

Digital Promotion Strategy Design Through TikTok to Increase Brand Awareness for Adah Mode MSME

Alya Sefani*, Sintia Hervina, Sri Mutiara Dewi Anggraini, William Vincent

Manajemen, Manajemen Pemasaran International, Politeknik Cendana, Medan, Indonesia

Email: ¹faniayla184@gmail.com, ²sintiahervina4@gmail.com, ³mutiarasri052@gmail.com

Correspondence Author Email: faniayla184@gmail.com

Submitted: 25/05/2026; Accepted: 30/06/2026; Published: 30/06/2026

Abstract—Micro, Small, and Medium Enterprises (MSMEs) play a vital role in Indonesia's economy; however, many still face limitations in utilizing digital marketing strategies. Adah Mode, a fashion-based MSME, has so far relied solely on sporadic promotions through Instagram, which have not been optimized. Meanwhile, TikTok has rapidly developed into an effective and creative digital marketing platform capable of reaching a wide audience. The findings indicate that digital promotion strategies through TikTok have a significant effect on increasing brand awareness. This is evidenced by a significance value of 0.000 (<0.05) across all variables within the AIDA model (Attention, Interest, Desire, Action) as well as the brand awareness indicators. The study affirms that TikTok can serve as an effective digital promotion strategy for MSMEs in enhancing brand awareness and competitiveness within the creative economy era. The results are not only beneficial for Adah Mode but may also serve as a practical reference for other MSMEs facing similar challenges in developing their digital marketing efforts.

Keywords: DigitalPromotion; TikTok; Brand awareness; Fashion MSMEs; Sosial Media Marketing

1. INTRODUCTION

Small, Micro, and Medium Enterprises (UMKM) play a vital role in Indonesia's economy. According to a report by the Ministry of Cooperatives and SMEs, the UMKM sector contributes approximately 61% to Indonesia's Gross Domestic Product (GDP), totaling around IDR 9.58 trillion, and employs 97% of the national workforce. Of the roughly 65.5 million UMKMs in Indonesia, the majority still face challenges in effectively leveraging digital technologies, particularly social media, to expand their markets and enhance competitiveness (Junaidi, 2023).

The fashion industry is a significant component of the creative economy sector, making substantial contributions. According to the 2020 Creative Economy Statistical Report jointly released by BPS and Bekraf, the fashion sub-sector accounted for 18.5% of the national creative economy's GDP. (Aprianti et al., 2023).

One MSME operating in the fashion sector is Adah Mode, a Medan-based tailoring service brand. Adah Mode's digital promotions are still focused on Instagram and haven't yet reached other platforms like TikTok. However, the development of social media has transformed the marketing strategies used by MSMEs, and TikTok has become a widely used platform due to its ability to reach consumers with engaging short videos.

According to (Ardiyono et al., 2024) the presence of the TikTok application has become one of the increasingly popular platforms, not only for entertainment but this application has transformed into a digital marketing tool, especially for MSMEs who want to reach a wider audience in a creative and direct way, with the TikTok user base having grown significantly recently, reaching 1.58 billion global active users per month in April 2024.

According to the authors, TikTok has transformed from a mere entertainment app into a creative and interactive digital marketing tool, especially for MSMEs seeking to reach a wider audience (Saffira, 2022). In fact, TikTok offers features like TikTok Shop, which allows direct transactions from content, thus increasing the chance of sales conversion (Ardiyono et al., 2024).

Despite TikTok's enormous potential, many MSMEs have yet to utilize it optimally. According to data from the Ministry of Cooperatives and SMEs, more than 70% of MSMEs in Indonesia lack a clear digital marketing strategy, and most simply experiment with uploading content without analyzing their target audience or consistently (Peta, 2021). As a result, even though they have accounts, many MSMEs stop being active due to a lack of knowledge of how to develop promotional content.

Adah Mode also experienced this situation. Based on observations, the MSME actually wanted to expand its target market nationally, but lacked a clear strategy or guidance for developing promotions on TikTok. This resulted in the potential for creative content, such as behind-the-scenes sewing processes, storytelling about the meaning of traditional clothing, and customer testimonials, being underutilized.

Furthermore, most previous writing focused on the effectiveness of TikTok for established brands. Fewer writings focused on designing initial strategies for MSMEs just starting out, such as Adah Mode.

Therefore, this writing is crucial for designing a digital TikTok promotion strategy that is relevant, applicable, and based on target audience preferences. With the right strategy, promotion through TikTok is expected to help increase Adah Mode's brand awareness and expand its market reach among the younger generation active on social media.

This paper, designed to design a digital promotional guidebook, does not aim to measure the direct impact of TikTok strategies on brand awareness, as Adah Mode MSME does not currently have an active TikTok account and has not yet launched promotions on the platform. However, this promotional strategy design is intended as an initial step that Adah Mode can use to build and increase brand awareness after creating a TikTok account. The strategy

developed will be based on survey results and potential audience preferences, making it both recommendable and applicable for MSMEs in reaching their target market through popular social media platforms.

Therefore, this paper aims to develop a digital promotional strategy through TikTok that is effective and relevant to the target audience's preferences, as an initial effort to increase brand awareness for Adah Mode MSME after the TikTok account is activated.

2. RESEARCH METHODS

2.1 Basic Research Framework

This paper is applied research because it aims to provide practical solutions for developing digital promotional strategies through TikTok for the Adah Mode MSME. The approach used is quantitative, processing numerical data to objectively test changes in variables (Sugiyono, 2019).

The research design used is a quantitative comparative design with a before-after (pretest-posttest) model. This design focuses on measuring changes in variables such as brand awareness and engagement before and after implementing a TikTok promotional strategy within a single research object, the Adah Mode MSME (one-group pretest-posttest). As described in the literature, this design observes one group at two points in time—before (pretest) and after (posttest) the intervention—without a control group (Choueiry, 2023).

This research was conducted at the "Adah Mode" MSME, located at Jl. Dorowati No. 16a, Sidorame Barat II, Kec. Medan Perjuangan, Medan City, North Sumatra 20233, Indonesia, from March to August 2025.

According to Sugiyono (2023), if the sample is divided into categories, for example, male and female, the minimum sample size for each category should be 30. Therefore, in this paper, we used 35 respondents, and thus, the number of respondents is deemed sufficient to reliably test the validity of the items and the reliability of the instrument.

