

Designing a Digital Promotion Strategy Through TikTok to Increase Brand Awareness in MSMEs Adah Mode

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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: Digital Promotion; 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.

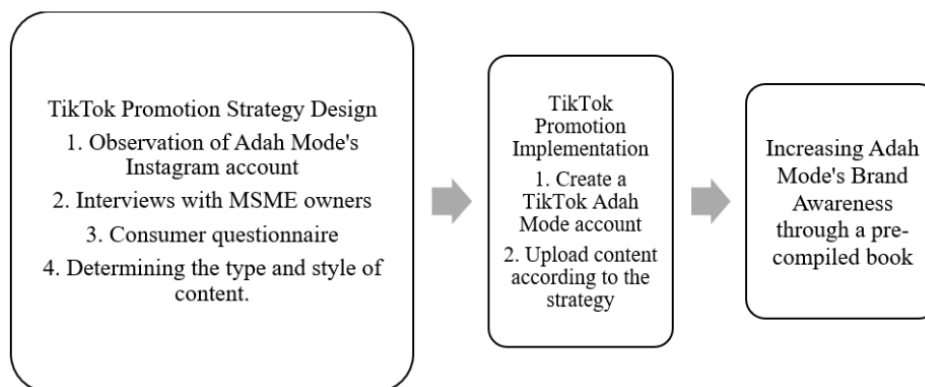


Figure 1. Framework of Thought (2025)

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.

2.1.1 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 ± 3.4 million likes on TikTok. Then, researchers compared it with Adah Mode's content, and researchers found the following:

Table 2. Results of observations of similar MSMEs

No	Content	Adah Mode (Instagram)	Medan Sewing By Khairunnisya (TikTok)	Caption
1	Upload Video	Inconsistent, 0 - 1 content every day	Not Consistent, every day can 1-5 contents	Both are not consistent, but Adah Mode can learn from Khairunnisya Tiktok frequency.
2	Visual Aesthetics	- Blurry Video Quality - Video 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

No	Content	Adah Mode (Instagram)	Medan Sewing By Khairunnisya (TikTok)	Caption
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.
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	Lack of interactions	Exists, but lack of interactions 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 whether a questionnaire is valid or not, researchers use a validity test using indicators X1, X2, X3, X4, and variable Y. The validity test of the awareness variable (X1) was conducted to determine the extent to which the statements in the questionnaire were able to measure respondents' level of awareness of Adah Mode content. This variable was taken from the first indicator in the AIDA model (Awareness, Interest, Desire, Action), which emphasizes the attention aspect. The audience's initial recognition of a brand or promotional content. At this stage, awareness indicators are measured through two statements: the extent to which Adah Mode's content is relevant to consumers' needs or preferences, and whether the video captures attention within the first few seconds. Both items are scored using a 1-5 Likert scale based on respondents' perceptions. Validity testing is performed by comparing the calculated *r* value to the table *r* value. If the calculated *r* value is greater than the table *r* value, then the statement item is considered valid. The calculation results can be seen in Table 3 below:

Table 3. Result of the Validity Test of Variable X1 (Awareness)

Variabel	Butir	r Hitung	r Tabel	Keterangan
Awareness (X1)	P1	0,537	0,361	Valid
	P2	0,885	0.361	Valid

Source: Process Questinaire data,2025.

Based on the result table 3. it can be seen that all statement items have a calculated *r* value greater than the table *r* (0.361) it can be concluded that all items in the awareness variable are declared valid and suitable for use in research, because they are able to represent indicators of audience awareness of Adah Mode content consistently and accurately. Subsequently, a validity test for the interest variable (X²) was conducted to assess how effectively the statements used measured respondents 'level of engagement with Adah Mode's content. This variable focuses on the emergence of audience curiosity and interest in continuing to follow the information conveyed through promotional content. The interest indicator was measured using two statements: "the video captures attention" and "the fashion content message is engaging understood from the start. These two items reflects how the content is able to retain the audience's attention and foster interest in the Adah Mode brand. Validity testing is performed by comparing the calculated *r* value to the table *r* value. If the calculated value is greater than the table *r* value (0.361), then the statement is considered valid. The test result are presented in table 4 below:

Table 4. Validity test of variable X2 (Interest)

Variable	Item	r Count	r Table	Information
Intererest (X2)	P3	0,914	0,361	Valid
	P4	0,447	0.361	Valid

Source: Process Questinaire data,2025.

