



**THE ANALYSIS OF TIKTOK AS A PROMOTIONAL
PLATFORM FOR SMALL AND MEDIUM
ENTERPRISES (SMEs)**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
Sarjana Manajemen**

By

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**FACULTY OF BUSINESS
MANAGEMENT STUDY PROGRAM**

CIKARANG

MARCH, 2023

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ABSTRACT

The recent increase in internet use has contributed to the expansion of social media. TikTok is a social media application that is now popular in Indonesia. Many SMEs use the TikTok platform to improve their business performance and increase sales and market share. The goal of this study is to determine TikTok's effectiveness as a social media platform for promoting small and medium-sized businesses and increasing their sales. This study takes a qualitative approach, employing semi-structured interviews. The sample used in this research consists of 17 SMEs that use TikTok. The sampling technique used in this study was purposive sampling, which was based on certain extractions to supply researchers with the necessary information. The results showed that there are various characteristics enable use TikTok as a social media platform that assists SMEs in developing their commercial potential. In this regard, several strategies are used, including the usage of live features, electronic word of mouth (E-WOM), collaboration with influencers, and creative content.

Keywords: *Small and Medium-sized enterprises (SMEs), social media, TikTok, Promotion, Digital Marketing*

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Ryo Fadhlur Rozy

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