

THE IMPLEMENTATION OF PROMOTIONAL STRATEGIES VIA TIKTOK SOCIAL MEDIA IN INCREASING SALES REVENUE AT FAT HUNT SURABAYA



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Abstract

This research discusses how digital promotion strategies through the TikTok platform can be effectively implemented to increase sales turnover in micro, small and medium enterprises (MSMEs). This research approach is descriptive qualitative with data collection techniques through interviews with owners, employees, and consumers. The results showed that the implementation of promotional strategies was carried out through optimizing TikTok accounts, creating attractive visual content, collaborating with influencers, and active and responsive interaction with audiences. This strategy is reinforced by a personalized approach through comment replies and direct communication relevant to customer needs. Turnover data shows a significant increase from November 2024 to April 2025, with the highest figure reaching Rp 70,000,000. This finding shows that a promotional strategy that is carried out creatively, and consistently is able to increase the competitiveness of MSMEs and encourage increased sales in a business.

Keywords: Promotion Strategy, Sales Turnover, TikTok, MSMEs

INTRODUCTION

The development of digital technology has significantly changed the way business is conducted in Indonesia. In the digital era, easy access to information and communication has opened up opportunities for businesses to develop more innovative strategies. Digital technologies such as e-commerce, social media, and digital-based applications have made it easier for businesses to expand their market reach, improve operational efficiency, and reduce marketing costs. In addition, the application of technology also helps businesses to compete more competitively in the global market (Saragih et al., 20223). In the era of rapidly growing technology and digitalization, social media has become an inseparable part of everyday life, including in the business world. One of the most widely used and rapidly growing platforms is TikTok. TikTok is the most popular social media platform; even in 2020, the total downloads of the TikTok application reached 63.3 million times, with Indonesia as the country that downloaded the most, namely 11% of the total downloads (Dewa & Safitri, 2021). TikTok has great potential to leverage commerce thanks to its current popularity. Commercial TikTok apps have evolved from entertainment platforms to tools for business planning (Afiah et al., 2022). TikTok also has great potential as a relevant and effective marketing platform to help build strong relationships with customers, develop and reach a wider audience, and increase brand awareness (Juwita & Sutabri, 2024).

Research by Hafizh et al (2024) states that the Food and Beverage business in Indonesia has grown rapidly until 2023, becoming one of the most visible businesses due to the fact that food and beverages are daily necessities. This presents long-term sustainability and strong competitive potential in the Food and Beverage industry, as many new businesses in this sector offer unique characteristics, such as innovative products, modern marketing strategies leveraging influencers as brand ambassadors, diverse contemporary menus, and unique sales locations. These changes represent a new phenomenon over the past decade (Hafizh et al., 2024).

The research entitled "Implementation of Promotion Strategies through the Utilization of TikTok Social Media in Increasing Sales Turnover at Kedai Fat Hunt Surabaya" has a very high urgency, especially in the context of understanding the role and contribution of social media platforms, especially TikTok, which is currently popular, to the growth of a business from increasing its sales. With the increasing number of consumers who are active and connected through various social media channels, it is imperative to investigate and explore strategies that can be effective in attracting audience attention and building strong and sustainable relationships with customers. This research has the potential to delve deeper into customer experiences, perceptions, and responses to various forms of promotions implemented, as well as measure their impact on the resulting sales turnover. The results of this study will not only provide a better understanding of consumer behavior but can also offer valuable insights for other businesses interested in making optimal use of social media, especially on the TikTok platform, in developing their marketing strategies. In addition, this study aims to explore the implementation of promotional strategies carried out by Kedai Fat Hunt Surabaya through the use of TikTok. The focus of this research is to understand how this strategy can help increase sales turnover, as well as to identify best practices and challenges faced by the shop. This research is expected to provide useful insights for business owners and other business people.