Based on the results in Table 4, it is known that all statement items have a calculated *r* value greater than the table *r* (0.361). Thus, all items in the interest variable are declared valid and suitable for use in the study. This indicates that the research instrument was able to accurately and consistently measure respondents' level of interest in Adah Mode content. Then the validity test of the desire variable (X3) aims to assess the extent to which the statements used can measure the level of respondents' desire for Adah Mode products after seeing promotional content. This variable describes the change from mere interest to an emotional urge to own or try the product offered. The desire indicator is measured through two statements, namely: the product visual makes me want it and the visual testimonial arouses the desire to try. These two items assess the extent to which promotional content is able to create a feeling of desire in consumers to try or own the product. The validity test was conducted by comparing the calculated *r* value with the table *r* (0.361). If the calculated *r* value is greater, then the item is declared valid. The results can be seen in Table 5 below:

Table 5. Validity test of variable X3 (Desire)

Variable	Item	r Count	r Table	Information
Desire (X3)	P5	0,587	0,361	Valid
	P6	0,911	0.361	Valid

Source: Process Questinaire data,2025.

Based on the results in Table 5, the calculated r value for each item is greater than the table r (0.361). Therefore, all statments in the desire variable are deaclared valid and can be used in this study. These results indicate that the instrument is able to clearly and measuably describe consumers'level of desire for Adah Mode products. Next, the validity test of the action variable (X4) was conducted to determine the extent to which the statements were able to measure respondents' actual action after viewing Adah Mode content. The action indicator was measured through two statements : “ Iam motivated to take action (like/follow)” and “ i feel a desire to purchasue after viewing the contents,” This second item reflects how Adah Mode content can encourage consumers to actively participate and make purchasing decisions.

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

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

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

Source : Primary data from processed questionnaires, 2025

Based on the results in Table 6, it can be seen that all statment items have a calculated r value greater than the table r (0.361). This indicates that both statements in the action variable are valid and can be used in research. Thus, the instrument in this variable has been able to describe the level of actual respondents' actions towards Adah Mode content, both in the form of digital interactions and purchasing decisions. The validity test of variable Y then functions as the dependent variable, describing the final outcome of the digital promotion strategy's influence through the AIDA (Awareness, Interest, Desire, Action) model. The research instrument for this variable consists of six statements, form P9 to P14, measured using a Likert scale of 1-5 based on respondents' level of agreeement. The validity test was conducted by comparing the calculated r value to the table r value (0.361). If the calculated r value is greater than the table r value, then the item is declared valid. Results of the validity test for variable Y can be seen in Table 7 below:

Table 7. Results of the Validity Test of Variable Y

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 from processed questionnaires, 2025

Based on the results in Table 7, it can be seen that all statement items have a calculated r value greater than the table r (0.361). This indicates that all items in variable Y are valid and can be used in the study. Thus, the instrument in variable Y was able to measure respondents' brand awareness of Adah Mode accurately, consistently, and in accordance with the established indicators. Subsequently, the researcher conducted a reliability test as one of the important criteria in assessing the quality of a written instrument. According to (Sugiyono, 2019), Reliability is the level of consistency of an instrument in measuring what it is supposed to measure. An instrument is said to be reliable if it produces consistent results when used under relatively similar conditions. One of the methods commonly used to test reliability is the Cronbach's Alpha coefficient. According to (Bujang et al., 2024), Cronbach's Alpha value ≥ 0.60 indicates acceptable reliability, while a value ≥ 0.70 is considered good, and a value ≥ 0.80 indicates very good 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

Variabel	r Alpha	r Hitung	Keterangan
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 from processed questionnaires, 2025

