

The Adaptation of Marketing Communication Strategies of MSMEs in Indonesia

¹Melly Maulin Purwaningwulan, ²Tine Agustin Wulandari, ³Niluh Ayu Anggaswari

^{1,2,3}Universitas Komputer Indonesia, Bandung, Indonesia

E-mail: ¹melly.maulin@email.unikom.ac.id, ^{2**}tine.wulandari@email.unikom.ac.id,
³niluhemail.unikom.ac.id

Abstract. *Marketing communication strategies are an aspect that must adapt to changes or dynamics that affect business. This research aimed to determine the adaptation due to the dynamics of the policy regarding the TikTok Shop platform in Indonesia, which is considered to violate the regulation of Trade Minister of Indonesia Number 31 of 2023, which started to be effective on September 26, 2023. This research used a qualitative approach with the case study method; data was collected through observation and in-depth interviews. The informants consisted of MSMEs who use TikTok Shop to sell their products and marketing communications experts through purposive sampling as the informant selection technique. Research findings revealed that MSME owners understand and implement message source strategies that result in the ability to adapt to advances in digital marketing. MSME owners also understand the importance of selecting suitable media and clear creative strategies for conveying marketing messages. MSMEs affected by the dynamics of the TikTok Shop policy in Indonesia should diversify their platforms and contents as the key to preventing possible obstacles. At the same time, awareness of change and the ability to adapt are the keys to success in the marketing communications strategy implemented by MSMEs.*

Keywords: *tiktok shop, MSMEs, regulation of trade minister of indonesia, social media*

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INTRODUCTION

The Regulation of Trade Minister of Indonesia Number 31 of 2023, updated on Tuesday, September 26, 2023, regarding provisions for business licensing, advertising, guidance, and supervision of business actors in trading through electronic systems. The initial topic of discussion was the loss of consumers for offline stores due to the rise in popularity of TikTok Shop. Businesses and sellers in Tanah Abang (one of the most famous areas in Indonesia, with a vast cluster of shops and stalls selling clothes, textiles, and many more) have been yelling because sales have dropped so much. According to sellers, the drop in sales occurred after the TikTok Shop app became popular and

led to a flood of cheap goods coming in from other countries. Buyers immediately purchase these imported goods, bypassing the necessary import procedures. Teten Masduki, the Minister of Cooperatives and SMEs (Small and Medium Enterprises) of Indonesia, stated that 21 million local MSMEs (Micro, Small, and Medium Enterprises) have entered the market. However, local businesses cannot compete with the vast number of products from other countries (Fakta-fakta TikTok Shop Dilarang Jualan dan Bertransaksi, 2023).

Two million small and medium-sized enterprises in Indonesia use TikTok to sell their products. The company has 8.000 workers in Southeast Asia.

E-commerce transactions across the region reached nearly US\$100 billion last year, with Indonesia contributing US\$52 billion, according to data from Momentum Works. TikTok facilitated US\$4.4 billion in transactions across Southeast Asia last year, up from US\$600 million in 2021, but still far behind Shopee with US\$48 billion in regional merchandise sales in 2022.

Trade Minister of Indonesia Zulkifli Hasan said that social media can only facilitate the promotion of goods and services, not direct transactions and payments. This is also prohibited to prevent personal data use (Susi Setiawati, 2023). The Regulation of Trade Minister of Indonesia Number 31 of 2023 acknowledges six business models for business owners selling through electronic systems (online retail, marketplace, online classifieds, price comparison platform, daily deals, and social commerce). Article 1 Paragraph (17) of this regulation refers to social commerce as a social media organizer that provides specific features, menus, and facilities that allow merchants to post offers for products and services. Subsequently, Article 1 Paragraph (18) defines social media as a webpage or application that enables users to generate and distribute content or participate in social networks (Mediana, 2023).

The vulnerabilities of MSMEs in Indonesia are similar to two sides of a coin when viewed in the context of an increasing number of MSMEs. On the one side, the passion for establishing their enterprises is highly beneficial in stimulating the national economy. On the other hand, many businesses are set up just because they follow trends without looking at their potential. This is why many MSMEs are stuck in developing their businesses because of the lack of innovation. In the end, many businesses only last 1-2 years and go bankrupt

because the products offered are not strong or cannot compete.