Kedai Fat Hunt Surabaya is one of the business actors in the industry located in East Java Province, especially in Surabaya. Fat Hunt was established in 2020, this shop offers various types of food, drinks, and desserts. In general, Kedai Fat Hunt Surabaya is one of the MSMEs (Micro, Small and Medium Enterprises) that provides food and beverages. Kedai Fat Hunt has recorded a significant increase in turnover since consistently utilizing TikTok as their main promotional platform. The spike in turnover is very drastic, increasing up to 566.67% compared to the previous month. This sharp increase is attributed to the viral nature of TikTok content uploads, which attracted a large number of users and attracted many new customers to visit the shop. This surge in turnover also shows how digital platforms, especially TikTok, can be a very effective tool in creating a digital word-of-mouth effect, where more and more people talk about and recommend the shop to others.

This success shows that the use of social media, especially TikTok, has a huge positive impact on the development of MSMEs, where creative and viral content can drastically change sales trends. Kedai Fat Hunt Surabaya is now not only known for its unique menu but also for successfully utilizing social media platforms to increase turnover and expand its market reach.

REVIEW OF LITERATURE

Implementation

The word "implementation" comes from the English "to implement" which means to carry out. In general, implementation is the action or execution of a plan that has been prepared carefully, thoroughly, and in detail. Therefore, implementation is carried out if there is already good and mature planning, or a plan that has been prepared long before, so that there is certainty and clarity about the plan.

According to (Asiati & Hasanah, 2022), implementation is the process carried out to see the success of a program that has been implemented. Implementation is carried out in accordance with planned activities and is one of the measures of the program's success. According to Nurhikmayati (2020), implementation is the application of an idea, concept, policy, or innovation in an activity so that it can achieve the predetermined objectives.

Marketing

According to Philip Kotler in his book *Principles of Marketing* (17th Edition), marketing is a social and managerial process in which individuals and groups get what they need and want through creating, offering, and exchanging products and values with others (Kotler & Armstrong, 2024: 27). This definition emphasizes the importance of understanding the needs and wants of consumers and creating value that can meet their expectations.

Kotler explains that marketing is not only about selling and promoting products but also about meeting customer needs. This process involves market research to understand consumer needs and preferences, product development that can meet these needs, and communication and distribution of products to the right consumers (Kotler & Armstrong, 2024: 32). This shows that marketing covers a wide range of activities aimed at creating value for consumers and building long-term relationships with them.

Strategy

In a general context, strategy is also defined as "a careful plan of action to achieve specific goals." Strategy involves systematic and tactical planning to achieve specific goals, including situation analysis, goal selection, and the formulation of steps necessary to achieve

those goals. The concept of strategy, according to (Putra & Prabawani, 2020), includes a deep understanding of the market, competition, and consumer needs. They emphasize that a good strategy enables companies to navigate changes in the business environment and create value for customers in ways that are unique and different from competitors. Strategy helps organizations not only set goals but also design clear and realistic approaches to achieve them. Rumelt (2020) argues that a strong strategy provides a competitive advantage, helping companies stand out in the midst of competition in a way that is unique and difficult for competitors to replicate. This makes organizations better prepared to adapt to external changes, as they have a strong strategic foundation and are focused on achieving long-term results.

Promotion

According to Tjiptono (2020), promotion is a marketing communication activity that aims to inform, persuade, and remind consumers about the products or services offered by the company. Promotion plays an important role in influencing purchasing decisions by conveying product information, emphasizing benefits, and building a positive brand image in the minds of consumers. In Tjiptono's view, promotion is not just about increasing sales, but also includes efforts to build sustainable relationships between companies and consumers (Tjiptono, 2020).