Based on the reliability test results in this paper, the Cronbach's Alpha value for all statement items (P1–P14) was in the range of 0.918–0.937, greater than the minimum limit of 0.60. This indicates that all statement items are reliable, so the questionnaire can be used to measure writing variables with a high level of consistency. Afterward, the researcher conducted a univariate test, a statistical data analysis technique used to describe or explain the characteristics of a single written variable. Essentially, univariate analysis focuses on only one variable at a time without linking it to other variables. The goal is to determine the distribution, frequency, mean, median, mode, and measures of dispersion (such as standard deviation) of a variable. Therefore, this analysis is an important initial step in the quantitative writing process before researchers proceed to bivariate or multivariate analysis.

According to (Blanca, 2020), Univariate analysis helps researchers understand the underlying patterns of data, such as the distribution of respondents by age, gender, or education level, thus providing a general overview of the research topic. This is crucial for validating whether the data obtained aligns with the target population. This analysis aims to describe the characteristics of respondents based on age groups, so that it can provide a deeper understanding of the demographic profile of respondents in this study.

Table 9. Respondent 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: Processed questionnaire data, 2025

Based on Table 9, the majority of respondents were of productive age, namely 25–34 years old (34.3%). This indicates that the respondents align with the potential target market for Adah Mode's MSMEs. Then analyze the gender of respondents which aims to describe the characteristics of respondents based on gender, in order to determine the proportion of participation between men and women in this study.

Table 10. Results of Respondent Gender

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

Source: Processed questionnaire data, 2025

Based on Table 10, the majority of respondents were women (53.3%), but the proportion of men and women was relatively balanced so that the data obtained was quite representative. Also analyzing the Frequency Distribution of Respondents of Active TikTok Users This analysis was conducted to determine the level of respondents in using the TikTok platform, which is one of the main social media in the digital marketing strategy of MSME Adah Mode.

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

No	Pengguna Aktif Tik-Tok	Frekuensi	%
1	Ya	17	48,6
2	Tidak	18	51,4
3	Total	35	100,0

Source: Processed questionnaire data, 2025

Based on Table 11, respondents who are not actively using TikTok (51.4%) are slightly more than active users (48.6%), but the difference is relatively small. Next, analyze the frequency distribution of respondents who are familiar

with Adah Mode products. The analysis in this section aims to determine the level of knowledge and recognition of respondents regarding 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	Mengenal Produk Adah Mode	Frekuensi	%
1	Ya	21	60,0
2	Tidak	14	40,0
3	Total	35	100,0

Source: Processed questionnaire data, 2025

Based on Table 12, the majority of respondents (60.0%) were familiar with Adah Mode products, while 40.0% were unfamiliar with them. This indicates that Adah Mode is quite well-known among respondents. Researchers also analyzed the frequency distribution of respondents who follow Adah Mode's Instagram account. This analysis was conducted to determine the level of respondent involvement in following Adah Mode's Instagram account as one of the main media in the digital promotion strategy used by the MSME.

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

No	Mengikuti Instagram Adah Mode	Frekuensi	%
1	Ya	19	54,3
2	Tidak	16	45,7
3	Total	35	100,0

Sumber: Data hasil olahan kuesioner, 2025

Based on Table 13, the majority of respondents (54.3%) have followed Adah Mode's Instagram account, while 45.7% have not. This indicates that Adah Mode's Instagram account has reached a significant portion of respondents. In other words, despite the high number of Instagram followers, expanding the strategy to TikTok is highly relevant given the platform's growing usage, particularly in the fashion and creative MSME sectors.

