

**ANALYSIS OF DIGITAL MARKETING STRATEGIES (TIKTOK) FOR THE  
QOQOM DIMSUM WHOLESALE UMKM IN TANJUNG MULIA HILIR  
URBAN VILLAGE, MEDAN CITY**

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**ABSTRACT**

*This study aims to analyze digital marketing via TikTok for the UMKM “Grosir Dimsum Qoqom” in Tanjung Mulia Hilir Subdistrict, Medan City, covering content strategies, the impact on sales, and the challenges encountered. A qualitative descriptive research method was employed, utilizing data collection techniques such as observation, interviews, and documentation. The study’s informants included the business owner, production staff, and customers. The results indicate that TikTok is utilized through the periodic uploading of content featuring product videos, production processes, price promotions, and ordering information. The use of hashtags, trending music, and comment interactions has successfully expanded promotional reach and boosted consumer interest. TikTok also plays a role in building consumer trust by visually showcasing product quality. The impact of using TikTok is evident in increased engagement, an influx of new customers, and rising sales figures. However, the business faces challenges such as maintaining content creation consistency, limited human resources, algorithm changes, and intensifying competition. Based on a SWOT analysis, the digital marketing strategy via TikTok is considered effective for expanding the market and enhancing the competitiveness of the Dimsum Qoqom UMKM.*

**Keywords:** digital marketing, TikTok, UMKM, marketing strategy, purchase intention.

**I. INTRODUCTION**

Advancements in information technology have transformed the way businesses market their products, shifting from conventional methods to digital marketing. Changes in consumer behavior characterized by an increasing reliance on the internet have driven businesses to leverage various digital platforms to expand their market reach. According to Kotler and Keller (2016), marketing is the process of creating, offering, and exchanging products of value to meet consumer needs. Consequently, digital marketing has become an effective strategy for businesses to enhance competitiveness and build relationships with consumers.

Social media is a widely utilized medium in digital marketing due to its ability to facilitate two way communication and reach a broader consumer base. Among the various social media platforms, TikTok has experienced rapid growth, driven by engaging short form video content that is easily shared among users. TikTok’s algorithm enables content to reach users based on their interests, thereby offering opportunities for businesses particularly UMKM to boost brand awareness, promote offerings, and increase product sales. UMKM play a vital role in Indonesia’s economic growth, including within the culinary sector.

One such UMKM utilizing TikTok for marketing is “Grosir Dimsum Qoqom,” located in Tanjung Mulia Hilir, Medan City. Initially, the business marketed its products using conventional methods, such as direct sales and word of mouth promotion. However, with technological advancements and the rising popularity of social media, the business began using TikTok as a promotional tool to expand its consumer reach and increase sales. Its TikTok strategy involves creating content that showcases products, production processes, and price promotions, alongside engaging directly with consumers.

Nevertheless, implementing a digital marketing strategy presents challenges, such as maintaining content consistency, navigating algorithm changes, and contending with increasing competition. Therefore, an analysis of the implemented digital marketing strategy is necessary to identify supporting factors, obstacles, and the strategy's impact on business growth. Based on this context, this study aims to analyze the digital marketing strategy employed via TikTok by the UMKM Grosir Dimsum Qoqom in Tanjung Mulia Hilir, Medan City, and to examine its TikTok management practices and their impact on increasing sales and consumer reach.

## **II. LITERATURE REVIEW**

### **Definition of Digital Marketing**

Digital marketing is a marketing strategy that utilizes digital technology and the internet to promote products or services to consumers. According to Kotler and Keller (2016), digital marketing is a component of modern marketing that leverages digital media to create, communicate, and deliver value to customers. With technological advancements, digital marketing has become an effective strategy due to its ability to reach consumers more broadly, quickly, and efficiently. Beyond expanding market reach, digital marketing enables businesses to build closer relationships with consumers through various digital platforms, such as social media, websites, and applications. According to Chaffey and Ellis Chadwick (2019), digital marketing helps companies achieve marketing objectives by using digital technology to enhance customer interaction and drive sales growth. Consequently, digital marketing has become a crucial strategy for UMKM in navigating competition within the digital era.

### **The Role of Marketing in Business Development**

Marketing plays a crucial role in business development, including for UMKM. According to Lamb et al. (2018), marketing serves to connect products with consumers through value creation, information dissemination, and long term relationship management. The specific roles of marketing in business development include:

1. **Increasing Brand Awareness** Marketing helps introduce products to the public, making the brand more recognizable and memorable to consumers, thereby increasing the likelihood of purchase.
2. **Reaching the Right Target Market** Marketing helps business owners understand consumer characteristics, allowing promotional strategies to be tailored to the needs of the target market.
3. **Driving Sales Growth** Clear product information and engaging promotions can boost consumer interest and purchasing decisions, ultimately leading to increased sales.
4. **Building Consumer Relationships** Through effective communication and good service, business owners can build trust and customer loyalty, supporting the long term sustainability of the business.