The research indicators were compiled based on the AIDA (Awareness, Interest, Desire, and Action) model. This model was used to measure respondents' level of awareness, desire, and action regarding Adah Mode's digital promotions. The analysis results for each indicator were used as the basis for compiling the 2025 TikTok digital promotion guidebook, tailored to the characteristics of the target audience.

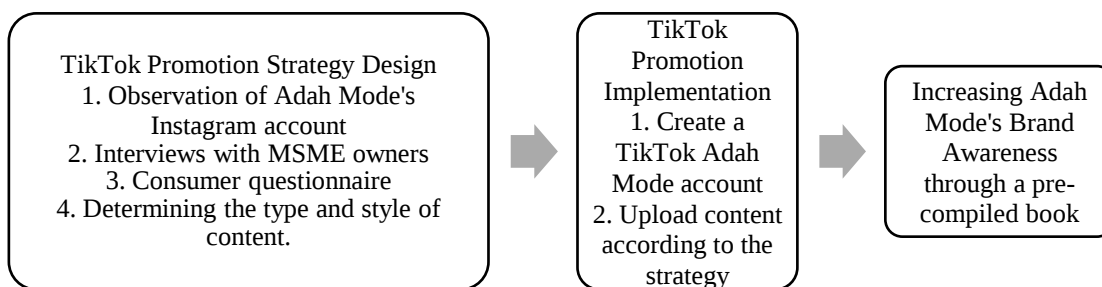


Figure 1. Framework of Thought (2025)

Source: research analysis results (Susanto et al., 2023)

This flowchart of the framework of thought illustrates the logical flow of writing that starts from selecting TikTok as a promotional media, followed by designing a strategy based on observations, interviews, and questionnaires using x and y variables with AIDA indicators, then implementing TikTok accounts and content, all of which are aimed at increasing brand awareness of MSME Adah Mode through the book that has been compiled.

2.2.1 Research Instrument

The research instrument used was a questionnaire with a five-level Likert scale consisting of strongly disagree, disagree, neutral, agree, and strongly agree. Questions were structured based on indicators contained in the operationalization of the research variables. Question items for the TikTok digital promotion variable were structured based on the AIDA model, which encompasses awareness, interest, desire, and action. This instrument was used to obtain data on respondents' perceptions of Adah Mode's digital promotion through TikTok and their level of brand awareness.

Data were collected through questionnaires, observation, and documentation. The research instrument was tested using validity and reliability tests to ensure its suitability. A normality test was then performed to determine data distribution. Data that met the analysis requirements were then analyzed descriptively to describe the state of TikTok's digital promotion and Adah Mode's level of brand awareness. The results of the analysis were used as the basis for developing a TikTok digital promotion strategy book for Adah Mode.

The obtained data were then analyzed using a validity test to determine the accuracy of the research instrument and a reliability test to measure the instrument's consistency. A normality test was then conducted to determine the distribution of the research data. After meeting the testing requirements, the data were analyzed descriptively to

describe the state of TikTok's digital promotion and Adah Mode's brand awareness. The results of the analysis were used as the basis for developing a digital promotion strategy book for Adah Mode.

This study aimed to determine the influence of social media marketing (SMM) and electronic word of mouth (e-WOM) on purchasing decisions at Treat Coffee and Beans. The study population consisted of 2,623 followers of Kedai Kopi Medan's social media accounts. The sample was drawn using purposive sampling with specific criteria and calculated using the Slovin formula, resulting in 100 respondents (Sulaiman et al., 2025).

2.2 Operational Variabels

This study uses two variables: TikTok digital promotion as the independent variable (X) and brand awareness as the dependent variable (Y). In this study, each variable is described based on measurable indicators, as well as the instruments and scales used to obtain data. Variable X is measured based on indicators contained in the AIDA model, while brand awareness is measured based on brand awareness indicators established in the study.

Table 1. Operational Definition

Sub-Variables	Sub-variables/indicators	Instrument	Scale
Independent (X) TikTok Promotion Strategy	Utilization of TikTok digital media, MSMEs' efforts to attract attention, foster interest, create desire, and encourage audience action through TikTok content (AIDA) (Sihombing et al., 2022)	Questionnaire	Likert scale 1-5
Dependent (Y) Brand Awareness	Consumers' ability to recognize and recall the Adah Mode brand among fashion product categories (Meilani, 2020)	Questionnaire	Likert scale 1-5

Source: results of previous research theory analysis

3. RESULTS AND DISCUSSION

Researchers conducted informal interviews with the owners of the Adah Mode MSME to understand the current state of their business, particularly regarding their digital marketing strategies and the challenges faced in creating promotional content on new platforms like TikTok. They also observed Instagram, a currently active social media platform, to assess content types, upload consistency, and audience response. They also observed other MSMEs through their uploads.

Next, they distributed an online questionnaire designed using a Likert scale and containing questions about brand awareness, experiences interacting with Adah Mode content, and preferences for digital promotions and engaging TikTok content. The questionnaire results were used to design an appropriate digital promotion strategy.

A total of 35 respondents participated in this study to provide insight into the effectiveness of Adah Mode's digital promotions through TikTok. The data obtained were analyzed using several testing stages: validity, reliability, univariate and bivariate tests for normality analysis, and simple comparative tests before discussing the results. The findings obtained from each X and Y variable with the AIDA indicator serve as the basis for developing a digital promotion strategy that is expected to increase Adah Mode's brand awareness among the target audience. The research results are then used as the basis for developing a TikTok digital promotion strategy according to Adah Mode's needs and are published in a book entitled "TIKTOK DIGITAL PROMOTION GUIDELINES 2025"

3.1 Discussion

In this study, researchers conducted content observations on similar MSMEs, namely Jahit Medan By Khairunnisya, which is quite well-known with 41.8 thousand followers and $\pm$ 3.4 million likes on TikTok. Then, researchers compared it with Adah Mode's content, and researchers found the following:

Table 2. Similar MSME observation results

No	Content	Adah Mode (Instagram)	Medan Sewing By Khairunnisya (TikTok)	Caption
----	---------	----------------------------	---	---------