It is unsurprising that relatively few local products have penetrated the international market. Compared with similar products from foreign countries, the products of MSME from Indonesia are less competitive in terms of quality and price. Furthermore, many MSMEs in Indonesia suffer from a lack of technological literacy. However, the presence of the marketplace and social media provides an opportunity for MSME owners to expand the reach of their products. As a result of technological advancements such as digital bookkeeping and tax payment through application systems, MSME owners' productivity is becoming more efficient and straightforward. The irregular distribution of information in the country is a contributing factor that causes many MSME owners to be technologically illiterate. In addition, the generational divide between MSME owners from the millennials and those representing Generation X creates distance and issues for MSMEs in Indonesia (Sandi, 2023).

The transformation of MSME is critical for promoting economic stability and growth that is both inclusive and strong. MSMEs have a strategic role in the domestic economy, reflected in the large number of business units, high employment, and significant contribution to GDP. Efforts to transform MSMEs are conducted through digitalization to increase resilience and more productive and innovative capacity. Furthermore, the COVID-19 pandemic has resulted in a continuous effort to fortify MSMEs. Indonesian Government policies now aim to foster the development of MSMEs, which have the potential to transition from microentrepreneurs to the backbone of the national economy (Dukung Transformasi UMKM Kemendikbudristek Berpartisipasi dalam

UMKM Nasional Expo 2023, 2023).

Implementation of the adaptation of marketing communication strategies by the Regulation of Trade Minister of Indonesia Number 31 of 2023 will be observed through (1) message strategies, (2) creative strategies, and (3) message source strategies used by MSMEs. This research aimed to develop an understanding of the adaptation of marketing communication strategies of MSMEs in Indonesia in response to the Regulation of Trade Minister of Indonesia Number 31 of 2023. This research is unique and significant because it is focused on strategic issues related to the use of social media, specifically TikTok, which remains rare as a marketing medium. Following the preceding explanation, the research title is formulated: *The Adaptation of Marketing Communication Strategies of MSMEs (Micro, Small, and Medium Enterprises) in Indonesia.*

METHOD

Strauss and Corbin define qualitative research as research that yields findings that statistical procedures or other quantification methods cannot achieve (Strauss & Corbin, 2019). The qualitative approach is deemed more pertinent and appropriate because it investigates and comprehends the adaptation of marketing communication strategies of MSMEs in Indonesia.

A case study is implemented in this research. As Robert K. Yin stated, "Case studies are a more appropriate approach when the primary inquiry of a study focuses on the how or why, when the research has limited control over the events under investigation, and when the research is concerned with contemporary phenomena in a real-world context" Researchers have little or no opportunity to control the event. A single case study is pertinent to the area of this research problem. This method

enables researchers to examine marketing communication phenomena genuinely and comprehensively.

The researchers employed a purposive sampling technique to select all informants, precisely nine informants with the criteria MSME owners in Indonesia that sell their products on the TikTok platform, and a marketing communications expert to provide information regarding the strategies that these MSME owners must carry out. Primary data was gathered from the results of in-depth interviews and field observations. Secondary data has been researched and acquired by parties associated with the research problem from other sources, including websites, social media, and other documents, to validate primary data (Sugiyono, 2020).

Data analysis in case study research is distinct from qualitative research in general. Researchers must have a fundamental understanding of the numerous variants of case studies. When conducting analyses based on the procedures and characteristics of case studies, researchers must be meticulous and attentive. According to Yin, case study analysis employs two fundamental methodologies:

1. Based on theoretical propositions: The initial and preferred approach is to adhere to the theoretical propositions that orient the case study;
2. Developing a case description: A second general strategy is to create a descriptive framework to organize the case study.

The researcher began with a descriptive approach to the case, then used theoretical propositions and others (Yin, 2023).

The researchers examined a topic of interest and utilized a specific case to provide a more detailed description. The sole case in this research is related

to the Regulation of Trade Minister of Indonesia Number 31 of 2023, which impacts TikTok Shop policy dynamics in Indonesia.

