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TikTok-Based Digital Marketing and Sales Performance in a Traditional Culinary MSME: A Case Study of Sasagun Anti Jabir

Author
Bonia Johannes Veryanto Simatupang[1], Renwick Refanhil Barasa[2], Suci Sartika Wulandari[3], Aksa Salsabila Damanik[4], Reynaldo Siagian[5]

Affiliation:
[1,2,3,4,5]University of North Sumatera, Medan, Indonesia

Email:
[1]boniasimatupang20@email.com,
[2]evanbarasah@email.com,
[3] Sucisartikaw@email.com,
[4]Salsadamanik555@gmail.com,
[5]reynaldosiagian099@gmail.com

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ABSTRAK

Pemasaran digital membuka peluang baru bagi usaha kuliner tradisional, tetapi dampaknya terhadap penjualan bergantung pada cara pelaku usaha membangun interaksi dan memperkenalkan produknya. Penelitian ini mengkaji penggunaan TikTok dalam pemasaran Sasagun Anti Jabir, UMKM makanan tradisional Batak Toba di Medan. Penelitian menggunakan pendekatan kualitatif dengan desain studi kasus. Data diperoleh melalui wawancara mendalam dengan pemilik usaha, observasi aktivitas promosi TikTok, serta dokumentasi konten dan catatan penjualan. Data dianalisis melalui kondensasi data, penyajian temuan, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa video pendek dan siaran langsung dimanfaatkan untuk memperlihatkan produk, menjelaskan proses pembuatan, dan berkomunikasi langsung dengan calon pembeli. Slogan "Hutur sampai Sabur" juga digunakan sebagai identitas verbal yang membedakan produk. Pemilik usaha melaporkan peningkatan pesanan setelah promosi digital diperkuat, disertai perluasan jangkauan konsumen ke luar daerah. Namun, konsistensi konten masih terkendala waktu, keterampilan produksi video, pemahaman terhadap distribusi konten TikTok, dan kestabilan internet. Temuan ini memperlihatkan bahwa pemasaran digital bagi produk pangan tradisional tidak hanya berkaitan dengan jangkauan promosi, tetapi juga dengan kemampuan mengomunikasikan keaslian produk dan mempertahankan interaksi dengan konsumen. Hubungan langsung dengan pertumbuhan penjualan masih memerlukan pembuktian melalui data transaksi yang lebih terukur.

***Keywords**: Pemasaran Digital; TikTok Live; Kinerja Penjualan; Identitas Merek; UMKM Kuliner Tradisional*

ABSTRACT

Digital marketing offers new opportunities for traditional food businesses, but its contribution to sales depends on how entrepreneurs present their products and engage potential customers. This study examines TikTok-based marketing at Sasagun Anti Jabir, a Batak Toba traditional food MSME in Medan, Indonesia. Using a qualitative case study design, data were collected through an in-depth interview with the owner, observation of TikTok promotional activities, and examination of content archives and available sales records. The analysis involved data condensation, thematic display, and conclusion drawing. Findings show that short videos and live streaming were used to demonstrate the product, explain its preparation, and interact directly with viewers. The distinctive slogan "Hutur sampai Sabur" provided a recognizable verbal identity in promotional content. The owner reported higher order volumes following more intensive TikTok promotion and a broader customer reach beyond the local market. However, content production was constrained by limited time, video-editing skills, uncertainty about TikTok content distribution, and unstable internet access. The study suggests that digital marketing for traditional foods involves more than gaining visibility: it also requires communicating product authenticity and sustaining customer interaction. The reported sales improvement warrants further examination using comparable transaction records.

Kata Kunci: Digital Marketing; TikTok Live; Sales Performance; Brand Identity; Traditional Culinary MSMEs

INTRODUCTION

Digital marketing has changed how small businesses introduce their products, communicate with customers, and reach markets beyond their immediate surroundings (Su et al., 2023; Hokmabadi et al., 2024). Social media platforms have made promotional activities more accessible to Micro, Small, and Medium Enterprises (MSMEs), allowing business owners to engage potential buyers without relying entirely on physical stores or conventional distribution channels (Wulandari et al., 2024; Wediawati et al., 2025). Short videos, live broadcasts, and interactive content have become increasingly relevant as consumers encounter products through digital experiences before making purchasing decisions. Nevertheless, access to these platforms does not automatically translate into commercial success. Small businesses must develop suitable content, maintain consistent communication, and understand how online engagement relates to actual purchasing behaviour.

