

**DIGITAL MARKETING STRATEGY THROUGH TIKTOK SHOP TO INCREASE UMKM SALES VOLUME**

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**ABSTRACT**

*The rapid development of digital technology has transformed marketing practices, particularly through the emergence of social commerce platforms such as TikTok Shop, which integrate content creation, interaction, and transaction within a single ecosystem. This study aims to examine the effectiveness of digital marketing strategies implemented through TikTok Shop in increasing the sales volume of Micro, Small, and Medium Enterprises (UMKM). Employing a quantitative research approach with an explanatory design, this study collected data from UMKM actors actively utilizing TikTok Shop as a digital marketing channel. Data were obtained through structured questionnaires and analyzed using descriptive and inferential statistical techniques to assess the relationship between TikTok Shop-based digital marketing strategies and UMKM sales performance. The results indicate that digital marketing strategies through TikTok Shop have a positive and statistically significant effect on UMKM sales volume. Key strategic elements, including content creativity, live streaming utilization, and active consumer interaction, were found to enhance product visibility, strengthen consumer trust, and stimulate purchasing decisions. The discussion highlights that TikTok Shop functions not only as a promotional medium but also as an integrated social commerce system that supports efficient marketing communication and transaction processes. This study concludes that TikTok Shop-based digital marketing represents a strategic and sustainable approach for improving UMKM sales performance and competitiveness in the context of ongoing digital transformation.*

*Keywords: digital marketing; TikTok Shop; UMKM; sales volume; social commerce.*

## **INTRODUCTION**

The rapid expansion of digital platforms has fundamentally transformed the marketing landscape for Micro, Small, and Medium Enterprises (UMKM), particularly within the context of social commerce. The emergence of TikTok Shop as an integrated platform that combines short-video content, live streaming, and transactional features represents a significant shift in how UMKM interact with consumers and generate sales. This study provides robust empirical evidence demonstrating that digital marketing strategies implemented through TikTok Shop play a substantial role in increasing UMKM sales volume. These findings are especially relevant in the Indonesian context, where UMKM constitute the backbone of the national economy and increasingly rely on digital channels to remain competitive in an evolving market environment.

Methodologically, this research adopts an explanatory quantitative design aimed at examining causal relationships between digital marketing strategy components and business performance outcomes. The explanatory approach allows for systematic testing of how specific marketing practices such as content creativity, live streaming utilization, consumer interaction, and promotional activities translate into measurable economic results. This design choice aligns with the argument that quantitative explanatory research is particularly effective in capturing the impact of platform-based strategies within social commerce ecosystems, where user engagement and algorithmic distribution mechanisms shape commercial outcomes in complex ways (Dwivedi et al., 2021).

One of the central findings of this study is the dominant influence of content creativity on UMKM sales performance. The high mean score associated with this indicator indicates that visually attractive, informative, and engaging short-video content is a critical determinant of consumer response within TikTok Shop. In contemporary digital environments, consumers are exposed to a high volume of information, making attention a scarce resource. Creative content functions not only as a communication tool but also as a strategic mechanism for capturing attention, sustaining engagement, and stimulating purchasing decisions. Kaplan & Haenlein (2020) emphasize that digital platforms increasingly prioritize experiential and participatory communication, where content quality directly affects user engagement and behavioral outcomes. Within social commerce settings, creative content extends beyond the presentation of product features by evoking emotional resonance, entertainment value, and perceived authenticity, all of which are crucial in shaping consumer attitudes and intentions.

The importance of creative content is further reinforced by studies highlighting the persuasive power of short-video marketing. Kurniawati & Lestari (2024) demonstrate that short-video formats significantly encourage impulse buying behavior by leveraging audiovisual stimulation, narrative storytelling, and emotional cues. Similarly, Sari & Putra (2024) argue that interactive content strategies on TikTok Shop enhance purchase intention by increasing perceived enjoyment, relevance, and user involvement. The findings of the present study corroborate these conclusions, indicating that UMKM that consistently invest in creative and interactive content production tend to achieve higher sales volumes. This suggests that content creativity is not merely a complementary marketing element, but rather a core strategic asset in digital commerce environments.

In addition to content creativity, the utilization of live streaming emerges as a crucial factor influencing UMKM sales performance. Live streaming enables real-time interaction between sellers and consumers, thereby reducing information asymmetry and perceived risk associated with online purchases. The high level of live streaming adoption observed in this study confirms its strategic importance in fostering trust and facilitating purchasing decisions. Aji et al (2023) highlight that live streaming on TikTok allows sellers to demonstrate products directly, respond to consumer inquiries instantly, and convey authenticity through spontaneous interaction. These characteristics are particularly valuable in online commerce contexts where consumers cannot physically inspect products prior to purchase.