RESULTS AND DISCUSSIONS

1. The Message Strategies of MSMEs in Indonesia Adapted to the Regulation of Trade Minister of Indonesia Number 31 of 2023

MSMEs implement the message strategies communicated to their target audience, so it begins with an assessment of the target audience. It is crucial to tailor each message content plan to a specific audience. As the informant in this research, Putri Nabila, an owner of a skincare brand called Dear Glow, began her business by identifying a target market that required her products. This market included individuals with facial skin issues. Additionally, Dear Glow distinguished itself from other products by not containing hazardous ingredients, which allowed it to be used by pregnant women. Dear Glow targets the 13+ or adolescents and older (Putri Nabila, Research Interview, January 5, 2024).

According to Sandra Moriarty, Nancy Mitchell, and William Wells, a message must be pertinent to the audience's interests to be more engaging, pertinent, and noticeable. Identifying logical targets for a brand's message necessitates initial audience comprehension, encompassing their mental state, interests, and desires, to simplify this endeavor through segmentation. By definition, segmentation is dividing the audience into categories that share similar characteristics (Moriarty et al., 2011). As one of the informants of this research, the marketing communication specialist strongly endorsed this assertion (Rachman, Research Interview, January 2, 2024).

MSME owners determine the message content design when they know the target market. MSME owners must

pay close attention to the message content they convey to the target audience during their marketing activities to generate the anticipated feedback. In order to execute marketing campaigns on the TikTok Shop, MSME owners must be capable of creating compelling message content design that incorporates words, colors, and illustrations. Color is integral to the message content design (Fisher, 2024), serving as an equally significant communication tool. The use of color for specific product categories will have a positive impact on the audience.

The message content does not mislead consumers but aligns with the conditions and reality. One of the research informants, Syauqi Al Abror, a live host for MSME and involved in the Leder Weren (a label of leather shoe business), stated that he frequently produces content that educates his TikTok account followers by telling stories about his shoe products. This approach aims to stimulate his followers' curiosity and interest (Syauqi Al Abror, Research Interview, January 13, 2024).

The narrative paradigm proposed by communication scholar Walter Fisher is a theoretical framework that views human communication and persuasion as rooted in storytelling. According to this paradigm, people are storytelling beings who understand and make sense of the world through narratives. Within the commercial landscape, brands strategically harness storytelling to establish profound emotional connections with consumers. Brand narratives eventually transcend the mere promotion of products. They artfully weave stories that evoke emotions and resonate deeply with the aspirations and values of their target audience. Through impactful storytelling, brands foster enduring relationships, brand loyalty, and advocacy among consumers (Fisher, 2024). The statement of research informants

indicated that the first step in creating the message content involves identifying the intended message for the audience, which aligns with the previously discussed target market. One of the informants in this research crafted the message content for TikTok content and tailored it for the product to connect with the target audience effectively. According to the informant in this research, the message of TikTok Shop is appealing due to its focus on current events or issues that are considered “viral and trending” (Mustika, research interview, January 16, 2024)

The live shopping feature on TikTok Shop in Picture 1 is one of its most significant advantages, as it employs direct marketing to convey its marketing message. Sellers may also engage with the audience viewing their live purchases. Nowadays, people are more interested in watching videos, listening to music, or looking at images than reading or seeing text-based

information. The live feature lets users broadcast live content to their followers in real-time. It is a real-time interactive method of direct communication with the audience. Furthermore, the direct interaction between the audience and the seller during live shopping will establish a crucial customer experience for the delivery of marketing messages. The seller will also feel a sense of connection with the audience, as they can immediately ascertain their users’ needs and desires through the comment feature on TikTok Shop live shopping.

Additional elements that contribute to the message’s attractiveness include the supporting character (endorser) and the role of music in backing the message. Research informants suggest that supporting roles such as influencers attract employed messages. For example, Zaneva provides endorsements for influencers, who in turn promote their products and make their online businesses



FIGURE 1. The TikTok Shop platform offers a live shopping feature.

more appealing” (Fauzan, Research Interview, January 12, 2024).