TikTok Social Media

TikTok is a social media platform that makes it easy for users to create, edit, and share short videos ranging in length from 15 seconds to 10 minutes. with music, filters, and various visual effects. The app was launched by Chinese tech company ByteDance in September 2016 (Processed by researchers, 2024). TikTok was originally known as Douyin in China before being introduced to the international market under the name TikTok. TikTok quickly gained popularity around the world for its ease of creating engaging and fun video content. In Indonesia, TikTok serves not only as an entertainment platform, but also as an informal learning tool and source of information. According to Sudradjat and Akiyat (2023), TikTok is a platform that provides flexibility in combining audio and visuals, making it very effective for marketing and persuasive information dissemination for businesses in Indonesia (Sudradjat & Akiyat, 2023).

Sales Turnover

Sales turnover in general is the total revenue earned from the sale of goods or services in a certain period. Turnover is not net profit, but the total amount of sales before deducting costs and other expenses. According to Swastha (2005: 34) in Hudin (2021), sales turnover is the amount of money obtained from the sale of goods and services during a certain period. Meanwhile, the Big Indonesian Dictionary (2016) defines sales turnover as the amount of merchandise sold.

Research Framework

This research, with the title Implementation of Promotion Strategies Through the Utilization of TikTok social media at Kedai Fat Hunt Surabaya in Increasing Sales Turnover, has the following framework:

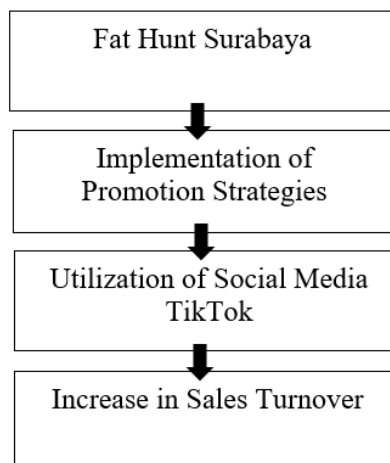


Figure 1.

Research Framework

Source: Data processed by researchers (2024)

RESEARCH METHOD

The type of research used is a descriptive method with a qualitative approach. This method aims to provide an in-depth and detailed description of certain phenomena or problems based on data collected from various sources, without manipulating the variables studied. Qualitative descriptive research does not aim to test hypotheses, but rather to understand real conditions in the field and provide in-depth and accurate descriptions. This approach is in accordance with Hardani's view (2020: 17) which states that descriptive research aims to explain the phenomenon as it is through narrative data collection, observation, and in-depth interviews.

This descriptive qualitative method uses the main data sources of interviews, observation, documentation and triangulation to validate the information that has been obtained. In-depth interviews were conducted with relevant parties to get a picture from their point of view directly, while observations were made to carefully record things that happened in the related environment. The data obtained was then compared with relevant theories through triangulation, to ensure the validity and validity of the information. Data analysis was conducted through a gradual process of collection, reduction, presentation, and conclusion drawing. Data collection techniques in this research were conducted through direct observation, in-depth interviews, and documentation. In-depth interviews were conducted with key, main, and complementary informants to dig up detailed information. Direct observation was conducted to monitor how the promotional strategy was implemented in the field, including interactions with consumers and the results of the content published on TikTok. Documentation was also used to collect evidence to support the interviews and observations. The combination of these three techniques aims to ensure the data obtained is comprehensive, valid, and relevant to the research focus.

RESULTS AND DISCUSSION

Fat Hunt is one of the culinary MSMEs that is quite popular among young people because it offers a unique and contemporary menu. The research was conducted using a descriptive qualitative method, using in-depth interview techniques, observation, and documentation. The main focus of this chapter is to describe how promotional strategies are carried out, what forms of implementation, and how they affect business performance. Kedai Fat Hunt utilizes TikTok as their main promotional channel. The official TikTok account @fathunt.id is actively managed by uploading various content related to food products, ranging from the manufacturing process, customer reviews, to short videos with viral backtracks. In an interview with the shop owner, it was mentioned that TikTok was chosen because it has an algorithm that makes it easy for content to reach a wide audience quickly, even without additional promotional costs. The owner revealed that one viral video can bring hundreds of new customers in a short time.