3.2 Frequency Distribution of Respondents Who Have Watched Adah Mode Content

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

Table 14. Results of Frequency Distribution of Respondents Who Have Watched Adah Mode Content

No	Menonton Konten Adah Mode	Frekuensi	%
1	Pernah	22	62,9
2	TidakPernah	13	37,1
3	Total	35	100,0

Source: Processed questionnaire data, 2025

Based on the table, it can be seen that of the 35 respondents, 22 people (62.9%) stated that they had watched Adah Mode content, while 13 people (37.1%) had not. This data shows that the majority of respondents have been exposed to promotional content uploaded by Adah Mode, although a significant proportion have not yet reached it. These findings indicate that Adah Mode's digital content has successfully captured the attention of a large audience. However, there is still opportunity to increase the content's reach, particularly by maximizing the use of TikTok as a promotional medium. This aligns with current social media trends, where short video-based content tends to attract more attention, is shared more frequently, and has greater viral potential than static content on other platforms. Therefore, future promotional 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, a bivariate analysis is performed using a normality test. The normality test is a statistical method used to determine whether the distribution of data in a variable follows a normal distribution or not. A normal distribution is a symmetrical data distribution pattern resembling a bell (bell curve), where most of the data lies around the mean. A normality test is important before using parametric statistical analysis, because many statistical methods such as the t-test or ANOVA assume that the data is normally distributed. Some commonly used tests for normality are the Shapiro-Wilk and Kolmogorov-Smirnov tests. If the data is not normally distributed, data transformation or the use of non-parametric methods can be considered. In the Kolmogorov-Smirnov test, Smirnov (K-S), 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:

- If $p\text{-value} > 0.05 \rightarrow H_0$ is accepted $\rightarrow$ Data is normal
- If $p\text{-value} \leq 0.05 \rightarrow H_0$ is rejected $\rightarrow$ Data is not normal

The results of the data normality test before the content guidebook was provided can be seen in Table 15 below:

Table 15. Results of Data Normality Test Before Being Given the Content Guidebook

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized 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.		

Source: Data processed using SPSS version 2022.

A significance value (Sig.) of 0.119 in the Kolmogorov-Smirnov normality test indicates that the data are normally distributed. This is because the Sig. value is greater than the significance limit of 0.05. Therefore, the data are considered to meet the assumption of normality and can be used in parametric statistical analyses such as t-tests, ANOVA, or linear regression, as long as the other assumptions are also met. Next, a further analysis of the effectiveness of the content guidebook was conducted. A normality test was conducted to determine whether the research data after the intervention was normally distributed. The results of the normality test for the data after the content guidebook was administered can be seen in Table 16 below:

Table 16. Table of Data Normality Test Results After being given the content guide book

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
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Data processed using SPSS version 2022.

A significance value (Sig.) of 0.159 in the Kolmogorov-Smirnov normality test indicates that the data are normally distributed. This is because the Sig. value is greater than the significance limit of 0.05. Therefore, the data are considered to meet the assumption of normality and can be used in parametric statistical analyses such as t-tests, ANOVA, or linear regression, as long as the other assumptions are also met. Then, the researcher conducted a simple comparative test, or Paired Samples Test, to determine whether there is a significant difference between two measurements, for example, measurements before and after a particular treatment. An example of this application is measuring the weight of participants before and after following a diet program. Because the data come from the same individual, the relationship between the data pairs must be taken into account. This test assumes that the differences between the data pairs are normally distributed. If the significance value (p-value) of the test results is less than or equal to 0.05, it concludes that there is a significant difference between the two conditions. Conversely, if the p-value is greater than 0.05, 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 was used to determine the average difference between two paired conditions, namely before and after being given the TikTok content guidebook. This test was conducted on all research variables, namely Attention (X1), Interest (X2), Desire (X3), Action (X4), and Brand Awareness. (Y). *The results of a simple comparative test using the Paired Samples Test are shown in Table 17 below:*

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

Gambar 2. Results of the Simple Comparative Test (Paired Samples Test)

The significance value of the X1 variation 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 being compared. In Variable X2 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 being compared. In Variable X3 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 being compared. In 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 being compared. In the Y variable before and after being given the content creation guidebook (Sig.) of 0.000 in the Paired Samples Test, it shows that there is a very significant difference between the two conditions or measurement times being compared.