Using humor can also help to get people interested in the message since almost everyone finds it funny. Using humor can get people’s attention, make them like the marketing message and the brand being pushed, and not hurt their understanding of the product. Finally, humor does not offer any other benefits besides persuasion. Therefore, because the attractiveness of the TikTok Shop is live shopping, sellers must have a strategy for the attractiveness of this message content. The research informant, Putri Nabila, stated that, as an MSME in the skin care industry, they must be adept at interpreting marketing techniques to compete effectively in both online and offline markets. Dear Glow tries to connect with consumers online by hiring live hosts who can make the experience fun. For their website, Dear Glow also regularly produces educational content about skincare and humorous elements’ contents (Putri Nabila, Research Interview, January 5, 2024).

Aside from the message, the song feature on TikTok Shop is also appealing. Music has many important uses, including attention-getting music, business messages, emotional pressure, and changing people’s moods. People should carefully think about what kind of music they want to use because, in addition to the beat, each piece of music has a unique value that differs in each culture.

Choosing the TikTok Shop with the target audience in mind is crucial to ensure the correct reception of the marketing message. The TikTok app incorporates the distinctive “yellow basket” media feature of TikTok Shop, making it easier for people to buy things after watching videos created by influencers or endorsers. When the government of Indonesia shut down TikTok Shop, MSMEs could

only use TikTok for visual advertising and could not make direct transactions. The message approach fundamentally encounters numerous challenges:

1. One common issue with message strategies is that MSMEs often lack a clear plan for crafting messages. Several MSMEs begin advertising without a clear plan. Resulted in a message delivery that was not successful and failed to produce the desired results;
2. Not understanding or understanding of the target market as discussed in the previous discussion. Many MSME owners are too focused on the products and do not know the target market. Without a good understanding of the target market, businesses will have a challenging time determining the best digital marketing plan;
3. Not having an experienced team to send marketing messages. Many businesses do not have training for their staff to interact with consumers. Therefore, the message delivery does not work and does not have the desired effect;
4. Material that is quality, relevant, and engaging. The content created must be able to attract the attention and provide added value;
5. They lean too much on one platform and do not know how to use it. If the platform suddenly stops working, this could be a problem. The content provided is not optimized correctly because the platform is not understood. Different digital platforms have different features and need different approaches. Switching between different systems is needed to solve this issue.

In this research, MSMEs promote themselves online, particularly on the TikTok Shop, and changing platform

rules poses a significant challenge to their message delivery strategies. Smaller businesses with less than five employees must find alternatives when the TikTok Shop is temporarily down. Many MSMEs are affected by changes in policies that affect the TikTok Shop. These businesses need to develop a new plan for their new platform when it is closed because their goals will not be possible if they only use one platform.

2. The Creative Strategies of MSMEs in Indonesia Adapted to the Regulation of Trade Minister of Indonesia Number 31 of 2023

Using a creative plan will help you get your business, brand, and marketing strategies to work better, which will help you grow your business. Contrary to popular belief, acquiring originality is a learned skill (ProfileTree, 2024). The dynamic rules on the TikTok Shop require MSMEs in Indonesia to adapt their creative strategies for success. In this research, MSME owners indicated that their buying and selling activities and marketing platforms are evolving, necessitating minimal changes. For example, when TikTok Shop closed, they stopped using the term “Yellow Basket,” which was popular among TikTok users. MSMEs that use live streams to sell their products usually send the viewers to another marketplace in Indonesia, such as Shopee or Tokopedia.

Creative strategies in marketing refer to a blueprint or framework that guides the creative process. These strategies helped craft compelling messages that grab attention, stand out from competitors, and resonate with the target audience, ultimately driving the desired action. Every successful marketing effort in the digital age starts with an intriguing creative strategy. Creative strategies go beyond standard advertising by telling engaging stories

that resonate deeply with the target audience (ProfileTree, 2024). Research participants explained that the creative strategy used when TikTok Shop policies change is to combine innovations so that marketing content about the products offered will interest people (Nabila, Research Interview, January 5, 2024).

Research on what is popular or going viral is part of the creative process (Rizky Amarta & Anwar, 2023). Research informants said that they liked to follow trends, except the owner of TerracesWear. TerracesWear’s marketing content refuses to follow trends because it wants to keep its brand consistent with what it wants to create. Instead, it focuses on product details.