The Application of Promotion Strategies in a Business

Promotion in a business not only serves as a tool to introduce products, but also a communication bridge between the business and its consumers. In practice, a promotional strategy must be prepared by considering the characteristics of the target market, the media used, and the approach that is relevant to business conditions. Kedai Fat Hunt Surabaya is an example of a business that has successfully implemented an integrated and adaptive promotional strategy, especially through digital platforms such as TikTok. The success of this business is inseparable from their ability to combine various forms of promotion consistently, creatively, and directly touch the needs and behavior of consumers.

Promotion strategy is an important part of marketing activities that aims to convey product information to consumers, persuade them to buy, and build long-term relationships. According to Kotler and Keller (2016), promotion is an effort made by companies to inform, persuade, and remind the target market about the products they sell. Promotion strategy consists of five main components, namely advertising, sales promotion, public relations, personal selling, and direct marketing. These five elements are used in an integrated manner to achieve communication effectiveness between businesses and consumers.

In the context of modern business, especially in micro, small, and medium enterprises (MSMEs) such as Kedai Fat Hunt Surabaya, the five forms of promotional strategies are applied flexibly through social media, digital platforms, and direct interaction in the field. Each strategy has a different but complementary approach: advertising helps expand reach, sales promotion encourages quick purchases, public relations build a positive image, personal selling strengthens emotional connections, and direct marketing maintains ongoing communication with consumers.

Advertising

The advertising strategy in Fat Hunt's business is done through collaboration with TikTok influencers. They do not choose conventional paid promotional channels such as billboards or print media, but instead rely on the power of influence from culinary content creators who have a large and loyal follower base. These influencers create food review videos from Fat Hunt with creative visuals. The resulting content tends to be appetizing, attention-grabbing, and easily viral. This collaboration resulted in a significant spike in sales, especially when one of the videos featuring their menu received hundreds of thousands of views. As a result, by harnessing the power of third-party social influence, Fat Hunt managed

to create widespread exposure and build new consumer trust in its brand in just a short period of time.

Sales Promotion

Fat Hunt's sales promotion strategy is implemented by making attractive offers that directly encourage consumers to buy. Examples include providing special prices for certain packages or including free drinks such as iced tea with the purchase of the main product. This strategy is very effective because it gives the impression of added value to consumers and encourages impulse buying decisions, especially among students and college students who are the main target market. Such offers are not only delivered directly at the place of business, but also promoted through social media to reach a wider range of consumers. Providing product bonuses or bundling prices also creates the perception that the products offered are more economical and attractive.

Public Relations

Fat Hunt's public relations (PR) strategy focuses on building long-term relationships with its customers through active and open communication. They consistently reply to comments from consumers on their TikTok account, both positive comments and critical feedback. This open attitude creates an image of a friendly, caring and responsive business. Consumers who feel involved in communication tend to have a stronger emotional bond with the brand. In addition, Fat Hunt also actively interacts through other TikTok features such as mentions and reposts, which makes customers feel cared for and valued. This digital form of PR is a strength in itself because it strengthens customer loyalty through an approach that is social and not just transactional.

Personal Selling

This strategy was implemented since the inception of Fat Hunt, when the business owner went directly to market his products without the help of employees. The owner interacts directly with consumers, conveying information about the menu, receiving criticism and suggestions, and offering products directly. This approach creates a very strong personal relationship, where consumers feel directly served by the owner. Even today, although the business has grown, the personal selling approach is still applied in offline activities such as when participating in bazaars or culinary festivals. In these events, Fat Hunt's team is face-to-face with buyers, introducing products, explaining menu benefits, and serving food with direct interaction. This physical presence and face-to-face communication is an effective means of building trust and creating a more memorable consumer experience.