These challenges are particularly relevant to traditional culinary enterprises, whose products often carry cultural meanings that are not immediately recognizable to consumers outside their communities. Unlike widely marketed food products, traditional delicacies may require additional explanation concerning their ingredients, preparation, taste, and cultural background (Alam et al., 2024; M. Rodrigues et al., 2024; Xu et al., 2024). Their distinctiveness can provide a competitive advantage, but communicating that value through digital platforms requires more than displaying attractive product images. Business owners must find ways to present local authenticity in formats that appeal to audiences accustomed to contemporary digital content (Zumalia et al., 2025). The challenge is therefore not simply to increase product visibility, but to make traditional food understandable, relevant, and appealing to consumers who may have little prior familiarity with it.

Sasagun Anti Jabir, a home-based culinary MSME in Medan, Indonesia, provides a relevant setting for examining this issue. The business produces Sasagun, a traditional Batak Toba delicacy prepared from roasted rice flour, grated coconut, and brown sugar. Its distinctive flavour, texture, and cultural background distinguish it from many commercially produced snacks. However, these characteristics also present marketing challenges when the product is introduced to unfamiliar audiences. Consumers who have never encountered Sasagun may need more information about its preparation and consumption before considering a purchase. For a small enterprise with limited promotional resources, communicating these product characteristics while competing for attention in digital marketplaces represents an important managerial concern (Wirdiyanti et al., 2022; Parra-Sánchez & Talero-Sarmiento, 2024).

To address these challenges, Sasagun Anti Jabir has incorporated TikTok into its promotional activities, particularly through short-form videos and live streaming. Unlike conventional product advertisements, live broadcasts allow the business owner to demonstrate the product, explain its preparation, and respond directly to questions from viewers (Molina-García et al., 2025; Padi et al., 2025). These interactions create opportunities for potential consumers to observe the product and obtain information that may be difficult to communicate through static images. The business also uses a distinctive expression, “Hutur sampai Sabur,” as part of its promotional communication. This verbal identity adds a recognizable element to the content and illustrates how a traditional product can be presented through an informal, engaging communication style without abandoning its cultural characteristics.

The use of TikTok also represents a change in the relationship between the business and its potential customers. Conventional marketing arrangements, including product placement through souvenir outlets, generally offer limited opportunities for direct communication between producers and

buyers. Digital platforms provide more immediate interaction, allowing audiences to ask questions, express interest, and respond to product demonstrations (Da Rocha et al., 2024; Mishra et al., 2023; Egbert & Ulbricht, 2024). However, attracting viewers and generating transactions are not necessarily the same outcome. A promotional video may receive considerable attention without producing corresponding sales, while a smaller but more engaged audience may demonstrate stronger purchasing interest. Understanding this distinction is important when examining the contribution of digital marketing to business performance.

The central research issue concerns how interactive digital promotion contributes to the marketing of culturally distinctive products within the operational constraints of a small enterprise. Digital visibility, consumer interaction, brand recognition, and sales performance are closely related in marketing practice, but they represent different processes that should not be treated as interchangeable. In the case of traditional food businesses, these relationships become more complex because consumers may first need to understand the product before developing an intention to purchase it. Greater attention is therefore needed to the practical mechanisms through which product demonstrations, culturally distinctive communication, and real-time interaction are incorporated into everyday marketing activities. Equally important is understanding how business owners evaluate promotional outcomes when reliable transaction comparisons and detailed audience analytics may be limited.

This study addresses these issues by examining TikTok-based digital marketing at Sasagun Anti Jabir through the relationship between product authenticity, interactive communication, and reported sales performance (Tham et al., 2024; Maharani et al., 2025). Its contribution lies in exploring how a small traditional food business uses digital content to communicate cultural distinctiveness while building direct relationships with potential customers. Particular attention is given to TikTok Live, the presentation of the production process, and the use of the slogan “Hutur sampai Sabur” as a recognizable feature of promotional communication. Rather than treating digital marketing as a uniform strategy, the study considers how specific platform features and communication practices are adapted to the characteristics of a local culinary product.

The practical significance of this inquiry also extends to the constraints associated with owner-managed digital promotion. Producing engaging content, maintaining a regular posting schedule, conducting live broadcasts, and responding to customers require time and technical competence. Limited video-production skills, uncertainty about platform content distribution, and unstable internet connectivity may affect the consistency of promotional activities. These constraints are especially relevant when the business owner must balance marketing responsibilities with production and other operational demands. Examining them alongside reported marketing outcomes provides a more balanced understanding of the opportunities and limitations of digital platforms for small traditional food enterprises (Benítez-Núñez et al., 2024).