In this paper, the author team played an active role not only as data collectors but also as facilitators in developing TikTok content guidelines for the Adah Mode MSME. This project represents a concrete implementation of the writing's objective: to develop a digital promotional strategy that can increase brand awareness through social media, specifically TikTok. The development of this guidebook is deemed crucial because the majority of MSMEs, including Adah Mode, face limitations in content planning, posting consistency, and utilizing TikTok's interactive features. This guideline was developed based on observations, interviews, and analysis of relevant literature. The development process began with identifying the primary needs of MSMEs: increasing brand visibility, engaging audiences, and building interactive relationships with customers. The team then analyzed content trends on TikTok, both locally and globally, to understand proven effective content patterns for increasing engagement. The next step was to formulate a guideline framework containing practical guidance on everything from content format, video length, music and hashtag usage, to engagement strategies through comments and live streaming. The writing team's involvement in developing this guideline went beyond mere documentation, resulting in a product that MSMEs can directly implement. More broadly, the development of this guidebook also has implications for the sustainability of MSME businesses.

With the guideline, Adah Mode can save time in content planning, reduce the risk of inconsistencies in promotions, and increase opportunities to reach a wider audience. This aligns with the role of social media in the digital economy, where visibility and consistency of brand communication are key factors in determining competitiveness. In other words, the project of compiling this guidebook can be seen as a form of knowledge transfer from academics to MSME practitioners, which is expected to strengthen their capacity to face increasingly fierce business competition. Furthermore, this guidebook is also integrated with field findings, such as consumer preferences for informative yet light-hearted content, the need for storytelling that prioritizes local cultural values, and interactive strategies that can foster emotional closeness with customers. By incorporating these aspects, the resulting guidebook is not just a technical document, but also a reflection of the real needs of the audience and the unique characteristics of Adah Mode as a brand operating in the traditional and formal clothing sector.

The TikTok content guideline developed in this paper is a strategy aimed at increasing the consistency, creativity, and effectiveness of Adah Mode's digital promotions. This guideline serves as a reference for designing, producing, and evaluating content to ensure it remains relevant to the target audience and supports increased brand awareness. According to (Fiaschi et al., 2020), Social media, including TikTok, allows two-way interaction between consumers and producers, providing opportunities for MSMEs to build emotional connections with their audiences. Therefore, TikTok content guidelines are essential to ensure that any published material aligns with the brand image and can continuously increase consumer engagement. Furthermore, writing from (Fernando et al., 2020) This demonstrates that consistency in managing social media content can increase consumer trust in a brand. This confirms that content guidebooks play a role in maintaining the quality of narratives, visuals, and communication styles used by MSMEs, so that audiences receive 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) stated that TikTok users are more responsive to content that is authentic, entertaining, and relevant to everyday life. Therefore, content guidelines should not only regulate upload formats but also emphasize the importance of humanistic and relatable storytelling for Adah Mode's MSME target market. From a digital marketing perspective, (Chaffey, 2022) emphasizes that targeted content marketing can increase the effectiveness of

an overall digital strategy, including expanding audience reach and strengthening consumer loyalty. This TikTok content guidebook is a concrete example of implementing this concept, helping MSMEs design messages that meet market needs while also addressing TikTok algorithm trends.

Overall, the development of this TikTok content guidebook is a strategic effort to strengthen the digital identity of the Adah Mode MSME. These guidelines are expected to help MSMEs create consistent, on-trend, and audience-focused content, thereby supporting increased brand awareness and competitiveness in the fashion industry. "Brand awareness is the level of consumer understanding or awareness of a product or service brand. This includes brand recognition, brand knowledge, and the positive or negative associations associated with the brand. Brand awareness is crucial for companies in building a strong brand reputation and fostering consumer loyalty to their brands." (Anggraini & Sulaiman, 2024).