Direct Marketing

The direct marketing strategy is executed through Fat Hunt's actively managed official TikTok account. This account is not only used to upload promotional content, but also as a direct communication channel with consumers. They often use the live streaming feature to greet followers, answer questions, introduce the menu, and show the food-making process live. This feature allows consumers to interact in real time and get direct answers to their needs or curiosity about the product. This live streaming is also used to build a deeper emotional connection, where consumers feel directly involved with business activities. In addition, Fat Hunt also communicates through direct messages (DM) to convey information about new menus, limited promos, or simply to thank customers who have made purchases and provided reviews. This personalized communication creates a sense of appreciation, which in turn increases customer loyalty.

The overall implementation of promotional strategies by Kedai Fat Hunt reflects an approach that focuses not only on sales but also on consumer relationships and experiences. Advertising is done in a collaborative way that relies on the trust of influencers. Sales promotion is applied economically and attractively. Public relations is built with responsive communication. Personal selling is implemented through the direct presence of owners and staff at offline events. Direct marketing is facilitated by social media, which allows for quick and real-time two-way communication.

The success of Fat Hunt's promotional strategy shows that a business does not have to have huge resources to grow. What is needed is creativity in delivering messages, consistency in building relationships with consumers, and adaptability to changes in market behavior. By implementing smart and targeted promotions, Fat Hunt is able to turn promotional strategies into real growth engines in terms of revenue, market reach, and customer loyalty.

Increased Sales Turnover

Table 1.
Fat Hunt Turnover

No.	Month	Total
1	November 2024	IDR 60,200,000
2	December 2024	IDR 60,270,000
3	January 2025	IDR 60,350,000
4	February 2025	IDR 60,500,000
5	March 2025	IDR 60,700,000
6	April 2025	IDR 70,000,000

Source: Owner Fat Hunt (2025)

The increase in Kedai Fat Hunt's sales turnover from November 2024 to April 2025 shows a stable and positive growth trend, which indicates that the promotional strategy implemented through TikTok social media has a real impact on business sales performance. In November 2024, the turnover was recorded at Rp 60,200,000, then increased to Rp 60,270,000 in December 2024. Although this increase is relatively small, it indicates a stabilization of revenue after the big spike that occurred in October 2024 due to the first viral video from the collaboration with TikTok influencers. The increase continues consistently at Rp 60,350,000 in January 2025, Rp 60,500,000 in February, and Rp 60,700,000 in March. This gradual increase reflects that the effect of digital promotion strategies is not seasonal or momentary, but rather provides long-term effects through increased awareness, customer loyalty, and sustainable product appeal. Strategies such as giving free bonus drinks, presenting interesting visual content on TikTok, and active interaction with consumers help strengthen customer retention and encourage repeat purchases.

The peak came in April 2025, when turnover reached IDR 70,000,000, the most significant increase since the previous five months. This spike can be attributed to several integrated promotional factors, such as increased activity leading up to Ramadan, the launch of a new menu, as well as a wider audience reach on TikTok thanks to consistency in uploading content and establishing new collaborations. This increase not only reflects the

success in maintaining the market it has achieved, but also demonstrates Fat Hunt's ability to expand its consumer base digitally.

Overall, the turnover growth graph shows that a well-designed and consistently executed digital promotion strategy can significantly boost the growth of MSME businesses. The increase in turnover, which is not fluctuating but rather increasing slowly but steadily, shows that consumers do not only come because of viral trends but also because of the quality of products and communication that is continuously maintained.

The measurement of sales turnover in this study is based on the recording of monthly gross income obtained from the sale of food and beverage products at Kedai Fat Hunt Surabaya. Turnover is defined as total business revenue before deducting operational costs, and in this context, it is calculated from all sales transactions that occur, both directly (offline) and through digital platforms (online), including orders from customers who come directly to the location or order through delivery applications.

The business owner records sales revenue every day manually and with the help of a simple cashier application, then recapitulates it into monthly data. This data was used in the research as a quantitative indicator of the success of the promotional strategy implemented since October 2024. The increase in turnover recorded between November and April was analyzed as a direct result of digital promotions, including cooperation with TikTok influencers, attractive price offers such as free iced tea bonuses, and increased customer interaction through social media.