Against this background, this study aims to examine the role of TikTok-based digital marketing in supporting the sales performance of Sasagun Anti Jabir. Specifically, it investigates how short-form videos and live streaming are used to introduce traditional products, how interactive communication and distinctive brand expressions are incorporated into promotional activities, and how the business owner evaluates customer responses and sales developments. The study also identifies operational and technical challenges that shape the implementation of digital marketing and considers the owner's plans for improving future promotional activities. Using a qualitative case study approach, the research seeks

to contribute to discussions on digital marketing, social commerce, and culturally grounded brand communication within MSMEs. Its findings are expected to offer practical insights into how traditional culinary businesses can use digital platforms to expand market opportunities while preserving the identity of their products.

RESEARCH METHOD

This study employed a qualitative approach with a descriptive single-case study design to examine how TikTok-based digital marketing was implemented at Sasagun Anti Jabir and how the business owner perceived its contribution to sales performance (Creswell & Poth, 2023; Ahmed, 2024). This design allowed the researchers to explore promotional practices within their actual business context, particularly the use of short-form videos, live streaming, and direct audience interaction. Rather than establishing a causal relationship between digital marketing and sales growth, the study focused on understanding how promotional activities were organized, how customer responses were interpreted, and what challenges emerged during implementation.

Research Setting and Informant

The research was conducted at Sasagun Anti Jabir, a traditional Batak Toba culinary MSME located in Medan, Indonesia, which has operated since 2020. The business was purposively selected because it actively uses TikTok to promote traditional food products and interact with potential customers. The key informant was Irvan Riski Marnoran Saragih, the business owner responsible for planning and implementing digital marketing activities. His direct involvement in content creation, live streaming, and promotional decision-making provided insight into the business's marketing practices, perceived sales developments, and operational constraints.

Data Collection

Data were collected through semi-structured interviews, digital observation, and documentation (Almusaed et al., 2025). The interview explored the business's development, the reasons for selecting TikTok, promotional content strategies, customer interactions, perceived sales outcomes, and difficulties encountered in managing digital marketing.

Digital observation was conducted over three months by examining promotional activities on the Sasagun Anti Jabir TikTok account. Observations focused on content publication frequency, communication styles during live broadcasts, product demonstrations, and audience engagement through comments and other visible interactions. Documentation included available sales records, screenshots of social media interactions, and archives of promotional content. These materials provided additional evidence for examining the relationship between reported marketing practices and observable digital activities.

Data Analysis

Data were analyzed using an interactive qualitative framework involving data condensation, data display, and conclusion drawing and verification (Miles et al., 2018). Interview information, observation notes, and supporting documents were reviewed to identify patterns related to digital marketing practices. Relevant information was then organized into thematic categories covering content strategy, live-streaming interaction, brand communication, customer responses, reported sales developments, and implementation challenges.

The findings were interpreted by comparing the owner's explanations with observed

promotional activities and available documentation. Particular attention was given to how product authenticity and interactive communication were incorporated into marketing practices. Claims concerning sales growth were interpreted in relation to the available records and the owner's account, without assuming that digital promotion alone explained changes in sales performance.

Trustworthiness of the Findings

The credibility of the findings was supported through methodological triangulation by comparing interview information, digital observations, and supporting documents. This process helped identify consistencies and differences between the owner's reported experiences and the promotional practices observed on TikTok. The analysis also distinguished observable audience engagement from reported purchasing behaviour, recognizing that views, comments, and likes do not necessarily represent completed transactions. As the study relied on one key informant and examined a single business, its findings were interpreted within the specific context of Sasagun Anti Jabir. This approach provided a contextual understanding of digital marketing practices while avoiding broader generalizations about their effectiveness across traditional culinary MSMEs.

RESULTS AND DISCUSSION

TikTok-Based Marketing and the Transformation of Promotional Practices

The findings show that Sasagun Anti Jabir has incorporated TikTok into its marketing activities as an alternative to conventional distribution and promotion (Jamil et al., 2022). Before adopting digital marketing more intensively, the business relied primarily on local marketing arrangements, including placing products in souvenir outlets. Although this approach provided access to existing retail customers, opportunities for direct interaction with potential buyers remained limited. The use of TikTok introduced a different promotional arrangement in which the owner could present products, communicate with viewers, and respond to customer inquiries without depending entirely on physical distribution channels.

