

ABSTRACT

In recent years, the culinary business in Indonesia has experienced rapid growth in the food and beverage sector, especially MSMEs which contribute around 60% of the West Java economy. According to the MSME Empowerment Report 2022, around 91.3 percent of MSME players use social media as a marketing channel, and the number of active TikTok social media users in Indonesia reaches 167 million people, equivalent to 60.4% of the population. This large number of users encourages business people or MSME players to utilize TikTok as a marketing medium. However, the culinary business of Mie Baek Ekspres still faces challenges in the consistency of content creation and management of ineffective marketing strategies that have an impact on business success.

This research uses a qualitative approach with a case study method to analyze the implementation of online marketing and content marketing development on the @miebaekexpress TikTok account. Data was collected through direct observation, interviews with the owner, and analysis of content uploaded to the TikTok account. The analysis was conducted using triangulation techniques to ensure data validity and obtain a comprehensive picture of the marketing strategies implemented.

The results showed that the development of creative and consistent content marketing was significant in increasing engagement and awareness of the Baek Ekspres Noodle brand, with a 28% increase in engagement after the TikTok marketing strategy was implemented. Although there were obstacles in the consistency of content creation due to staff shortages, the TikTok strategy proved effective in attracting consumer attention and expanding market reach. This study recommends that Mie Baek Ekspres consider adding dedicated staff or interns to optimally manage marketing content.

Keywords: Online Marketing, Marketing Content, TikTok Social Media