The breakdown of turnover is shown in the form of a monthly revenue growth table, which shows an upward trend from Rp 60,200,000 in November 2024 to Rp 70,000,000 in April 2025. This measurement is simple for a micro business like Fat Hunt. In the analysis, this data is used to prove that the implementation of digital promotions not only builds awareness and customer relationships but also has a direct impact on improving sales performance in the medium term. With this measurement approach, the research can show a clear link between promotional activities and concrete results in the form of turnover, which also strengthens the relevance of promotional strategies to the growth of MSME businesses in the digital era.

The Implementation of Promotional Strategies via TikTok Social Media in Increasing Sales Revenue at Fat Hunt Surabaya.

Fat Hunt has taken various strategies and steps to grow its business. Here are some that have been done:

a. Optimizing TikTok Fat Hunt Account

Fat Hunt has successfully utilized TikTok as an effective promotional platform to increase brand awareness and sales. On a TikTok account called @fathunt.id, the business is able to attract the attention of many users through interesting and often viral content. In the account description, Fat Hunt clearly states that they sell mini dessert boxes in Surabaya with prices starting from Rp15,000, and lists the address of their business location at Jl. Pogot Baru No. 82, Surabaya. This information helps potential customers find their place of business more easily. The success of Fat Hunt's promotional strategy on TikTok can be seen from the high number of followers, likes, and viewers. The account has more than 3,100 followers with a total of 14 thousand likes, showing that their content attracts a lot of attention. Some of the videos they uploaded even reached more than 125 thousand views,

indicating that their marketing strategy succeeded in creating content that was favored by the TikTok audience.

The content uploaded by Fat Hunt generally contains appetizing short videos, showcasing the various variants of their dessert boxes that are neatly arranged in the refrigerator. In addition, they also often use the concept of storytelling to make the videos more interesting, such as showing their business journey, the challenges faced, and how they continue to grow despite being in a cramped location. One of the videos that attracted attention was the story of how they had previously sold in a large mall and now chose a location in a small alley, but were still successful in attracting many customers. In addition to interesting visuals, Fat Hunt also utilizes the TikTok trend to increase engagement. They use music that is currently viral, add text that is relevant to everyday life, and insert humor that can make the audience feel closer to them. One example is a video that shows a customer who looks upset, then suddenly remembers that the installment of motorcycle has not been paid. Content like this is not only entertaining but also makes the audience feel more connected to the brand.

In each post, Fat Hunt also makes sure to include important information such as affordable prices, the store address, as well as a link to their Instagram account. This makes it easy for interested potential customers to directly seek more information or visit the store in person. In addition, they also actively interact with their audience through the comment section, answering questions and responding to feedback, further strengthening their relationship with the TikTok community.

The use of this strategy has led Fat Hunt to increase their popularity among TikTok users, especially in Surabaya and surrounding areas. The success of their often viral content not only brings many views and likes, but also directly impacts sales turnover. Many customers come to the store after seeing the videos on TikTok, proving that this platform is not just a place for entertainment, but can also be a very effective marketing tool if utilized properly.

b. Collaboration with TikTok Influencers

One of the @Fathunt.id account uploads is a video that is the result of a collaboration between Fat Hunt and the famous food vlogger, Vebry Rayyan, who has more than 800 thousand followers on TikTok. In the video, Vebry Rayyan reviews Fat Hunt's culinary, which offers a menu of all Rp10,000 with a free iced tea promo with his signature expressive and persuasive style. Vebry managed to attract the attention of the audience, so that this video reached more than 200 thousand views. This endorsement strategy proved effective in increasing Fat Hunt's popularity among TikTok users, especially since Vebry Rayyan already had a large and active follower base. In addition, the choice of the concept "cheap delicious food" is very relevant to culinary trends on social media, which makes this video viral. High engagement can be seen from the number of likes, shares, and comments that reached hundreds. With the viral video, Fat Hunt has the potential to experience a surge of curious customers to try their cheap and festive menu. Coupled with the use of popular hashtags such as #kulinersurabaya and #kulinerjatim, this marketing strategy further expands audience reach, making Fat Hunt even more recognizable in the TikTok culinary world.