Short-form videos and live streaming constitute the main components of this strategy. According to the business owner, TikTok was selected because its content format allows products to be introduced through demonstrations and direct communication. Rather than displaying Sasagun only as a packaged food product, promotional content presents its physical characteristics and preparation process. This approach is particularly relevant because Sasagun, a traditional Batak Toba delicacy made from roasted rice flour, grated coconut, and brown sugar, may be unfamiliar to consumers outside its region of origin.

The use of TikTok Live adds an interactive dimension to these promotional activities. During broadcasts, the owner can explain the ingredients, demonstrate product preparation, and answer questions from viewers. Such interactions allow potential customers to obtain information that may not be communicated adequately through photographs or brief product descriptions. The ability to observe the product and communicate with its producer creates a more direct purchasing experience, although the extent to which these interactions influence individual purchase decisions cannot be established from the available evidence.

This change illustrates a shift in the business's marketing practices from product placement toward more direct engagement with potential customers. Conventional distribution remains relevant, but digital promotion offers an additional channel for introducing the product and communicating its distinctive characteristics. The difference lies not only in the technology used but also in the owner's

greater involvement in explaining, demonstrating, and promoting the product.

From a managerial perspective, TikTok provides Sasagun Anti Jabir with opportunities to connect promotion and customer communication within the same platform. However, these opportunities also require the owner to assume additional responsibilities related to content planning, presentation, and audience engagement. Digital marketing therefore changes both the business's promotional reach and the everyday activities required to maintain its market presence.

Cultural Product Identity, Brand Communication, and Customer Engagement

An important finding concerns the way Sasagun Anti Jabir incorporates the cultural characteristics of its product into digital communication. Rather than presenting Sasagun as an ordinary snack, promotional activities emphasize its traditional identity, distinctive ingredients, and preparation process. This approach allows the business to communicate aspects of the product that may be difficult for unfamiliar consumers to appreciate through packaging or price information alone.

The presentation of food preparation during TikTok Live is particularly relevant to this strategy. Viewers can observe how the product is made and gain a clearer understanding of its appearance and characteristics. Such demonstrations provide an informational dimension to promotion, especially for audiences who have never encountered Sasagun. The product's traditional background becomes part of the promotional message rather than remaining separate from its commercial presentation.

The business also uses the distinctive slogan “Hutur sampai Sabur” as a recurring expression in its promotional content. According to the owner, the slogan is intended to create a recognizable identity and make the business easier for audiences to remember. Its use reflects an effort to differentiate Sasagun Anti Jabir through a communication style associated with the personality of the seller and the character of the product.

This finding is significant because the business does not rely exclusively on product characteristics to attract attention. The communication surrounding the product also contributes to how it is presented. By combining product demonstrations, informal conversation, and a recognizable verbal expression, the owner creates promotional content that carries both commercial information and a distinctive brand identity (Patel et al., 2024; Pathak & Kaushik, 2024).

Audience interaction further shapes this process. The owner's conversational presentation style allows viewers to ask questions, respond to explanations, and participate in discussions during live broadcasts. The findings suggest that entertainment and informal communication form part of the promotional experience. Viewers are exposed not only to information about Sasagun but also to the way the owner introduces and discusses the product.

The relationship between entertainment and commercial communication is relevant to the broader development of interactive digital marketing. Content that attracts attention may encourage viewers to remain engaged long enough to learn about the product. However, entertainment does not necessarily lead to a purchase. Its potential commercial contribution depends on whether audience interest develops into product inquiries and completed orders.

At Sasagun Anti Jabir, the owner's account indicates that this communication style has helped attract audiences previously unfamiliar with the product, particularly younger consumers. Nevertheless, the study does not include independent interviews with customers or demographic analyses of TikTok viewers. The findings therefore describe the owner's interpretation of audience responses rather than establishing the characteristics or motivations of all consumers reached through the platform.

The case suggests that cultural identity can be incorporated into contemporary marketing

without removing the traditional characteristics of the product. Digital promotion does not necessarily require local businesses to imitate the communication practices of larger commercial brands. Instead, distinctive expressions, product histories, and preparation practices can become meaningful elements of promotional communication when presented in ways that audiences can understand.

Digital Promotion, Reported Sales Growth, and Market Expansion

The business owner reported an increase in customer orders following the more intensive use of TikTok for promotional activities. The reported change was substantial, with order volume described as approximately twice its earlier level. This development was associated with the regular use of short-form videos and live broadcasts, which introduced Sasagun to audiences beyond the business's previous customer network.

