimizing TikTok’s various features—such as analyzing view counts and engagement metrics to evaluate promotional efforts. These findings align with research (Aprilia et al., 2026) indicating that MSMEs face difficulties in capturing audience attention and maintaining consistent content planning when using TikTok. Therefore, enhancing digital skills is crucial for ensuring more consistent TikTok usage and achieving sustainable business growth.

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CONCLUSION

The research findings indicate that using TikTok as a promotional tool has transformed the marketing practices of MSME owners at Lapak Pesona Madiun Lor. Prior to using TikTok, promotions relied heavily on banners, direct communication, and word-of-mouth—methods with relatively limited reach. With TikTok, promotions now utilize short videos showcasing products, production processes, and business activities, making products more recognizable to a wider audience. MSME owners have also begun to consider metrics such as view counts, engagement, and upload times when evaluating performance and planning future content. Thus, TikTok serves not only as a medium for product introduction but also drives a shift from conventional promotional methods toward more creative strategies that take audience response into account.

The use of TikTok has also positively impacted the business growth of MSMEs at Lapak Pesona Madiun Lor. This impact is evident in increased product visibility, the acquisition of new customers, and a rise in sales—specifically, a turnover increase of approximately 20%, as reported by Ms. Lis. However, the use of TikTok still faces challenges, such as limited content creation skills, difficulty keeping up with trends, time constraints due to business management demands, and the suboptimal use of TikTok's features and analytics. Therefore, the researcher recommends that business owners dedicate time to developing their TikTok skills to expand promotional efforts and grow their businesses.

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