c. Optimizing the Live Streaming Feature

A marketing strategy through TikTok live streaming is used by the Fat Hunt account to attract customers directly to their sales location. In this live stream, they sell mochi at an

affordable price of Rp5,000 around the Suramadu Bridge area. The selling concept applied is an on-the-road system, where they move from location to location and utilize TikTok as the main promotional tool. During the live stream, sellers display their products in real-time, explaining prices, stock levels, and inviting viewers to come directly to the location. Viewers who see the live stream can directly interact through the comment section, such as asking if it has just opened or even suggesting other locations to sell. This creates a two-way interaction that makes viewers feel more connected and interested in buying.

d. Interactive and Responsive to Audiences

One of the main strengths of digital promotion strategies in the social media era is the ability to build two-way communication between businesses and consumers. On the TikTok platform, interactivity is not just an additional feature but an important factor in building emotional connections, creating loyalty, and strengthening content distribution algorithms. For Kedai Fat Hunt Surabaya, active interaction with the audience is part of implementing a promotional strategy that is not only sales-oriented but also focused on community building and creating a positive perception of the brand.

One of the most common forms of interaction carried out by the Fat Hunt TikTok account is responding to user comments. Active interaction on TikTok also offers algorithmic benefits. The more comments that are replied to, the higher the chance of a piece of content appearing on the For You Page (FYP), as TikTok's algorithm assesses that the video has high engagement and relevance to the audience. Therefore, this communication strategy not only builds closeness with customers but also technically increases content reach. Interactivity and responsiveness on TikTok are not just ordinary communication actions but are an integral part of a promotional strategy in the digital ecosystem. For Kedai Fat Hunt Surabaya, the commitment to actively respond to comments, address feedback, and engage in dialogue with users is a key factor that sets them apart from many other businesses. Quick, friendly, and consistent responses form a digital service that strengthens positive perceptions of the brand and fosters customer loyalty over the long term.

In the practice of running a business, Kedai Fat Hunt also faces some serious obstacles. One of the main challenges expressed by the owner is the fluctuation of content performance on TikTok. Not all videos get high exposure. Even videos that are considered good in quality and creativity sometimes only reach a small audience. This is due to TikTok's complex and constantly changing algorithm. As a result, even though the promotion team has worked hard, the results are not always as expected. This is a big challenge in maintaining consistency in increasing turnover. Another obstacle that is often faced is the limited time and energy to produce content regularly. In interviews, the shop staff admitted that when they are busy serving customers, they find it difficult to make videos or do live streaming. One of the keys to success on TikTok is the consistency of uploads. When they are inactive on the platform for a few weeks, the impact is immediately visible in the decline in the number of visitors and daily turnover. This shows a high dependency on digital activities.

In addition, the technical aspect is also an obstacle, especially the lack of human resources who master video editing or interesting content creation techniques. Although the owners try to learn by themselves, they admit that their mastery of TikTok features is still limited, especially in terms of editing, selecting effects, and using TikTok Ads. In the interview, it was mentioned that they had considered hiring a dedicated social media admin, but budget constraints made it difficult to realize. In terms of evaluating the success of the

strategy, Fat Hunt uses simple indicators, namely an increase in the number of visitors and monthly turnover. Based on data collected over six months, there was a drastic increase in October 2024 after one of their videos went viral. From the previous turnover of only around Rp9 million, it immediately jumped to Rp 60 million. This is concrete proof that the promotion strategy through TikTok has a very significant impact on business performance.