Although this account indicates a perceived improvement in sales performance, the available findings do not provide a detailed comparison of transaction volumes across equivalent periods. The exact baseline, duration of observation, and possible influence of other business conditions were not established. Consequently, the reported increase should be interpreted as an important case finding rather than definitive evidence that TikTok promotion independently caused sales to double.

Beyond order volume, the owner identified geographical market expansion as another development associated with digital promotion. Previously, the business's customer reach was largely connected to its local distribution arrangements. Through TikTok, promotional content became accessible to audiences in other cities, and the owner reported receiving orders from consumers in Medan, Pekanbaru, Jakarta, and Bandung, as well as destinations outside Sumatra.

This development illustrates how digital visibility may create commercial opportunities for traditional products with geographically concentrated markets. Consumers who might not encounter Sasagun through local souvenir outlets can discover the product through promotional content. The possibility of direct communication also allows the owner to explain product characteristics and respond to questions before customers decide whether to place an order.

An important distinction, however, concerns the difference between audience reach and actual market penetration. A video may be viewed by users in different regions without generating transactions from those locations. The reported orders and shipments provide a stronger indication of market expansion than audience engagement alone, although systematic sales and delivery records would be needed to establish the scale and continuity of this development.

The findings also indicate that live streaming provides a setting in which promotional communication and purchasing inquiries can occur close together. Potential customers can observe product demonstrations, ask questions, and receive immediate responses. This arrangement may reduce uncertainty about unfamiliar traditional foods by providing additional information before purchase.

For Sasagun Anti Jabir, the relationship between digital promotion and sales can therefore be understood through several connected processes. Promotional content introduces the product to new audiences, demonstrations explain its characteristics, and live interactions provide opportunities for further inquiries. These activities may contribute to purchasing decisions, but the available qualitative evidence does not establish the relative contribution of each process.

The case highlights a broader managerial consideration: increased online visibility is commercially meaningful only when the business can respond to demand and fulfill orders. Expanding market reach may create additional requirements involving product availability, order management,

packaging, and distribution. Although these operational dimensions were not examined in detail, they remain relevant when considering whether increased digital exposure can support sustained business growth.

The principal finding is therefore not simply that TikTok increased sales, but that the platform was associated with changes in how the business attracted customers, communicated product value, and reached markets beyond its previous distribution area. The reported doubling of orders provides a useful indication of commercial development, while the absence of comparable transaction data limits stronger conclusions about the size and causes of that change.

Operational Constraints and Digital Marketing Capabilities

Despite the reported benefits, the implementation of TikTok-based marketing remains constrained by the business's operational and technical capacity. The owner identified content consistency, limited production time, video-editing skills, understanding of TikTok content distribution, and internet connectivity as recurring difficulties. These challenges indicate that access to a digital platform does not necessarily provide the capabilities required to manage promotional activities effectively.

Time management represents a particularly important constraint. As the business owner remains involved in everyday operations, content creation must be balanced with production, order management, and other business responsibilities. Preparing videos and conducting live broadcasts require attention beyond routine product preparation. When operational demands increase, maintaining a consistent promotional schedule becomes more difficult.

This situation reveals the additional workload associated with digital marketing in owner-managed enterprises (Rodrigues et al., 2023; Badari et al., 2025; Wibowo et al., 2026). Social media promotion may reduce reliance on conventional advertising arrangements, but it introduces new responsibilities that require time, creativity, and technical knowledge. The apparent accessibility of digital platforms can therefore obscure the practical resources needed to use them consistently.

The owner also acknowledged limitations in video production and editing. These skills affect how promotional materials are prepared and presented to viewers. Although professional production is not necessarily required for effective communication, clear visuals and understandable product demonstrations become important when consumers rely on digital content to assess unfamiliar products.

Another difficulty concerns the owner's understanding of TikTok's content recommendation and distribution mechanisms. Changes in audience preferences and platform features create uncertainty about which types of content will reach potential customers. The owner recognizes the need to adapt promotional practices, but the findings do not establish which content characteristics consistently generate stronger audience engagement or sales outcomes.

Internet connectivity presents a more immediate technical constraint, particularly during live broadcasts. Unstable connections may interrupt product demonstrations, delay responses to audience questions, and reduce the continuity of customer interaction. Unlike recorded videos, which can be prepared and uploaded at different times, live streaming depends on reasonably stable communication throughout the broadcast.