### **TikTok as a Marketing Medium**

TikTok is a short form video based social media platform that enables users to create and share content creatively. According to Zhang (2020), TikTok has evolved into a medium used not only for entertainment but also as an effective marketing tool. TikTok's algorithm allows content to reach a wider audience based on user interests, thereby offering businesses opportunities to boost brand awareness and expand their market reach. Furthermore, features

such as hashtags, comments, live streaming, and TikTok Shop facilitate direct interaction between businesses and consumers. For UMKM, TikTok serves as a cost effective promotional medium that enhances consumer engagement and helps introduce products through compelling content, potentially leading to increased sales.

### **UMKM**

Micro, Small, and Medium Enterprises (UMKM) constitute a vital sector of the economy; however, they often face limitations regarding capital, human resources, and the ability to leverage digital technology. According to Tambunan (2019), these conditions necessitate the adoption of innovative marketing strategies for UMKM to remain competitive. Utilizing digital marketing particularly through social media platforms like TikTok offers a viable solution, as it entails relatively low costs, provides broad market reach, and supports business growth and sustainability in the digital era.

### **Changes in Consumer Behavior in the Digital Era**

Consumer behavior is the process of searching for, selecting, purchasing, using, and evaluating products to satisfy needs. According to Schiffman and Wisenblit (2015), consumer behavior is influenced by environmental, social, cultural, and technological factors. In the digital era, consumers have extensive access to information via the internet, enabling them to search for, compare, and evaluate products before making a purchase. In addition to the rise in online shopping activity, social media plays a role in shaping consumer perceptions and purchasing decisions. According to Tuten and Salomon (2017), digital content, reviews, and recommendations on social media can influence trust and purchase intent. Therefore, businesses need to leverage digital platforms and provide fast, transparent service to remain competitive in the digital era.

## **III. RESEARCH METHODOLOGY**

### **Type of Research The type of research employed is descriptive qualitative.**

Descriptive qualitative research aims to provide a detailed and in depth description of specific situations, events, or phenomena. This research does not aim to test theories but rather to provide an overview of the subject under study. In this context, the research was conducted to comprehensively analyze the digital marketing strategy via TikTok implemented by the UMKM "Grosir Dimsum Qoqom" in Tanjung Mulia Hilir Urban Village, Medan City. The study focuses on analyzing the strategies employed, the types of content and social media platforms utilized, the impact on sales, and the challenges faced during the implementation of digital marketing.

### **Data collection technique**

The data collection techniques employed in this study include:

1. Observation  
Observation was conducted by directly monitoring the digital marketing activities via TikTok at the UMKM "Grosir Dimsum Qoqom" to obtain data reflecting actual conditions in the field.
2. Interviews  
Interviews were conducted directly with informants involved in the study to gather information regarding the digital marketing strategy via TikTok and its impact on business growth.
3. Documentation

Documentation involved collecting documents, photographs, and supporting data related to digital marketing activities to supplement the research data.

#### **IV. RESULTS AND DISCUSSION**

##### **Research result**

Research findings indicate that the UMKM “Grosir Dimsum Qoqom” has utilized TikTok as a digital marketing medium to introduce its products to the public. Marketing strategies are implemented through the creation of video content featuring dim sum products, production processes, price promotions, and ordering information that is uploaded regularly. Furthermore, the use of features such as hashtags, trending music, and interactions in the comments section helps expand promotional reach to potential customers.

The use of TikTok serves not only as a promotional tool but also helps build consumer trust. Presenting content that visually showcases product quality, the manufacturing process, and product details makes it easier for consumers to become familiar with Dimsum Qoqom products. Interactions via comments and social media also enhance communication between the business and consumers, thereby strengthening trust in the products offered.

The research also reveals that using TikTok has had a positive impact on business growth. Promotional reach has expanded, the number of new customers has risen, and sales have increased compared to the period before TikTok was adopted as a marketing medium. This demonstrates that a digital marketing strategy using TikTok can support UMKM development and boost business competitiveness in the digital era. However, the implementation of this digital marketing strategy still faces several challenges.

These include limited skills in content creation and editing, suboptimal use of paid promotional features, rapidly changing trends and TikTok algorithms, and competition from similar businesses. Therefore, enhancing creativity and proficiency in digital content management is essential to optimize the marketing strategy on TikTok.

##### **Discussion**

##### **Analysis of Digital Promotion Strategies via TikTok**

The use of TikTok by the wholesale business Dimsum Qoqom serves as a digital marketing strategy aimed at expanding market reach and enhancing business competitiveness. Promotions are conducted by creating content that showcases products, reseller information, and business activities; this approach focuses not only on sales but also on building relationships with potential partners and consumers. This strategy falls under content marketing, as it prioritizes the presentation of engaging, relevant, and consistent content. Beyond boosting promotion, regularly uploaded content helps build brand awareness, making the products more recognizable and memorable to the public. Consequently, consistency in content creation and the ability to keep up with digital trends are crucial factors for the optimal execution of the TikTok marketing strategy.