1	Upload Video	Inconsistent, 0 – 1 Content Per Day	Not Consistent Per Day Can 1-5 Contents	Both Are Not Consistent Yet, But Adah Mode Can Learn From Khairunnisya's TikTok Frequency
2	Visual Aesthetics	-Blurry Video Quality -Videos Are Predominantly Taken by Other People -Lighting Is Inconsistent	-HD Video Quality -Variety of Video Capture -Good Lighting and Not Monotonous	Adah Mode Needs to Improve Technical Quality and Content Variety
3	Process	Nothing, More Focus on Uploading Final Results	There are, but they are more dominant in the final result.	It would be even better if you included BTS content or the sewing process.
No	Creation	Adah Mode (Instagram)	Medan Sewing By Khairunnisya (TikTok)	Caption
4	Content	none	Branding Mixed With Personal Lifestyle	Both Need to Clarify Their Brand Identity, and Fashion Can Start with a Custom and Cultural Narrative
5	Brand Storytelling	Minim Interaksi	Exists, But Minimal Interaction With Customers	Needs to be Improved to Make Followers Feel Closer

Source: Analysis of Adah Mode's Instagram account and TikTok sewing medan by khairunnisa

Then to measure the validity or validity of a questionnaire, the researcher used a validity test through indicators X1, X2, X3, X4, and variable Y.

The validity test of the *awareness variable* (X1) was carried out to determine the extent to which the statements in the questionnaire were able to measure the level of respondents' awareness of the content of Adah Mode. This variable is taken from the first indicator in the AIDA (*Awareness, Interest, Desire, Action*) model which emphasizes the attention aspect and the audience's initial introduction to a brand or promotional content.

At this stage, the awareness indicator is measured through two statements, namely the extent to which Adah Mode's content is relevant to the needs or tastes of consumers, and whether the video is able to attract attention in the first few seconds. These two items were assessed using a Likert scale of 1–5 according to the respondents' perception.

The validity test is carried out by comparing the calculated *r* value to the *r* table. If the value of *r* is greater than the *r* of the table, then the statement item is considered valid. The results of the calculation can be seen in Table 3. Next:

Table 3. Results of Variable Validity Test X1 (*Awareness*)

Variabel	Butir	r Hitung	r Tabel	Keterangan
Awareness (X1)	P1	0,537	0,361	Valid
	P2	0,885	0,361	Valid

Source: Questionnaire processing data, 2025

Based on the results in Table 3.3, it can be seen that all statements have a calculated *r*-value greater than the *r*-table (0.361). Thus, it can be concluded that all items on the awareness variable are declared valid and suitable for use in research, because it is able to represent indicators of audience awareness of Adah Mode content consistently and accurately.

Then the validity test of the *variable interest* (X2) was carried out to find out the extent to which the statement used was able to measure the level of respondents' interest in Adah Mode content. This variable is the second indicator of the AIDA (*Awareness, Interest, Desire, Action*) model which focuses on the emergence of curiosity and interest in the audience to continue to follow the information conveyed through promotional content. The interest indicator is measured through two statements, namely: videos attract attention and the message of the fashion content is easy to understand from the start. These two items reflect how content is able to retain the audience's attention and foster interest in the Adah Mode brand.

The validity test is carried out by comparing the calculated *r* value to the *r* table. If the value *r* is calculated to be greater than *r* table (0.361), then the statement is considered valid. The test results are presented in the following Table 4.

Table 4. Variable Validity Test X2 (*Interest*)

Variabel	Butir	r Hitung	r Tabel	Keterangan
<i>Intererest</i> (X2)	P3	0,914	0,361	Valid
	P4	0,447	0.361	Valid

Source: Primary data of questionnaire processing, 2025

Based on the results in Table 3.4, it is known that all statements have a calculated value of r greater than the r of the table (0.361). Thus, all items in the *interest variable* are declared valid and suitable for use in the research. This shows that the research instrument has been able to measure the level of interest of respondents in Adah Mode's content accurately and consistently.

Then the validity test of the *desire* variable (X3) aims to assess the extent to which the statement used can measure the level of respondents' desire for Adah Mode products after seeing the promotional content. This variable is the third indicator in the AIDA model, which describes the change from mere interest to an emotional drive to own or try the product offered.

The *desire indicator* is measured through two statements, namely: the visual of the product makes me want it and the visual testimonial evokes the desire to try. These two items assess the extent to which promotional content is able to cause a sense of desire in consumers to try or own a product.

The validity test was carried out by comparing the value of r calculated with the r of the table (0.361). If the calculated value r is larger, then the item is declared valid. The results can be seen in the following Table 5.

Table 5. Validity Test Variable X3 (*Desire*)

Variabel	Butir	r Hitung	r Tabel	Keterangan
<i>Desire</i> (X3)	P5	0,587	0,361	Valid
	P6	0,911	0.361	Valid

Source: Primary data of questionnaire processing, 2025

Based on the results in Table 3.5, it is known that the calculated r value of each item is greater than the table r (0.361). Thus, all statements on the *desire* variable are declared valid and can be used in this study. These results show that the instrument has been able to describe the level of consumer desire for Adah Mode products clearly and measurably.

Furthermore, the validity test of the action variable (X4) was carried out to find out the extent to which the statement submitted was able to measure the real actions of the respondents after seeing the content of Adah Mode. This variable is the last indicator of the AIDA (*Awareness, Interest, Desire, Action*) model, which describes the final stage of the marketing communication process, which is when consumers not only have a desire, but also take tangible steps such as making a purchase, following an account, or interacting with content.

The action indicator is measured through two statements, namely: I am motivated to take action (*like/follow*) and I want to buy after seeing the content. These two items reflect how Adah Mode's content is able to encourage consumers to actively participate and make purchasing decisions.

The validity test was carried out by comparing the value of r calculated to the r of the table (0.361). If the value of r is greater than the r of the table, then the statement item is declared valid. The test results can be seen in the following Table 6:

Table 6. Results of Variable X4 Validity Test (Action)

Variabel	Butir	r Hitung	r Tabel	Keterangan
<i>Action</i> (X4)	P7	0,931	0,361	Valid
	P8	0,915	0.361	Valid

Source: Primary data of questionnaire processing, 2025

Based on the results in Table 3.6, it can be seen that all statements have a calculated r value greater than the r of the table (0.361). This shows that both statements in the action variable are declared valid and can be used in the research. Thus, the instrument on this variable has been able to describe the level of respondents' real actions towards Adah Mode content, both in the form of digital interaction and purchase decisions.