This study aims to examine the influence of social media marketing and brand image on purchasing decisions at Paulina Florist. The subjects of this study were customers at Paulina Florist. The sample selection was based on a non-probability sampling method using an accidental sampling technique (Anggraini & Sulaiman, 2024). There are four indicators of social media marketing: Content Creation, Content Sharing, Connecting, and Community Building. This study uses an associative quantitative research method. (Jackie et al., 2022). In recent years, as we know, healthy and fast-paced lifestyles have been on the rise among Indonesians. Consumers have become more selective in their food choices and are starting to avoid certain foods for health reasons. Therefore, it is crucial for Kowo Onigiri Medan to evaluate the quality of its products to ensure they meet customer expectations. (Setiawan et al., 2024).

4. CONCLUSION

Based on the results of the writing on "Designing a Digital Promotion Strategy through TikTok to Increase Brand Awareness in Adah Mode MSMEs", several conclusions can be drawn: This writing has succeeded in designing a TikTok-based digital promotion strategy that is applicable for Adah Mode MSMEs. The results of the analysis show that the use of TikTok social media with a creative, interactive, and consistent content approach can significantly increase brand awareness. This is proven by the results of the paired samples t-test which shows a significant difference between the conditions before and after the intervention, with a significance value of 0.000 (<0.05). Thus, the hypothesis of the writing stating that the promotional strategy through TikTok has a positive effect on brand awareness can be accepted. The problem raised in the writing, namely Adah Mode's limitations in utilizing digital marketing strategies, can be overcome through the development of TikTok content guidelines. These guidelines provide practical direction on format, frequency, communication style, 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 paper 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 presents a strategic opportunity for MSMEs like Adah Mode, which are just starting their digital promotion from scratch. With a consistent, interactive, and trend-driven content strategy, Adah Mode can expand its market reach to the national and even international levels. Theoretically, this paper contributes to the development of social media-based digital marketing science, especially in the context of MSMEs just starting to promote on TikTok. These findings reinforce the results of previous papers regarding the effectiveness of TikTok in building brand awareness, while also providing additional insight into the importance of systematic content guidelines for MSMEs so that they do not just "try and try" but have a targeted promotional strategy. Thus, it can be concluded that the design of a digital promotion strategy through TikTok carried out in this paper has answered the problems discussed in Chapter I, while fulfilling the purpose of the paper to develop an effective, relevant, and applicable strategy for MSME Adah Mode 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 their business. Digital promotion in the current creative economy era. Based on the findings of this paper, the author recommends that the Adah Mode MSME immediately implement the consistently designed TikTok content guidelines. This consistency includes upload frequency, visual quality, and a communication style that aligns with audience characteristics. By maintaining consistency in creating and publishing content, audiences will more easily recognize and remember the Adah Mode brand. Furthermore, the content should be diverse, ranging from educational material about fabrics, behind-the-scenes footage of the sewing process, to storytelling about the cultural values of traditional clothing, thereby attracting attention and building an emotional connection with potential consumers. TikTok account management should be carried out more professionally by assigning team members or family members who understand social media to prevent sporadic promotions. To support this, a monthly content calendar should be developed to ensure more focused promotional ideas. Each piece of content is also recommended to have a consistent visual identity, such as the use of colors, logos, and caption styles, to enhance brand recognition. Audience interaction is also a crucial aspect to consider. Adah Mode should actively respond to comments, utilize the live streaming feature, and invite audiences to participate in challenges or quizzes. These efforts will strengthen the emotional connection between the brand and consumers while increasing loyalty. To ensure the strategy remains effective, TikTok account performance needs to be evaluated regularly, looking at data such as view counts, engagement rates, and follower growth. This evaluation

data can be used as a reference to refine promotional strategies for the next period. Although the primary focus is on TikTok, Adah Mode is also advised to integrate its promotional strategy with other digital platforms such as Instagram and WhatsApp Business. Cross-platform integration will expand market reach and reach audiences across various age groups. Furthermore, MSME owners need to continuously improve their digital literacy, for example by participating in online marketing training or social media workshops, so they can be more independent in managing their digital promotional strategies going forward. By implementing these suggestions, it is hoped that Adah Mode MSME will be able to optimally utilize TikTok's potential, build a strong brand image, and increase brand awareness among consumers, both locally and nationally.

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