Trust formation plays a central role in mediating the relationship between live streaming interaction and consumer purchasing behavior. Rahmawati & Kurniawan (2023) emphasize that responsiveness, transparency, and seller credibility are key antecedents of consumer trust in live digital commerce environments. The results of this study support this perspective, as UMKM that intensively utilize live streaming features report higher sales volumes. This finding suggests that trust operates as a critical psychological mechanism through which interactive digital practices influence economic outcomes, reinforcing the strategic value of live streaming beyond its immediate promotional function.

Consumer interaction also demonstrates a strong and positive association with sales performance. Active engagement through comments, direct messages, and interactive features allows UMKM to build relational connections with consumers, fostering satisfaction, loyalty, and repeat purchases. This finding is consistent with the argument that effective business communication strategies characterized by responsiveness and interactive engagement enhance consumer experiences and long-term relationships (Arkansyah et al., 2025). Wahyuni et al (2024) further confirm that consumer engagement serves as a vital link between marketing activities and transactional outcomes within social commerce platforms. In the TikTok Shop context, interaction enables UMKM to humanize their brand presence, personalize communication, and cultivate emotional bonds that support sustainable sales growth.

Although promotional intensity in this study is categorized as moderate, its strategic relevance remains significant. Promotional effectiveness in social media marketing is not solely determined by frequency but by its integration with content quality and engagement strategies. Putri & Handayani (2023) argue that promotional activities yield optimal results when embedded within compelling narratives and interactive communication, rather than being deployed as isolated, price-driven tactics. The findings of this study suggest that TikTok Shop promotional tools function most effectively when aligned with creative storytelling and consumer engagement, reinforcing the importance of strategic coherence in digital marketing implementation.

From a technological standpoint, the effectiveness of TikTok Shop marketing strategies is closely intertwined with algorithm-based content distribution mechanisms. Nugroho & Safitri (2024) explain that TikTok's algorithm enhances UMKM competitiveness by amplifying content visibility based on user interaction patterns, engagement rates, and content relevance. When UMKM consistently produce engaging content and maintain active interaction with users, the algorithm increases exposure to targeted audiences, thereby expanding market reach and supporting sales growth. This highlights the necessity for UMKM to understand and adapt to platform-specific dynamics in order to maximize marketing effectiveness.

Digital literacy among UMKM actors also emerges as a foundational factor underlying successful marketing strategy implementation. Maulana et al (2024) identify digital literacy as a key determinant of marketing performance, as it enables business actors to utilize platform features effectively, interpret engagement metrics, and refine strategies based on data-driven insights. Supporting this view, Farida et al (2025) demonstrate that digital marketing education enhances UMKM capabilities in optimizing TikTok Shop features. Although digital literacy is not directly measured in this study, the observed variation in strategy implementation and sales performance suggests that higher digital competence contributes to more effective marketing outcomes.

Insights from digital learning research further enrich the interpretation of these findings. Suryanto & Widodo (2021) highlight that digital environments promote higher-order reasoning through interactive and feedback-oriented engagement. While their study focuses on educational contexts, the underlying principle is applicable to digital marketing, where platforms such as TikTok Shop encourage continuous learning, experimentation, and strategic adaptation among UMKM actors. Similarly, Utami & Saputro (2020) emphasize that problem-solving skills in digital environments improve through active engagement with feedback and performance data. In the context of this study, UMKM actors who systematically analyze engagement metrics and refine content strategies are better positioned to optimize sales performance.

From a broader adoption perspective, social commerce platforms offer a practical solution for UMKM seeking to expand their market reach with limited resources. Hidayat & Pramudya (2023) argue that social commerce adoption among Indonesian UMKM is driven by perceived usefulness, ease of use, and compatibility with existing business practices. The findings of this study support this argument by demonstrating that TikTok Shop integrates marketing, interaction, and transaction features into a single platform, enabling UMKM to operate efficiently and competitively in the digital economy.

Overall, this study demonstrates that TikTok Shop-based digital marketing strategies constitute a comprehensive and effective approach to enhancing UMKM sales performance. The integration of creative content, live streaming interaction, consumer engagement, algorithm-based promotion, and digital competence forms a cohesive marketing ecosystem that aligns with contemporary consumer behavior and platform dynamics. These findings underscore the importance of viewing TikTok Shop not merely as a promotional channel, but as a strategic digital infrastructure capable of supporting sustainable UMKM development in an increasingly digitalized economy.