##### **Analysis of Product Quality Perception via TikTok Content**

TikTok content showcasing the production process, ingredient quality, and product packaging helps shape a positive consumer perception regarding the quality of Dimsum Qoqom. Visuals demonstrating a clean and orderly production process instill confidence that the products are well made, thereby increasing consumer trust. This perception of quality influences not only purchase interest but also drives purchasing decisions and customer loyalty. Thus, presenting informative and consistent content is a key factor in the success of digital marketing efforts on TikTok.

##### **Analysis of TikTok’s Role in Purchasing Decisions In this study, consumer purchasing**

Decisions are analyzed through several stages:

1. Need recognition
2. Information search
3. Product consideration and comparison process
4. Purchase decision Information obtained through TikTok content helps consumers become familiar with the products, compare quality, and weigh their purchasing decisions. Although word of mouth promotion remains influential, the presence of TikTok reinforces the information received by consumers, thereby increasing their confidence in purchasing Dimsum Qoqom products.

### **SWOT Analysis Results**

A SWOT analysis is used to assess the internal and external conditions of the UMKM “Grosir Dimsum Qoqom” as it implements a digital marketing strategy via TikTok. Internal factors consist of strengths and weaknesses originating from within the business itself, while external factors comprise opportunities and threats arising from the business environment. By conducting a SWOT analysis, the business owner can determine the appropriate strategies to develop product marketing more effectively.

#### **A. Strengths**

The primary strengths of Dimsum Qoqom lie in its high product quality, use of fresh ingredients, and hygienic production processes. Furthermore, the use of TikTok as a promotional medium helps expand market reach, build brand image, and generate consumer interest in the products.

#### **B. Weaknesses**

Weaknesses include a reliance on consistent content creation, limited resources for social media management, and the need to adapt to TikTok’s changing algorithms to ensure content continues to reach a wide audience.

#### **C. Opportunities**

The steadily growing number of TikTok users presents an opportunity for the UMKM to expand its market, reach new consumers, and boost sales through more effective digital marketing strategies.

#### **D. Threats**

Threats stem from increasingly intense competition in the culinary sector, shifting social media trends, and changes to TikTok’s algorithms that can impact the reach of promotional content.

#### **E. Development Strategies**

Based on the SWOT analysis results, Dimsum Qoqom needs to maintain product quality, enhance content creativity, ensure consistent promotion on TikTok, and leverage the growth of digital media to expand its market and improve business competitiveness.

### **CONCLUSION**

Based on the research findings regarding the digital marketing strategy via TikTok for the UMKM “Grosir Dimsum Qoqom” in Tanjung Mulia Hilir Village, Medan City, the following conclusions can be drawn:

1. Utilizing TikTok as a digital marketing medium helps expand consumer reach, making Dimsum Qoqom products more widely known to the public and rendering promotions more effective.
2. A consistent content strategy involving the posting of product videos and promotions, as well as the use of TikTok features successfully boosts consumer interaction and

supports an increase in order volume.

3. TikTok plays a role in building consumer trust by presenting content that showcases product quality, the production process, and clear information, thereby driving purchasing decisions.
4. The implementation of the digital marketing strategy still faces challenges, such as changes to the TikTok algorithm, business competition, and the demand to continuously produce creative and consistent content.
5. Based on a SWOT analysis, the UMKM Dimsum Qoqom possesses strengths and opportunities favorable for expanding its digital marketing efforts. However, the business needs to continuously improve product quality, content creativity, and promotional strategies to withstand competition and sustain business growth.

## SUGGESTION

Based on the research findings regarding the digital marketing strategy via TikTok for the UMKM "Grosir Dimsum Qoqom" in Tanjung Mulia Hilir Urban Village, Medan City, the following recommendations are offered:

1. "Grosir Dimsum Qoqom" is encouraged to maintain and enhance its use of TikTok as a marketing medium by creating creative, engaging, and consistent content to expand its promotional reach.
2. The business owner is advised to consistently uphold product quality and improve customer service to preserve customer trust and foster consumer loyalty.
3. The UMKM is encouraged to make more optimal use of all TikTok features such as live streaming, promotions, and consumer interaction to ensure digital marketing efforts are more effective.
4. The business owner needs to stay abreast of digital trends and changes in social media algorithms to ensure marketing strategies remain relevant and competitive against similar businesses.
5. Future researchers are advised to expand upon this study by exploring different subjects, locations, or digital media platforms to provide broader insights into digital marketing strategies for UMKM.

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