Then the validity test of variable Y was carried out to find out the extent to which the statements in the questionnaire were able to measure the level of *brand awareness* of the respondents towards Adah Mode. This variable functions as a *dependent variable* that describes the final result of the influence of digital promotion strategies through the AIDA (*Awareness, Interest, Desire, Action*) model.

The indicator in variable Y includes several aspects of respondents' perception of the Adah Mode brand, such as the ease of brand recognition, trust in product quality, and the tendency to remember the brand after seeing the content.

The research instrument for this variable consists of six statements, namely P9 to P14, which are measured using a Likert scale of 1–5 based on the level of respondents' approval.

The validity test was carried out by comparing the value of r calculated to the r of the table (0.361). If the calculated r value is greater than the r of the table, then the item is declared valid. The results of the validity test of variable Y can be seen in Table 7 below:

Table 7. Results of the Y-Variable Validity Test

Variabel	Butir	r Hitung	r Tabel	Keterangan
Y	P9	0,431	0,361	Valid
	P10	0,687	0,361	Valid
	P11	0,461	0,361	Valid
	P12	0,918	0,361	Valid
	P13	0,638	0,361	Valid
	P14	0,931	0,361	Valid

Source: Primary data of questionnaire processing, 2025

Based on the results in Table 7, it can be seen that all statements have a calculated value of r greater than the r of the table (0.361). This indicates that all items on variable Y are declared valid and can be used in the study. Thus, the instrument on variable Y has been able to measure the level of brand awareness of respondents towards Adah Mode precisely, consistently, and in accordance with the indicators that have been set.

After that, the researcher conducts a Reliability Test because it is one of the important criteria in testing the quality of writing instruments. According to (Sugiyono, 2019), reliability is the level of consistency of an instrument in measuring what should be measured. Instruments are said to be reliable if they provide consistent results when used under relatively similar conditions.

One of the commonly used methods to test reliability is with *Cronbach's Alpha coefficient*. According to (Bujang et al., 2024), *Cronbach's Alpha* value ≥ 0.60 indicates acceptable reliability, whereas nilai ≥ 0.70 is considered good, and a $\geq$ value of 0.80 indicates excellent reliability.

Table 8. Reliability Test Results

Variabel	r Alpha	r Hitung	Keterangan
P1	0,933	0,600	Reliabilitas
P2	0,920	0,600	Reliabilitas
P3	0,919	0,600	Reliabilitas
P4	0,937	0,600	Reliabilitas
P5	0,931	0,600	Reliabilitas
P6	0,919	0,600	Reliabilitas
P7	0,918	0,600	Reliabilitas
P8	0,919	0,600	Reliabilitas
P9	0,935	0,600	Reliabilitas
P10	0,927	0,600	Reliabilitas
P11	0,935	0,600	Reliabilitas
P12	0,918	0,600	Reliabilitas
Variabel	r Alpha	r Hitung	Keterangan
P13	0,928	0,600	Reliabilitas
P14	0,918	0,600	Reliabilitas

Source: Primary data of questionnaire processing, 2025

Based on the results of the reliability test at this writing, it was obtained that the *Cronbach's Alpha* value on all statement items (P1–P14) was in the range of 0.918–0.937, greater than the minimum limit value of 0.60. This shows that all statement items are reliable, so the questionnaire can be used to measure writing variables with a high degree of consistency.

After that, the researcher conducts a univariate test which is one of the statistical data analysis techniques used to describe or explain the characteristics of a single writing variable. Basically, univariate analysis focuses only on one variable at a time without connecting it to other variables. The goal is to find out the distribution, frequency, mean, median, mode, and size of the spread (such as standard deviation) of a variable. Thus, this analysis becomes an important initial stage in the quantitative writing process before the researcher proceeds to bivariate or multivariate analysis.

According to (Blanca, 2020), univariate analysis helps researchers understand the basic patterns of data, such as the distribution of respondents based on age, gender, or education level, so that they can provide an overview of the object of writing. This is very important to validate whether the data obtained is appropriate for the target population.

This analysis aims to describe the characteristics of respondents based on age group, so as to provide a deeper understanding of the demographic profile of respondents in this study.

Table 9. Respondents ' Age Results

No	UsiaResponden	Frekuensi	%
1	< 18 Tahun	4	11,4
2	18 – 24 Tahun	8	22,9
3	25 – 34 Tahun	12	34,3
4	35 – 45 Tahun	7	20,0
5	>45 Tahun	4	11,4
Total		35	100,0

Source: Questionnaire processing data, 2025

Based on the table above, it can be seen that the respondents of this writing consist of various age groups. The majority of respondents were in the age range of 25-34 years with a total of 12 people or 34.3%. This shows that the productive age group becomes dominant in writing, where in this phase individuals tend to be active in working, shopping, and using social media as a means of obtaining information and making transactions.

Furthermore, respondents with an age range of 18-24 years occupied the second position with a total of 8 people or 22.9%. This group represents the younger generation who are synonymous with high involvement in the use of digital technology, including social media such as TikTok and Instagram. Respondents aged 35–45 years amounted to 7 people (20.0%), indicating that middle adults also played a role as potential users and consumers. Meanwhile, respondents aged <18 years and >45 years old amounted to 4 people (11.4%) each. These two groups are relatively smaller than other age groups, but still give an idea that social media and MSME products can reach consumers across generations. Thus, the age distribution of respondents in this writing shows that the majority of respondents are of productive age, which is in line with the potential target market for the development of Adah Mode's MSME marketing strategy.

Then analyze the gender of the respondents which aims to describe the characteristics of the respondents based on gender, in order to determine the proportion of participation between men and women in this study.

Table 10. Respondent Gender Results

No	Jenis Kelamin	Frequency	%
1	Laki-Laki	17	53,3
2	Perempuan	18	46,7
Total		35	100,0

Source: Questionnaire processing data, 2025

Based on the table, it can be seen that the respondents in this writing consist of 16 men (53.3%) and 14 women (46.7%). These results show that the number of male respondents is slightly more than that of female respondents, although the difference is not too large. The distribution illustrates that both men and women have an almost balanced involvement in the use of social media and interaction with MSME products, especially Adah Mode. This also confirms that digital marketing strategies through platforms such as TikTok and Instagram are not only relevant to one gender, but can reach consumers more widely. Thus, the proportion of respondents based on gender in this writing can be said to be relatively balanced, so that it is able to provide a more representative picture of consumer perception of products and marketing strategies implemented by Adah Mode MSMEs.