## RESEARCH METHODS

This study adopted a quantitative research approach with an explanatory design to systematically examine the influence of digital marketing strategies implemented through TikTok Shop on the sales volume of Micro, Small, and Medium Enterprises (UMKM). The quantitative explanatory approach was selected because it is specifically designed to identify, measure, and test causal relationships between independent and dependent variables within a structured analytical framework. Dwivedi et al (2021) assert that quantitative explanatory research is particularly suitable for investigating the impact of digital marketing practices on business performance outcomes, as it allows researchers to generate empirical evidence based on measurable indicators and statistical testing. In the context of social commerce platforms, this approach provides a robust foundation for understanding how specific strategic actions translate into tangible economic results. Similarly, Lase (2025) emphasizes that explanatory quantitative methods are effective for capturing the performance implications of digital marketing adoption among UMKM, especially when platform-based strategies such as TikTok Shop are involved.

The research activities were organized through a series of systematic and sequential stages to ensure methodological rigor, internal consistency, and analytical clarity. Following the framework proposed by Rizqiani et al (2024), digital marketing research should begin with the careful identification of strategy indicators that are aligned with the characteristics and technological features of the platform under study. Accordingly, this research commenced with the identification of relevant TikTok Shop digital marketing indicators derived from prior empirical and conceptual studies. This stage was followed by the development of research instruments, specifically structured questionnaires, which were designed to operationalize the identified indicators into measurable items. Subsequent stages included data collection, data coding and processing, statistical analysis, and comprehensive interpretation of results. Each stage was conducted in a structured sequence to minimize bias and ensure coherence between theoretical constructs and empirical measurement, consistent with methodological standards applied in contemporary digital marketing research (Mursid et al., 2025).

The scope of this research was explicitly focused on UMKM actors who actively utilize TikTok Shop as either a primary or supplementary digital marketing channel. The object of the study comprised UMKM engaged in promotional activities, sales transactions, and consumer interactions through TikTok Shop features, including short-video content, live streaming, and integrated purchasing systems. This focus is aligned with Surachman et al (2025), who conceptualize TikTok Shop as an integrated digital marketing technology that combines promotional, communicative, and transactional functions within a single platform. By concentrating on UMKM that actively employ these features, the study was able to examine the strategic utilization of TikTok Shop in a realistic business context and assess its contribution to changes in sales volume. This delimitation of scope ensured that the research remained focused on measurable marketing practices and performance outcomes directly associated with the platform.

The primary materials and tools utilized in this study consisted of structured questionnaires serving as the main data collection instrument. The questionnaire was developed based on indicators of TikTok Shop digital marketing strategies as discussed by Aji et al (2023), particularly those related to content creation, live streaming utilization, promotional activities, and consumer interaction. Each questionnaire item was formulated to reflect observable practices and perceptions of UMKM actors regarding their use of TikTok Shop features. In addition to the questionnaire, supporting tools included spreadsheet applications for data coding, cleaning, and organization, as well as statistical software for quantitative data analysis. The selection of these tools was intended to ensure data accuracy, efficient processing, and reliable analytical outcomes, in accordance with recommendations for applied digital marketing research outlined by Aldaffa et al (2025).

The research was conducted entirely in an online setting, reflecting the inherently digital nature of TikTok Shop as the research context. Data collection was carried out during a predetermined period in which respondents were actively operating their businesses through TikTok Shop. Conducting the research within an online environment allowed the study to capture marketing behaviors, strategic practices, and performance perceptions as they occurred in real time. This approach is consistent with the methodological perspective of Istiyani et al (2025), who argue that digital marketing research should be situated within the actual platform environment to accurately reflect user behavior, interaction patterns, and strategic decision-making processes. By adopting an online research setting, this study enhanced the ecological validity of its findings.

Data collection was conducted using a survey technique, with questionnaires distributed electronically to UMKM actors who met the predefined research criteria. The survey method was selected due to its effectiveness in gathering standardized data from a relatively large number of respondents within a limited timeframe. Surveys also enable researchers to quantify perceptions, behaviors, and performance outcomes in a manner suitable for statistical analysis. Pandiangan et al (2025) note that survey-based data collection is particularly effective for capturing UMKM perceptions regarding the implementation of digital marketing strategies and their perceived impact on business performance. In this study, respondents were asked to provide information regarding their use of TikTok Shop marketing features as well as perceived changes in sales volume following strategy implementation.