Planning is a crucial component of creative strategies. There are two types of marketing: soft-selling and hard-selling. Hard selling is all about making straight product sales, while soft selling is about being persuadable, subtle, and friendly (Rusdianto & Setiawan, 2024). The MSMEs in this research and other businesses do not need to adhere to a single approach. The approach can be modified to align with the marketing objectives. Hard selling is sometimes considered more appropriate, while soft selling is necessary on other occasions.

Creative strategies can be defined as the comprehensive approach or overarching concept that underpins a business’s marketing and advertising approaches. They serve as a guide for the messaging style and content utilized in the campaign and marketing material to achieve business and branding goals. Creative strategies encompass a variety of strategies tailored to the brand’s essence, audience soul, and marketing campaign objectives (ProfileTree, 2024).

Research informant Dear Glow’s owner stated that when she employs a humorous approach, the marketing content has a propensity to go viral

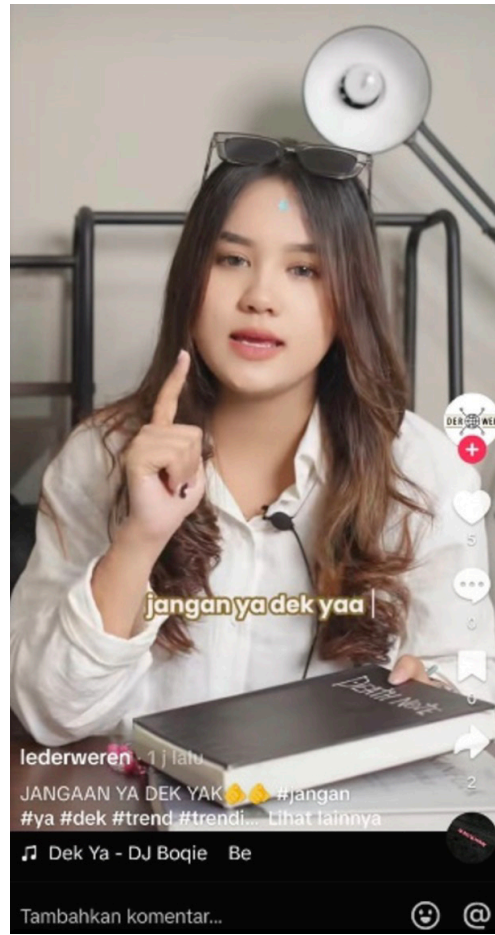


FIGURE 2. A virally humorous approach to TikTok content

(known as FYP or For Your Page among TikTok users). Dear Glow's marketing content continues to employ a humorous approach as part of its creative strategies, regardless of the policy dynamics of TikTok Shop. Therefore, incorporating the message content approach into the creative strategies for marketing content development is also feasible.

The research findings suggested that MSMEs must consider the timing of uploading marketing content or conducting live streaming, the consistency of time and frequency of uploads, and the duration and frequency of live streaming as integral components of the creative strategies. Following the changing TikTok Shop policy, MSMEs and other businesses that use TikTok as a marketing and sales tool must investigate the best times to upload marketing

content or perform live streaming. Rea Thrift and Preloved, one of the observed MSMEs, assert that a consistent approach is essential to achieve creative strategy objectives. Rea Thrift and Preloved will upload at least three pieces of marketing content in a single day. Zaneva, another MSME being observed, has the same upload frequency, but it has not yet determined the most suitable time or is in the process of finding the best upload time,

According to the TerracesWear owner, this brand consistently uploads marketing content three times a week, Mondays, Fridays, and Sundays at around 7 PM. This was obtained based on observations, where initially, the content was uploaded during the day, but the number of viewers was smaller (Ardhi, Research Interview, January 11, 2024).

Research informants acknowledged that the Indonesian Government's policy did not significantly influence the frequency, duration, and timing of marketing content and live streaming. As previously mentioned, government policy primarily shapes the messages' content. This research observed MSMEs making adjustments to the partnership with Tokopedia that reactivated TikTok Shop, including directing their consumers to make purchases at Tokopedia through marketing content and live streaming.