Also analyzing the distribution of the Frequency of Respondents to Active Tiktok Users This analysis was carried out to find out the level of respondents in using the TikTok platform, which is one of the main social media in Adah Mode's MSME digital marketing strategy.

Table 11. Results of Frequency Distribution of Respondents of Active Users of Tiktok

No	Active Users of Tik-Tok	Frekuensi	%
1	Ya	17	48,6
2	No	18	51,4
3	Total	35	100,0

Source: Questionnaire processing data, 2025

Based on the table, it is known that out of a total of 35 respondents, there are 17 respondents (48.6%) who are active users of TikTok, while 18 respondents (51.4%) stated that they are not actively using the platform. These results show that the majority of respondents in this writing are not active users of TikTok, although the difference between the two groups is relatively small. This finding is important because TikTok is one of the social media that is growing rapidly as a means of digital marketing, especially for the promotion of MSME products. The proportion of active users that is almost equal to non-users reflects the wide market potential, as well as a challenge for Mode MSMEs to further optimize creative content in order to attract the attention of new users and retain existing users. Thus, this distribution provides an initial idea that the use of TikTok in marketing strategies needs to consider the variation in consumer behavior, both those who actively use the platform and those who have not fully utilized the medium.

Furthermore, analyzing the distribution of the frequency of respondents who know Adah Mode products. The analysis in this section aims to find out the extent of respondents' knowledge and familiarity with the products offered by Adah Mode MSMEs as the object of research.

Table 12. Results of Frequency Distribution of Respondents Who Know Adah Mode Products

No	Active Users of Tik-Tok	Frequency	%
1	Ya	21	60,0
2	No	14	40,0
3	Total	35	100,0

Source: Questionnaire processing data, 2025

Based on the table, it can be seen that out of 35 respondents, as many as 21 respondents (60.0%) stated that they were familiar with Adah Mode products, while 14 respondents (40.0%) did not know them. This data shows that the majority of respondents already have knowledge about the existence and products offered by Adah Mode MSMEs. These findings provide a positive indication that Adah Mode has succeeded in reaching most respondents, both through direct promotion, social media, and from other consumer recommendations. However, the percentage of respondents who are not familiar with the product is still quite significant (40.0%), so marketing strategies need to be improved, for example through optimizing the use of digital media such as TikTok and Instagram, collaboration with local influencers, and wider offline promotions. Thus, this distribution reflecting that even though Adah Mode has a fairly good level of awareness among respondents, there is still a large room to expand the market reach so that more potential consumers know and are interested in the products offered.

The researcher also analyzed the distribution of the frequency of respondents who followed Instagram Adah Mode, this analysis was carried out to find out the level of involvement of respondents in following the Instagram account of Adah Mode as one of the main media in the digital promotion strategy used by MSMEs.

reflecting that even though Adah Mode has a fairly good level of awareness among respondents, there is still a large room to expand the market reach so that more potential consumers know and are interested in the products offered.

Table 13. Results of the Frequency Distribution of Respondents Who Follow Instagram Adah Mode

No	Follow Instagram Adah Mode	Frequency	%
1	Ya	19	54,3
2	No	16	45,7
3	Total	35	100,0

Source: Questionnaire processing data, 2025

Based on the table, of the 35 respondents, 19 people (54.3%) have followed Adah Mode's Instagram account, while 16 people (45.7%) have not followed. This data shows that Instagram is still one of the digital media used by consumers to obtain information about Adah Mode products. However, this figure also shows that not all respondents have made Instagram the main source of information about these MSMEs.

In the context of developing a promotion strategy, these findings are the basis that Adah Mode not only needs to optimize Instagram, but also shift the focus to the TikTok platform. This is because the number of active TikTok users (see Table 4.2.3) shows great potential even though there are currently more respondents who are not actively using TikTok. Thus, promotional strategies can be directed at synchronizing Instagram content with TikTok so that marketing messages do not only rest on one social media, but reach a wider audience through a more interactive short video format.

In other words, although the level of Instagram followers is quite high, the expansion of the strategy to TikTok is very relevant considering the increasing trend of using the platform, especially in the fashion sector and creative MSMEs.

4.2.6 Frequency Distribution of Respondents Who Have Watched Fashion Content

The analysis in this section aims to find out the extent of respondents' exposure to the content uploaded by Adah Mode, as an indicator of the effectiveness of social media reach in attracting the attention of the audience.

Table 14. Results of the Frequency Distribution of Respondents Who Have Watched Fashion Content

No	Follow Instagram Adah Mode	Frequency	%
1	Ya	22	62,9
2	Never	13	37,1
3	Total	35	100,0

Source: Questionnaire data, 2025

Based on the table, it can be seen that out of 35 respondents, there are 22 people (62.9%) who stated that they have watched Adah Mode content, while the other 13 people (37.1%) have never watched it. This data shows that the

majority of respondents have been exposed to promotional content uploaded by Adah Mode, although there is still a significant proportion that has not reached the content.

These findings show that Adah Mode's digital content has managed to capture the attention of a large part of the audience. Nevertheless, there is still an opportunity to increase the reach of content, especially by maximizing the use of TikTok as a promotional medium. This is in line with current social media trends, where short video-based content tends to be more attention-grabbing, shared more frequently, and has greater viral potential compared to static content on other platforms. Thus, future promotion strategies need to focus on increasing the visibility and distribution of content through TikTok, as well as integrating existing Instagram content to reach a wider and more diverse audience.

Then conducting bivariate test analysis through normality test and normality test is a statistical method used to determine whether the distribution of data in a variable follows the normal distribution or not. Normal distribution is a pattern of data distribution that is symmetrical like a *bell curve*, where most of the data is around the mean. Normality tests are important before using parametric statistical analysis, as many statistical methods such as t-tests or ANOVA assume that the data is normally distributed. Some of the commonly used tests to test normality are Shapiro-Wilk and Kolmogorov-Smirnov. If the data is not normally distributed, then data transformation or using non-parametric methods can be considered. In the Kolmogorov-Smirnov (K-S) test, the data is said to be normally distributed if the test results show that the significance value (*p-value*) is greater than 0.05 ($\alpha = 5\%$).