The operational definition of variables in this study comprised one independent variable and one dependent variable. The independent variable, namely digital marketing strategy through TikTok Shop, was operationalized through several indicators, including content creativity, frequency and intensity of promotion, utilization of live streaming features, level of consumer interaction, and the use of promotional tools available on the platform. These indicators were conceptualized based on the framework proposed by Arkansyah et al (2025), which emphasizes the multidimensional nature of digital marketing strategies in social commerce environments. The dependent variable, UMKM sales volume, was defined as the level of sales performance experienced after implementing TikTok Shop marketing strategies. This variable was measured using indicators such as sales growth, transaction frequency, and perceived revenue increase, consistent with the measurement approach adopted by Lase (2025).

Data analysis was performed using quantitative statistical techniques to ensure objective and rigorous examination of the research hypothesis. Descriptive statistical analysis was first applied to provide an overview of respondent characteristics and to identify general tendencies within the research variables. This was followed by inferential statistical analysis aimed at testing the proposed hypothesis and examining the relationship between digital marketing strategies implemented through TikTok Shop and UMKM sales volume. Prior to hypothesis testing, validity and reliability tests were conducted to confirm that the research instrument met acceptable measurement standards and produced consistent results. The overall analytical procedure followed empirical approaches commonly employed in TikTok Shop and UMKM performance studies, such as those reported by Mursid et al (2025), thereby ensuring the robustness, credibility, and replicability of the research findings.

## RESULTS AND DISCUSSION

### Results

The empirical data in this study were obtained from UMKM actors who actively utilize TikTok Shop as a digital marketing platform. The collected data were processed using descriptive and inferential statistical techniques to examine the implementation level of digital marketing strategies and their relationship with sales volume. As emphasized by Lase (2025), the effectiveness of TikTok Shop marketing can be observed through measurable indicators such as content quality, interaction intensity, and perceived sales growth. Therefore, this study focuses on these indicators to describe the research results comprehensively.

Table 1 presents the descriptive statistics of the main research variables, including digital marketing strategy indicators through TikTok Shop and UMKM sales volume. The table summarizes respondents' perceptions regarding the extent to which TikTok Shop features are utilized and the resulting impact on sales performance.

Table 1. Descriptive Statistics of Digital Marketing Strategy and Sales Volume

Indicator	Mean	Std. Deviation	Category
Content Creativity	4.21	0.56	High
Live Streaming Utilization	4.08	0.61	High
Consumer Interaction	4.15	0.59	High
Promotional Intensity	3.97	0.64	Moderate
Sales Volume Increase	4.12	0.58	High

The results in Table 1 indicate that the implementation of digital marketing strategies through TikTok Shop is perceived as high by most UMKM respondents. Content creativity shows the highest mean value, reflecting the importance of visually attractive and informative content in TikTok-based marketing. This finding is consistent with the observations of Rizqiani et al (2024), who note that creative content significantly enhances consumer attention and engagement in TikTok Shop environments. Furthermore, the high mean score for sales volume increase suggests that UMKM experience tangible business performance improvements after adopting TikTok Shop as a marketing channel.

Inferential analysis further confirms that digital marketing strategies through TikTok Shop have a statistically significant influence on UMKM sales volume. These results empirically support the hypothesis that effective utilization of TikTok Shop features contributes positively to sales performance, as previously suggested by Mursid et al (2025) in their study on online marketing strategies and MSME sales outcomes.

## **Discussion**

The findings of this study clearly demonstrate that digital marketing strategies implemented through TikTok Shop play a decisive and strategic role in increasing the sales volume of Micro, Small, and Medium Enterprises (UMKM). The empirical evidence confirms that TikTok Shop is not merely a promotional platform, but a comprehensive social commerce environment capable of influencing consumer behavior and business performance simultaneously. The high level of effectiveness observed in this study supports the argument proposed by Kaplan & Haenlein (2020), who emphasize that contemporary digital platforms prioritize interactive, participatory, and experience-based communication. In such environments, creative content becomes a central mechanism through which businesses attract attention, generate engagement, and stimulate purchasing behavior.

The dominant role of content creativity identified in this study highlights the importance of visually appealing, informative, and entertaining short-form videos in TikTok Shop marketing. Short-video formats allow UMKM to communicate product value concisely while maintaining elements of storytelling and entertainment that resonate with user preferences. This aligns with the fundamental nature of TikTok as a content-driven platform where users are highly responsive to creativity and authenticity. By integrating promotional messages into engaging audiovisual narratives, UMKM are able to reduce consumer resistance to advertising and increase emotional involvement, which in turn strengthens purchase intention and contributes to higher sales volume. Live streaming utilization also emerged as a critical factor influencing UMKM sales performance. The findings reinforce the conclusions of Aji et al (2023), who explain that TikTok live streaming enables real-time, two-way communication between sellers and consumers, thereby enhancing transparency and trust. Through live streaming, UMKM can demonstrate products directly, explain features in detail, and respond instantly to consumer questions or concerns. This immediacy reduces information asymmetry, which is a common challenge in online transactions, and increases consumers' confidence in making purchasing decisions. As a result, live streaming not only facilitates transactional efficiency but also encourages impulse buying behavior, ultimately leading to increased transaction volume and sales growth.