3. The Message Source Strategies of MSMEs in Indonesia Adapted to the Regulation of Trade Minister of Indonesia Number 31 of 2023

TikTok officially acquired 75% of Tokopedia's shares from PT. GoTo Gojek Tokopedia Tbk, on Monday, December 10, 2023. This acquisition enables TikTok to resume its sales in Indonesia. In other words, TikTok Shop reopened a few months after the government of Indonesia announced to close it. Amid the changes that occur, MSMEs should continue their business and adapt to these changes, including selecting message sources in marketing their products.

According to interviews and observations, MSMEs implement adaptive strategies and follow developments or modifications that occur. Each MSME uniquely selects the message sources. Of course, the primary considerations in selecting the message sources are the target market and the type and scope of the business. All MSMEs observed in this research selected both direct and indirect message sources. Direct message sources are individuals formally appointed by the business to serve as message sources, while indirect message sources utilize consumer testimonials to promote products.

The direct message sources are divided into two categories: MSMEs that

utilize their internal human resources (employees) and those that utilize influencers to promote their products. This distinction is intriguing due to the variations in the categories and sizes of MSMEs. Influencers are utilized as message sources by medium-scale businesses and have a more flexible budget. MSMEs with limited budgets, on the other hand, may also use their relatives as message sources. This is not a substantial issue, provided the message sources are proficient in communication and, in particular, possess a comprehensive understanding of the products being sold. According to the research informant, Rea Thrift and Preloved owner:

“Closest relatives who, of course, understand the current viral trends” (Mustika, Research Interview January 16, 2024)

Dear Glow explained that influencer marketing uses content creators and celebrities as the key opinion leaders, helping promote and raise brand awareness. Dear Glow will give the products for free in exchange for reviews to the influencer's followers (Putri, Dear Glow, Research Interview, January 5, 2024).

The primary function of the message sources in this research is to promote products adapted to the TikTok Shop policy dynamics. An influencer's function as a message source is to advertise or promote products from MSMEs to influence, change opinions, and change consumer behavior. MSMEs endorse influencers because they have built relationships, trust, and credibility among their followers. Awareness of what their followers and fans want helps them easily create material offering value to target consumers.

If followers consider an influencer trustworthy, they can influence others because the influencer represents the audience or the public. For this

reason, an influencer must be able to master clear, accurate, communicative, rational, informative, and argumentative statements regarding the characteristics, performance, and quality of a product they offer (Sunuantari et al., 2023). To keep their social status and identity, influencers actively share details about their lives and interact closely with their followers (Marwick, 2013). Influencers deliver meaning to brands through the use of emotional, cognitive, and behavioral elements in their posts, which range from narratives about life and goals to product exposure (Dessart et al., 2015), thus generating greater credibility, trust, and attractiveness for the message being announced (Lim et al., 2017).

The message sources or promotion team will consider expertise when they have product knowledge, intelligence, and experience. The message sources were the leaders spearheading promotions based on the pre-planned concept. The performance of the promotion team determines the profitability of MSMEs. Naturally, businesses with exceptional or skilled promotion staff will yield substantial profits. In the digital age, the message sources must possess the following capabilities:

1. Able to engage in small talk

Before launching an offer, it is necessary to engage in a brief conversation or small talk to ensure that consumers are attentive to the offer during the interval;

2. Able to build customer trust

The mirroring technique quickly establishes a match or similarity between the two parties. This technique will make it easier for the promotion team to imitate the person they are talking to, such as stroking hair, touching the nose, and others;

3. Able to utilize persuasive sentences

Use language that could encourage consumers to purchase the products that are currently available. Generally,

this ability is supported by the ability to conduct hypno-selling;

4. Able to make an offer

In order to prevent rejection, it is imperative to engage in continual practice to make an offer. But what needs to be underlined is that the offer is given without force;

5. Proficient in copywriting

Due to the increased use of digital media in marketing at present

(Digital Marketing Strategy, 2023).

According to Zaneva's owner, MSMEs implement an initial selection process to guarantee the proficiency of message sources (Fauzi, Research Interview, January 11, 2024). The selection process also considers established, experienced, and brand-aligned influencers. According to the Terraceswear owner, the number of followers is not the primary factor but can be advantageous (Ardhi, Research Interview, January 11, 2024). The next step is for MSMEs to articulate the promotional content strategy that the message source is responsible for delivering.