Decision Making Criteria:

1. If $p\text{-value} > 0.05 \rightarrow H_0$ is accepted $\rightarrow$ Normal data
2. If $p\text{-value} \leq 0.05 \rightarrow H_0$ is rejected $\rightarrow$ Data is abnormal

Before further analysis is carried out, a normality test is first carried out to find out whether the research data is distributed normally or not. This normality test was carried out using the *One-Sample method* Kolmogorov-Smirnov *Test*. The results of the data normality test before being given a content guidebook can be seen in Table 15. Next:

Tabel 15. Data Normality Test Results Before Being Given Content Guidebook

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Value	Predicted Value
N		35	
Normal Parameters ^{a,b}	Mean	2.5000000	
	Std. Deviation	.07246547	
Most Extreme Differences	Absolute	.133	
	Positive	.133	
	Negative	-.073	
Test Statistic		.133	
Asymp. Sig. (2-tailed)		.119 ^c	

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Sumber: Hasil olahan data menggunakan SPSS versi 2022.

A significance value (Sig.) of 0.119 on the Kolmogorov-Smirnov normality test indicates that the data is normally distributed. This is because the Sig. value is greater than the significance limit of 0.05. Therefore, the data is considered to meet the assumption of normality and can be used in parametric statistical analysis such as t-test, ANOVA, or linear regression, as long as other assumptions are also met.

Furthermore, further analysis was carried out on the effectiveness of the content guidebook, a normality test was carried out to find out whether the data from the research results after the intervention were distributed normally or not. The test was carried out using the *One-Sample Kolmogorov-Smirnov Test*. The results of the data normality test after being given a content guidebook can be seen in Table 16.

Table 16. Table of Data Normality Test Results After Being Given a Content Guidebook

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Predicted Value
N		35
Normal Parameters ^{a,b}	Mean	4.0000000
	Std. Deviation	.09508894
Most Extreme Differences	Absolute	.128
	Positive	.128

	Negative	-.075
Test Statistic		.128
Asymp. Sig. (2-tailed)		.159 ^c

- Test distribution is Normal.
- Calculated from data.
- Lilliefors Significance Correction.

Source: Data processing results using the 2022 version of SPSS.

A significance value (Sig.) of 0.159 on the Kolmogorov-Smirnov normality test indicates that the data is normally distributed. This is because the Sig. value is greater than the significance limit of 0.05. Therefore, the data is considered to meet the assumption of normality and can be used in parametric statistical analysis such as t-test, ANOVA, or linear regression, as long as other assumptions are also met.

Then the researcher conducts a simple comparative test or *Paired Samples Test* is a statistical method used to compare two average values of data that are paired with each other, usually taken from the same subject under two different conditions or times. This test aims to find out if there is a significant difference between the two measurements, for example measurements before and after a certain treatment. An example of this is measuring the weight of participants before and after following a diet program. Since the data comes from the same individual, the relationships between the data pairs must be taken into account. This test assumes that the differences between data pairs are normally distributed. If the significance value (*p-value*) of the test result is less than or equal to 0.05, then it is concluded that there is a significant difference between the two conditions. Conversely, if the *p-value* is greater than 0.05, then there is no significant difference. This test is widely used in experimental writing involving pre- and post-treatment measurements.

A simple comparative test or *Paired Samples Test* is used to find out the average difference between two paired conditions, namely before and after being given a TikTok content **guidebook**. This test was carried out on all research variables, namely *Attention (X1)*, *Interest (X2)*, *Desire (X3)*, *Action (X4)*, *Brand Awareness (Y)*. The results of a simple comparative test using the Paired Samples Test are shown in Table 17. Next:

Tabel 17. Hasil Uji Komparatif Sederhana (*Paired Samples Test*)

Paired Samples Test									
		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	X1_Before - X1_After	-1.05714	1.06944	.18077	-1.42451	-.68978	-5.848	34	.000
Pair 2	X2_Before - X2_After	-1.40000	1.00587	.17002	-1.74553	-1.05447	-8.234	34	.000
Pair 3	X3_Before - X3_After	-1.55714	.87255	.14749	-1.85687	-1.25741	-10.558	34	.000
Pair 4	X4_Before - X4_After	-1.55714	1.01294	.17122	-1.90510	-1.20919	-9.094	34	.000
Pair 5	Y_Before - Y_After	-1.50000	.53014	.08961	-1.68211	-1.31789	-16.739	34	.000

The significance value of the X1 variation before and after the handbook was given as (Sig.) of 0.000 on the *Paired Samples Test* indicating that there was a very significant difference between the two conditions or times of the measured being compared. In Variable X2 before and after being given the textbook, the content creation manual is (Sig.) of 0.000 in the *Paired Samples Test*, indicating that there is a very significant difference between the two conditions or measurement times that are compared. In Variable X3 before giving and after being given the guidebook for content creation is (Sig.) of 0.000 in the *Paired Samples Test* indicating that there is a very significant difference between the two conditions or measurement times that are compared. In the variable X4 before and after being given the content creation guidebook is (Sig.) of 0.000 in the *Paired Samples Test* indicating that there is a very significant difference between the two conditions or measurement times that are compared. In the variable Y before and after being given the content creation guidebook is (Sig.) of 0.000 in the *Paired Samples Test* indicating that there is a very significant difference between the two conditions or the time of measurement being compared.

In this writing, the writing team plays an active role not only as a data collector, but also as a facilitator in the preparation of TikTok content guidelines for Adah Mode MSMEs. This project is a real implementation of the purpose of writing, which is to develop a digital promotion strategy that can increase brand awareness through social media, especially TikTok. The preparation of this guidebook is considered important because the majority of MSMEs, including Adah Mode, face limitations in terms of content planning, post consistency, and utilization of TikTok's interactive features.

These guidelines are compiled based on the results of observations, interviews, and analysis of relevant literature. The preparation process begins by identifying the main needs of MSMEs, namely increasing brand visibility, attracting audience attention, and building interactive relationships with customers. After that, the team conducted an analysis of content trends on TikTok, both at the local and global levels, to understand content patterns that have proven effective in increasing engagement. The next stage is to formulate a framework of guidelines that contains practical guidance ranging from content format, video duration, use of music and hashtags, to interaction strategies through comments and live streaming.