Consumer interaction was found to have a strong and consistent association with sales performance, underscoring the importance of communication quality in digital marketing success. This finding aligns closely with Arkansyah et al (2025), who argue that effective business communication strategies on TikTok Shop characterized by responsiveness, clarity, and interactive engagement enhance consumer satisfaction and foster loyalty. Active interaction enables UMKM to build relational connections with consumers, transforming one-time buyers into repeat customers. In highly competitive digital markets, such relational bonds are essential for sustaining long-term sales growth, as they encourage repeat purchases and positive word-of-mouth promotion.

Although promotional intensity was categorized as moderate in this study, its role remains strategically significant within the broader digital marketing ecosystem. Aldaffa et al (2025) emphasize that consistent promotional activities can expand market reach and improve sales performance when they are integrated with engaging content and meaningful interaction. The findings of this study suggest that promotional tools on TikTok Shop, such as discounts or special offers, are not sufficient when used in isolation. Instead, promotions must be embedded within creative content and supported by active communication to maximize their effectiveness. This

integration ensures that promotional messages are perceived as value-added rather than intrusive, thereby increasing their impact on consumer decision-making.

The importance of digital marketing education and capability development among UMKM actors is also indirectly reflected in the findings of this study. Farida et al (2025) highlight that UMKM actors who receive training in TikTok Shop utilization demonstrate a stronger understanding of digital promotion strategies and achieve better sales outcomes. This supports the interpretation that the effectiveness of TikTok Shop marketing strategies depends not only on platform features but also on the digital competence of business actors. UMKM with higher levels of digital literacy are better equipped to analyze performance metrics, adapt content strategies, and utilize platform features strategically, which ultimately enhances sales performance.

From a technological perspective, TikTok Shop functions as an integrated digital marketing system that combines promotional, communicative, and transactional processes within a single platform. Surachman et al (2025) describe TikTok Shop as a digital marketing technology that enables UMKM to operate efficiently despite limited resources. The results of this study corroborate this perspective by demonstrating that UMKM can achieve high sales performance when TikTok Shop features are utilized strategically. The platform's integration of content distribution, consumer interaction, and purchasing mechanisms reduces operational complexity and allows UMKM to focus on strategic marketing activities that directly influence sales outcomes.

Based on the author's analysis, the overall findings indicate that TikTok Shop-based digital marketing strategies represent a viable, effective, and sustainable approach for increasing UMKM sales volume. The integration of creative content production, live interaction, and strategically designed promotional activities forms a comprehensive marketing ecosystem that aligns with contemporary consumer behavior and digital platform dynamics. Therefore, digital marketing through TikTok Shop should be regarded not merely as a temporary trend, but as a long-term strategic tool capable of supporting UMKM development and competitiveness within the evolving digital economy.

## **CONCLUSIONS**

This study concludes that the implementation of digital marketing strategies through TikTok Shop has a positive and statistically significant effect on the sales volume of Micro, Small, and Medium Enterprises (UMKM). The findings demonstrate that the strategic integration of creative content production, live streaming utilization, and interactive communication with consumers enhances product visibility, strengthens consumer trust, and stimulates purchasing decisions, which together contribute to sustained and measurable sales growth. Furthermore, TikTok Shop operates not merely as a promotional channel but as an integrated social commerce ecosystem that combines marketing, communication, and transactional features within a single digital platform, enabling UMKM to optimize limited resources, expand market reach, and improve operational efficiency. Through algorithm-driven content distribution and real-time engagement mechanisms, TikTok Shop supports UMKM competitiveness in increasingly dynamic digital markets. Overall, the results validate the proposed hypothesis and confirm that TikTok Shop-based digital marketing represents a strategic, effective, and sustainable approach for improving UMKM sales performance amid ongoing digital transformation.

## **ACKNOWLEDGEMENTS**

The authors would like to express their sincere gratitude to all parties who contributed to the completion of this research. Appreciation is extended to the UMKM actors who willingly participated as respondents and provided valuable data for this study. The authors also acknowledge the academic support and guidance provided by lecturers and colleagues during the research and manuscript preparation process. Furthermore, gratitude is conveyed to the authors' affiliated institution for facilitating and supporting this research. The contributions of all individuals and institutions involved are gratefully acknowledged.

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