Direct interaction with consumers guarantees the success of MSME promotions (Fauzi, Research Interview, January 11, 2024). Consumers must regard the message sources as trustworthy and dependable. Maintaining consumers' trust is crucial. The goal is to improve the business and accommodate future expansion. Business development necessitates trust. In order to establish trust, additional efforts must be made to acquire, retain, and increase the number of consumers.

Research informants prioritize honesty because the message sources must be genuine and trustworthy, mainly when conducting live streaming (Putri, Research Interview, January 5, 2024). Research by Sorakhaibam, Loitongbam, and Singh (2021) showed that influencers'

attractiveness and expertise significantly influence purchase intentions in the food industry (Sorakhaibam et al., 2021). The influencers' attractiveness or popularity, as well as their expertise, will affect trust in them, which impacts purchase intention (Muljana & Jayanegara, 2022).

The attractiveness of a message source is not always physical; MSMEs observed in this research prioritize non-physical attractiveness relevant to TikTok users. According to the interview, engaging with consumers is crucial to ascertain their requirements (Fauzi, Research Interview, January 11, 2024). The Thrifting Sweater and Hoodie owner also stated that public speaking is crucial to politely respond to consumer inquiries and effectively advocate for their purchase (Fauzan, Research Interview, January 12, 2024). Social media influencers' attractiveness lies in their ability to present an appealing and focused lifestyle, which can inspire their followers and attract attention (Abidin & Ots, 2016). According to the research interview, no obstacles come from the message source. The only obstacles were technical barriers to internet connectivity, particularly during rainy days, which resulted in delayed message or notification reception (Fauzan, Research Interview, January 12, 2024).

MSMEs can also ensure consumers' trust by demonstrating or providing consumers with a sense of security when purchasing or transacting with the business through TikTok Shop or the website they manage. They can also give consumers the option to buy online if offline product purchases are unavailable.

Digital optimization plays a crucial role in marketing communication strategies. It involves the strategic use of digital tools and platforms to maximize the reach, engagement, and effectiveness of promotional efforts. This optimization includes enhancing the program's online

presence, focusing on its website and social media profiles (Mandalia et al., 2024).

CONCLUSION

1. MSMEs in this research have developed message strategies in response to the increasing consumer trends. MSMEs have identified the target audiences, designed the message contents, and created the message attractiveness. MSMEs adjust the message to align with the target audience's requirements and characteristics. Audience segmentation is essential for achieving the target market. MSMEs adjusted their media selections to their target market, recognized the appropriateness of selecting appropriate media, and developed a clear strategy to deliver marketing messages.
2. Not many changes need to be made to the creative strategies in light of the TikTok Shop policy dynamics in Indonesia. Only the marketing channels and the processes of buying and selling changed. Therefore, inventive strategy changes must be made and implemented. By continuing to prioritize innovation in marketing content, research related to marketing content trends (viral), the approaches used, content approaches (such as humor), and soft-selling and hard-selling practices. The creative strategies must also consider the timeline and consistency of the frequency and time of uploading marketing content and the frequency and duration of live streaming as determined by the observations or evaluation results of MSMEs in this research.
3. The comprehension and execution of the message sources strategies have enabled MSMEs in this

research to adjust to digital marketing advancements despite imperfections. There are two categories of message sources: direct and indirect. In addition to promoting products, the message sources are responsible for establishing credibility, trust, and relationships. The message sources should possess product knowledge, experience creating content that aligns with the target market, and the ability to foster communication through small conversations. While physical attraction does not always contribute to the message sources' attractiveness, communication skills and similarities are more critical, particularly in a friendly, thrilling, and humorous manner of communication. MSMEs also gain trust by ensuring safety during transactions through the TikTok Shop.

TikTok Shop reopened a few months after the government of Indonesia announced to close it due to the acquisition of Tokopedia shares. Amid TikTok Shop policy dynamics in Indonesia, MSMEs should diversify their platforms (do not rely on TikTok as the only platform) and contents to address potential obstacles, such as changes in consumer behavior and government policy, lack of competence in human resources, unclear strategies, irrelevant content that failed to comprehend the target market. MSMEs in Indonesia also need to implement marketing communication strategies based on their adaptability and awareness of change.

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