The involvement of the writing team in the preparation of these guidelines is not just documentation, but actually produces products that can be applied directly by MSMEs. Thus, this author does not stop at the conceptual level, but also presents practical outputs in the form of guidelines that can be used as a long-term reference. It is hoped that this guideline can be a reference for other MSMEs who face similar challenges in managing digital promotions through TikTok.

More broadly, the preparation of this guidebook also has implications for the sustainability of MSME businesses. With the guidelines in place, Adah Mode can save time in content planning, reduce the risk of inconsistencies in promotions, and increase opportunities to reach a wider audience. This is in line with the role of social media in the digital economy, where the visibility and consistency of brand communication are the determining factors for competitiveness. In other words, the project to prepare this guidebook can be seen as a form of knowledge transfer from academics to MSME practitioners, which is expected to be able to strengthen their capacity in facing increasingly fierce business competition.

In addition, these guidelines are also integrated with field findings, such as consumer preferences for types of content that are informative but still lightweight, the need for storytelling that prioritizes local cultural values, and interactive strategies that are able to foster emotional closeness with customers. By including these aspects, the resulting guidebook is not just a technical document, but also a reflection of the real needs of the audience and the distinctive characteristics of Adah Mode as a brand engaged in traditional and formal fashion.

The preparation of the TikTok content guidebook in this writing is a strategy directed at increasing the consistency, creativity, and effectiveness of Adah Mode's MSME digital promotion. This playbook serves as a reference in designing, producing, and evaluating content to stay relevant to the target audience and support increased brand awareness.

According to (Fiaschi et al., 2020), social media including TikTok allows for two-way interaction between consumers and manufacturers, which provides an opportunity for MSMEs to build an emotional connection with their audience. As such, TikTok's content guidelines are important to ensure that any published material is in line with the brand's image and can increase consumer engagement on an ongoing basis. In addition, the authorship of (Fernando et al., 2020) shows that consistency in the management of social media content is able to increase consumer trust in brands. This emphasizes that the content guidebook plays a role in maintaining the quality of the narrative, visuals, and communication styles used by MSMEs so that audiences get a more complete and convincing brand experience.

Furthermore, creative content-based strategies on TikTok rely heavily on understanding user behavior. A study conducted by (Saffira, 2022) states that TikTok users are more responsive to content that is authentic, entertaining, and relevant to daily life. Therefore, the content guidelines are not only about regulating the upload format, but also must emphasize the importance of humanistic and relatable storytelling to the target market of Adah Mode's MSMEs.

From a digital marketing perspective, (Chaffey, 2022) emphasizes that targeted content marketing can increase the effectiveness of overall digital strategies, including in expanding audience reach and strengthening consumer loyalty. This TikTok content guidebook is a tangible form of applying this concept because it helps MSMEs in designing messages that suit market needs while paying attention to TikTok algorithm trends.

Overall, the preparation of this TikTok content guidebook is a strategic effort to strengthen the digital identity of Adah Mode MSMEs. The guidelines are expected to help MSMEs create content that is consistent, trend-based, and audience-oriented, thereby supporting increased brand awareness and competitiveness in the fashion industry.

"Brand awareness or brand awareness is the level of understanding or level of consumer awareness of the brand of a product or service. This includes the level of brand recognition, knowledge of the brand, as well as the positive or negative associations inherent with the brand. Brand awareness is important for companies in building a strong brand reputation and leaving consumer loyalty to their brand." (Anggraini & Sulaiman, 2024).

This study aims to test whether there is an influence of social media marketing and brand image on purchasing decisions at Paulina florist. The object of this study is customers in Adah Mode. The basis of this sample selection is the non-probability sampling method using the accidental sampling technique (Anggraini & Sulaiman, 2024).

There are four indicators of social media marketing, namely: Content Creation, Content Sharing, Connecting, Community Building. This study uses an associative quantitative research method (Jackie et al., 2022).

In recent years, as we know, a healthy and fast lifestyle has been increasing among the Indonesian people. Consumers are becoming more selective in the choice of food products to consume and are starting to avoid certain types of foods for health reasons. Therefore, it is important for Adah Mode Medan to evaluate the quality of its products to match customer expectations (Setiawan et al., 2024).

1. CONCLUSION

Based on the results of the writing on "Designing Digital Promotion Strategies through TikTok to Increase Brand Awareness in Adah Mode MSMEs", several conclusions can be drawn, namely that this writing has succeeded

in designing a TikTok-based digital promotion strategy that is applicable to Adah Mode MSMEs. The results of the analysis show that the use of TikTok social media with a creative, interactive, and consistent content approach is able to significantly increase brand awareness. This is evidenced by the results of the paired samples t-test which shows a real difference between the conditions before and after the intervention, with a significance value of 0.000 (<0.05). Thus, the hypothesis of the author that states that promotional strategies through TikTok have a positive effect on brand awareness are acceptable. The problem raised in the writing, namely the limitations of Adah Mode in utilizing digital marketing strategies, can be overcome through the preparation of TikTok content guidelines. This guideline provides practical direction on formats, frequencies, communication styles, and the use of TikTok features such as *hashtag challenges*, *trending sounds*, and *live streaming*. With these guidelines, promotions that were previously sporadic can change to be more planned, consistent, and in accordance with the characteristics of the target audience aged 18–34 years. Practically, this writing proves that TikTok is a relevant and effective medium for MSMEs in facing digital competition. Unlike other platforms, TikTok allows content to go viral without having to have a large follower base. This is a strategic opportunity for MSMEs such as Adah Mode, which has just started digital promotion from scratch. With a consistent, interactive, and on-trend content strategy, Adah Mode can expand market reach to the national and even international levels. Theoretically, this writing contributes to the development of social media-based digital marketing science, especially in the context of MSMEs that have just started promotion on TikTok. These findings reinforce the results of previous writings on the effectiveness of TikTok in building brand awareness, while providing additional insight into the importance of systematic content guidelines for MSMEs so that they are not just "trial and error" but have a targeted promotion strategy. Thus, it can be concluded that the design of a digital promotion strategy through TikTok carried out in this writing has answered the problems discussed in Chapter I, as well as fulfilling the purpose of the writing to develop an effective, relevant, and applicable strategy for Adah Mode MSMEs in increasing brand awareness. This strategy is not only useful as an initial guide for Adah Mode, but can also be a reference for other MSMEs who face similar obstacles in optimizing.