Interviews with customers also corroborate these findings. Many of them learned about Kedai Fat Hunt from TikTok and were attracted to try it because of the tantalizing food visuals. Some consumers were even willing to come from out of town after seeing the viral video. This shows that social media not only shapes perceptions but also directs consumers' actions in real life. TikTok is not just a communication tool, but also a driver of purchasing decisions. Despite facing many challenges, Kedai Fat Hunt's management team considers the TikTok promotion strategy a long-term investment. They continue to innovate, for example, by trying new content formats, such as TikTok challenges, behind-the-scenes of food making, and customer testimonials. This innovation is an effort to keep engagement high amidst the increasingly fierce content competition on TikTok.

From the results of observations and interviews, it can be concluded that TikTok's promotional strategy has a major influence on the success of MSMEs such as Kedai Fat Hunt. TikTok is not only a cheap promotional channel, but also forms a community of loyal and actively engaged customers. This experience is proof that with creativity and the right strategy, small businesses can compete in the vast digital market. The implementation of this digital promotion strategy signifies a major transformation in the way MSMEs do business. From a small business in a narrow alley, Kedai Fat Hunt managed to build a widely recognized brand only through the TikTok platform. This success inspires other businesses to start utilizing social media seriously and strategically, especially in the digital era that demands quick and creative adaptation.

CONCLUSION

1. This research shows that the implementation of promotional strategies through TikTok social media plays an important role in increasing sales turnover, especially for small and medium enterprises such as Kedai Fat Hunt Surabaya by utilizing TikTok's interactive features, such as short videos, live streaming, and collaboration with influencers, businesses can reach a wider audience efficiently.
2. There are several challenges that businesses must face in optimizing the use of this platform. One of the main obstacles found in this study is the reliance on viral trends that cannot always be predicted. Not all content created by businesses can easily gain widespread attention, so marketing strategies require continuous creativity and a deep understanding of audience preferences and behavior on TikTok. In addition, this study also found that external factors, such as changes in people's consumption patterns and certain seasons, can affect turnover fluctuations even though promotional strategies have been implemented optimally.
3. This research confirms that the use of TikTok social media as a digital marketing strategy not only has an impact on increasing sales but also on building brand awareness and customer loyalty.

Recommendation

1. The researcher hopes that this research can be a valuable reference for academics and practitioners in understanding digital marketing strategies through TikTok social media, especially in increasing the sales turnover of MSMEs in the culinary sector. From the development of digital technology, further research is needed to explore more specific and innovative strategies in utilizing social media as a marketing tool. In addition, it is hoped that future research can dig deeper into other factors that influence the effectiveness of digital promotion strategies, such as audience preferences, platform algorithms, and long-term impacts on business sustainability.
2. For researchers, the results of this study can serve as a basis for further, more in-depth research on social media-based digital marketing. Future research can expand the scope by comparing the effectiveness of TikTok with other digital platforms or examining the most optimal marketing strategies in various types of businesses. With further research, it is hoped that more effective and efficient promotion patterns can be found, as well as solutions to the challenges faced by businesses in optimizing their digital marketing.
3. For companies, especially Kedai Fat Hunt Surabaya, the results of this study can be used as guidelines in developing a more sustainable digital marketing strategy. Consistency in creating creative content, optimal utilization of TikTok features, and adaptation to trends and consumer preferences must continue to be done so that the business remains competitive. As an effort to further optimize the digital marketing strategy through TikTok, it is recommended that Fat Hunt establish a dedicated social media team. This team is tasked with creating content consistently, analyzing the latest trends, and managing interactions with customers. With a dedicated team, Fat Hunt can be more responsive to changing trends and audience preferences so that promotions are more effective and sustainable.
4. For other parties, especially MSME players in the culinary industry and other sectors, this research can provide insight into the importance of digital marketing in improving business competitiveness. By understanding how TikTok can be effectively utilized as a promotional medium, businesses can adopt appropriate strategies to expand market reach and increase turnover. The government and related institutions are also expected to provide support in the form of training and mentoring for MSMEs so that they are able to make the most of digital technology in developing their businesses.

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