These difficulties illustrate that digital marketing capability consists of more than familiarity with a social media application. Effective implementation also requires operational planning, communication skills, suitable technical resources, and the ability to interpret customer responses. In the case of Sasagun Anti Jabir, these responsibilities remain concentrated primarily in the business

owner.

Such dependence creates a potential vulnerability. Promotional activities may become inconsistent when the owner faces competing business responsibilities or technical difficulties. Although this arrangement allows the business to maintain a personal communication style, it also limits the time available for developing and evaluating marketing activities.

The findings therefore suggest that the sustainability of digital marketing depends partly on how well promotional responsibilities are integrated into everyday business management. Improving content quality alone may be insufficient if the owner continues to experience difficulties allocating time or maintaining reliable connectivity. A more manageable content schedule and clearer separation of promotional and operational tasks could help address these constraints without requiring the business to abandon its existing communication style.

Marketing Evaluation and Future Strategic Development

The owner of Sasagun Anti Jabir evaluates digital marketing through practical indicators, particularly order volume, audience interaction, and repeat purchasing. During promotional activities, attention is given to the number of viewers, likes, comments, and orders associated with TikTok content and live broadcasts. These indicators provide information about how audiences respond to promotional activities and help the owner identify content perceived as attractive.

However, the indicators represent different dimensions of marketing performance. Views and likes primarily reflect exposure and visible engagement, while comments may indicate more active participation or product-related inquiries. Completed orders provide more direct evidence of commercial activity, whereas repeat purchases may suggest continuing customer demand. Treating these indicators as equivalent could lead to an inaccurate assessment of promotional effectiveness.

This distinction is particularly important because high engagement does not necessarily correspond to high sales. A live broadcast may attract considerable attention because of its entertaining presentation, while only a proportion of viewers may express purchasing interest. Conversely, content with more limited exposure may still generate orders from consumers who are already familiar with the product. Evaluating promotional outcomes therefore requires attention to both audience behaviour and actual transactions.

The findings suggest that the owner's existing evaluation practices provide an initial basis for understanding digital marketing performance. Monitoring orders alongside audience interaction can help identify whether promotional activities are followed by changes in customer inquiries or purchasing behaviour. Nevertheless, more consistent documentation would be necessary to compare performance across promotional periods and distinguish temporary increases in demand from sustained sales growth.

The owner also expressed plans to increase investment in digital marketing. Proposed improvements include purchasing ring lights, microphones, and tripods to enhance audiovisual quality during promotional content production and live streaming. The owner additionally intends to explore paid advertising through TikTok Ads as a means of reaching more targeted audiences and expanding promotional exposure.

These plans indicate a transition from relatively informal promotional activities toward more deliberate investment in digital marketing resources (Anantyasari et al., 2024; Zvanut & Baruca, 2025). Improved audiovisual equipment may support clearer product demonstrations and more consistent

presentation quality. Paid advertising could provide additional opportunities to reach audiences beyond existing followers, although its effectiveness would depend on targeting decisions, campaign costs, and subsequent customer responses.

The planned investment also raises questions about resource allocation. For a small enterprise, expenditure on promotional equipment and advertising must be considered alongside production and distribution needs. Increasing marketing spending may expand visibility, but it does not automatically produce proportional sales growth. Assessing the relationship between promotional costs, customer acquisition, and completed orders would therefore provide a more useful basis for future investment decisions.

An additional consideration is the preservation of product identity. The owner's intention to improve the technical quality of digital promotion does not involve replacing Sasagun's traditional characteristics. Instead, the business seeks to present its existing product more effectively through contemporary communication tools. This approach illustrates how technological adaptation can coexist with the continued promotion of local culinary identity.

Taken together, the findings reveal an interaction between digital marketing practices, culturally distinctive communication, and the managerial capacity of a small business. TikTok provides Sasagun Anti Jabir with opportunities to introduce traditional products to wider audiences, while live streaming and recognizable promotional expressions support direct engagement with potential customers. The owner reported higher order volumes and broader geographical reach, but the available evidence does not establish a causal relationship between individual promotional activities and sales outcomes.

The contribution of this case lies in showing that digital marketing for traditional culinary MSMEs involves more than adopting a popular platform. Its practical value depends on how businesses communicate product authenticity, respond to customer inquiries, interpret promotional performance, and manage the resources needed to sustain digital activities. For Sasagun Anti Jabir, the combination of cultural product identity and interactive marketing represents a distinctive promotional approach, while limitations in time, technical skills, and connectivity continue to shape its implementation. These findings provide a context-specific understanding of how small traditional food businesses navigate the opportunities and operational demands of digital marketing.

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