Digital Promotion in the current creative economy era. Based on the results of the writing that has been done, the author suggests that Adah Mode MSMEs immediately implement TikTok content guidelines that have been designed consistently. This consistency includes upload frequency, visual quality, and communication style that matches the characteristics of the audience. By maintaining regularity in creating and publishing content, the audience will be easier to recognize and remember the Adah Mode brand. In addition, the content created should be diverse, Starting from education about fabrics, *behind the scenes* of the sewing process, to storytelling about the cultural value of traditional clothing, so that it can attract attention while building emotional closeness with potential consumers. TikTok account management should be done more professionally by assigning team members or family members who understand social media so that promotions are no longer carried out sporadically. To support this, it is necessary to create a monthly content calendar so that promotional ideas are more directed. Each content is also recommended to have a consistent visual identity, such as the use of colors, logos, and caption styles, to make the brand more recognizable. Interaction with the audience is also an important aspect that must be considered. Adah Mode needs to actively reply to comments, take advantage of the *live streaming feature*, and invite the audience to participate in challenges or quizzes. This effort will strengthen the emotional connection between brands and consumers while increasing loyalty. In order for the strategy to remain effective, it is necessary to evaluate the performance of TikTok accounts periodically by looking at data such as the number of impressions, interaction rate, and follower growth. This evaluation data can be used as a reference to improve promotional strategies in the next period. Although the main focus is on TikTok, Adah Mode is also recommended to integrate promotional strategies with other digital platforms such as Instagram and *WhatsApp Business*. Cross-platform integration will expand market reach and reach audiences of different age groups. In addition, MSME owners need to continue to improve digital literacy, for example by participating in online marketing training or social media workshops, so that they can be more independent in managing digital promotion strategies in the future. With the implementation of these suggestions, it is hoped that Adah Mode MSMEs will be able to take advantage of TikTok's potential optimally, build a strong brand image, and increase brand awareness among consumers, both at the local and national levels.

REFERENCES

- Anggraini, D., & Sulaiman, F. (2024). *Pengaruh Reputasi Merek dan Kesadaran Merek terhadap Loyalitas Konsumen Starbucks*. 2, 1–12.
- Aprianti, N. F., Faizaturrahmi, E., & Fatmasari, B. D. (2023). Badan Pusat Statistik Indonesia. In *Indonesian Journal of Community Dedication* (Vol. 5, pp. 1–6).
- Blanca Hernandez-Ortega, Hector San Martín, A. H. (2020). Analisis Univariat. In *Science Direct*.
- Bujang, M. A., Omar, E. D., Foo, D. H. P., & Hon, Y. K. (2024). Sample size determination for conducting a pilot study to assess reliability of a questionnaire. In *Restorative Dentistry and Endodontics* (Vol. 49, Issue 1). <https://doi.org/10.5395/rde.2024.49.e3>
- Chaffey, D., & Ellis, F. (2022). *Digital Marketing - Dave Chaffey, Fiona Ellis-Chadwick - Google Buku*.
- Fernando, G. D., Jain, S. S., & Tripathy, A. (2020). This cloud has a silver lining: Gender diversity, managerial ability, and firm performance. In *Journal of Business Research* (Vol. 117, pp. 484–496). <https://doi.org/10.1016/j.jbusres.2020.05.042>
- Fiaschi, D., Giuliani, E., Nieri, F., & Salvati, N. (2020). How bad is your company? Measuring corporate wrongdoing beyond the magic of ESG metrics. In *Business Horizons* (Vol. 63, Issue 3, pp. 287–299). <https://doi.org/10.1016/j.bushor.2019.09.004>

- Jackie, J., B, R. F., Anggraini, D., Chandra, W., & Hutabarat, F. A. M. (2022). *Pengaruh Social Media Marketing Terhadap Purchase Intention Di Teko Healthy Resto Medan*. 1(2), 167–175. <https://doi.org/10.55123/sosmaniora.v1i2.446>
- Junaidi, M. (2023). UMKM Hebat, Perekonomian Nasional Meningkatkan. In *Kementrian Keuangan Direktorat Jendral Perbendaharaan*, <https://djpb.kemenkeu.go.id/portal/id/berita/lainnya/opini/4133-umkm-hebat,-perekonomian-nasional-meningkat.html> (Vol. 1, Issue 5, pp. 650–655).
- Meilani. (2020). The Influence of Brand Awareness, Brand Image, and Brand Trust on Brand Loyalty. In *Jurnal Manajemen* (Vol. 24, Issue 3, p. 412). <https://doi.org/10.24912/jm.v24i3.676>
- Saffira, L., & Rahmawan, G. (2022). Perilaku Penggunaan Tik Tok Sebagai Media Promosi Pebisnis. *Ekonomi, Keuangan, Investasi Dan Syariah (EKUITAS)*, 3(4), 717–723. <https://doi.org/10.47065/ekuitas.v3i4.1451>
- Setiawan, H., Ciamas, E. S., & Maulana, F. A. (2024). *Pengaruh kualitas produk dan*. 02(01), 7–15.
- Sihombing, N., Pardede, E., Sihombing, A., & Dewantara, N. (2022). PEMASARAN DIGITAL - Nikous Soter Sihombing, Erwin Pardede, Anton Sihombing, Nowell Dewantara - Google Books. In *Penapersada*.
- Sugiyono. (2019). *Bab 3 Kuantiti*. 21–38.
- Sulaiman, J., Ardianna, Y., Sebayang, B., & Sulaiman, F. (2025). *Pengaruh Social Media Marketing dan Electronic Word of Mouth Terhadap Purchase Decision*. 5(4), 360–365. <https://doi.org/10.47065/jtear.v5i4.2092>
- Susanto, G., Evelyn, R., Leo, D., Felicio, H., Harapan, U. P., & Abstract, M. (2023). Pemanfaatan Algoritma Tiktok Dan Instagram Untuk Meningkatkan Brand Awareness. *Jurnal Ilmiah Wahana Pendidikan*, 9(22), 483–491.