



ANALYSIS OF THE IMPACT OF TIKTOK CONTENT CREATOR ON THE IDENTIFICATION OF F&B MSME PRODUCTS

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Abstract: TikTok has played a significant role in the development of social media today. Where the role of TikTok has almost influenced all forms of perception for the audience. MSMEs, especially in food and beverage products. TikTok can be an appropriate promotional medium to introduce a strong brand position. This role becomes very important when there is a review or review from the Content Creator. For this reason, this study will examine how big the influence of TikTok Content Creator in introducing MSME food and beverage products. Using a quantitative method approach using a questionnaire instrument distributed through google form to find out the impact of TikTok Content Creator on product identification of F&B MSMEs. This approach is used to determine the condition of a phenomenon being discussed with the data analysis design.

Keywords: Content Creator; MSMEs; Social Media Marketing

INTRODUCTION

In the history of the Indonesian economy, the role of MSMEs has also been proven to be able to maintain people's purchasing power so that they can gradually escape the economic crisis in 1998. The existence of MSMEs cannot be eliminated or avoided from the nation's society today. Because its existence is very useful in terms of the distribution of community income. In addition, it is also able to create creativity that is in line with efforts to maintain and develop elements of the traditions and culture of the local community. The development of the food industry in Indonesia is very promising for food business players. Where it is known from the micro and small industries three industries have the largest income value, namely the food industry, the apparel industry, and the furniture industry. Of the three industries, the highest income value is the food industry, amounting to 196,028 billion rupiahs. Social media and marketplaces (intermediaries) can be a concept to make it easier for MSME actors to get wider marketing access (Purnomo, 2019).

Currently, Tiktok seems to be an inseparable part of the activities of today's social media users. There are 10,000,000 active TikTok users in Indonesia, and to continue, TikTok Indonesia has launched a digital business training program with the hashtag #MajuBarengTiktok. The Cooperation Ministry also supports Small and Medium Enterprise (SME) and The Ministry of Industry (Smesco.go.id, 2021). Social media especially Tiktok has presented many opportunities for new brands to connect with consumers. By making videos that can be categorized including beauty, lifestyle, food, culture, travel, motivation, cars, sports, and education. social media sociability gives the chance to develop connections, and the number of friends, contacts, and confidantes has grown at a rapid rate (Osazee-Odia, 2017). Whereas television content does not provide users with a choice of content or schedules based on individual preferences, online platforms provide users with the freedom to choose content without time restrictions. TikTok has become popular because of its capability to share a short video easily, including music, animation, and visual effects (Wang, 2020).

The emergence of content creators who have channels with culinary content with more than 100,000 followers or subscribers has become popular figure among the public and is expected to be an influencer for the community, especially in the culinary field. Some tend to buy and consume products that are consumed or endorsed by their favorite



celebrity (Wilcox & Stephen, 2013). The existence of this TikTok content creator can help culinary entrepreneurs in Indonesia to promote their food or beverage products to the wider community through TikTok media. TikTok can help decrease loneliness through the users' everyday social connectedness, as well as provide social psychological advantages for social interactions and emotional well-being (Sharabati et al., 2022). Social media platforms positively impact users' online buying decisions (Dwidienawati et al., 2020). A content creator will review the food that has been tried and will be taken into consideration by the community or consumers in making purchasing decisions for food. This also makes it easier for the public or consumers to obtain information and culinary recommendations that they will buy. The purpose of this study was to determine the effect of TikTok's Content Creator in introducing MSME products, especially food and beverage (F&B) products.

METHODS

The research method that will be used in this research is the descriptive qualitative method. According to Denzin & Lincoln (2017), qualitative research is research conducted with multiple methods involving an interpretive, naturalistic approach to the subject matter. The purpose of the qualitative approach According to Creswell (2014) says that with a qualitative approach is to understand and explore the phenomenon of groups or individuals. The data measurement technique in this study is using a Likert Scale. Data analysis in this study will be carried out after collecting data which is then analyzed with the help of a statistical program (SPSS) by testing instruments such as using the T-test and F-test. The variables that are the focus of this research are TikTok content creators in introducing MSME products, especially in food and beverage products. This study examines the relationship between TikTok's Content Creator variables as content and trust for the identification of MSME food and beverage products.

RESULT AND DISCUSSION

Social Media Marketing

Social media marketing is an interdisciplinary and cross-functional concept that uses social media (often in combination with other communications channels) to achieve organizational goals by creating value for stakeholders (Felix et al, 2017). social media marketing is a process by which companies create, communicate and deliver online marketing offerings via social media platforms to build and maintain stakeholder relationships that enhance stakeholders' value by facilitating interaction, information sharing, offering personalized purchase recommendations, and word-of-mouth creation among stakeholders about existing and trending products and services (Yadav & Rahman, 2017). Social Media is a place where people can socialize and share information with others for personal and educational reasons, in addition, Companies are trying to integrate digital influencers for effective social media marketing campaigns (Thurau et al., 2013). Social Media Marketing as a form of marketing that consists of internet-based applications such as social networking sites, podcasts, blogs, microblogs, etc, and have become part of the marketing strategy to promote a product or service, improve the efficiency of the organization and to attain new customers (Dann & Dann, 2017). Social media is used as a place for work and also promotion (endorse) through influencers. Influencer content refers to posts shared by influencers consisting of images, captions, and hashtags. social media has become an effective marketing communication channel for companies to maintain their values and brand identity (Permana et al., 2021). social media affects their behavior on the advertisement, thereby impacting their buying intentions (Popova et al., 2019).



Trust in Marketing

The most important in business is trust, which consists of trust between partners, trust between the seller and the consumer, and trust between the company and stakeholders. Trust is an important element in positive human relationships that aim to create a collaborative environment by giving people a feeling of security (Keszey & Biemans, 2017). Trust has a positive impact on many different areas and is the breeding ground for loyalty and brand advocacy, essential in the connectivity age where companies have lost direct control over their brands (Kotler et al., 2021). Marketers will build trust with customers because they do business with people they know, like, and trust. A recent survey by Hubspot showed that only 3 percent of people surveyed said they considered marketers and salespeople trustworthy (Frost, 2017). There is a growing need for trust in marketing and the implication is from the behavior of today's modern consumers in the digital society. Trust and confidentiality of information in a digital society (Bansal et al., 2016) The implication was that marketers are actually at a disadvantage when it comes to selling and must invest extra effort in creating trust with potential customers. Developing trust between a company and consumers in the digital environment has its complexities related to the remote valuation of goods, the reputation or image of both the company and brand, the availability of recommendations, consumers' reviews on the network, staff conduct, its competence combined with professionalism in remote interaction, the quality of advertising, trust in the site proper and its content (Popova et al., 2019).

Tiktok Content Creator

TikTok or Douyin is a short-video sharing app owned by Bytedance. TikTok is a popular short video platform, introduced in China and fast growing with over a half billion users from all around the world (Zhong, 2018). TikTok allows users to create short videos that are between 3 to 60 seconds. Users can like, comment, and share the video (Omar & Dequan, 2020). TikTok's innovative and fast-moving algorithm proves its appeal to young markets globally (Weimann & Masri, 2020) as it mainly features short-form videos to create joy and encourage creativity among its users. TikTok experienced a massive increase in users and cultural visibility as the youth's culture of iconography, rituals, spaces, and lifestyles are evident on the platform (Kennedy, 2020). TikTok, as a continuously growing platform, only has few to no local studies made regarding its influence on marketing communication, consumer behavior, and purchase intention compared to other platforms, namely; Facebook, Twitter, and Instagram (Araujo et al., 2022).

Tiktok Content Creator is a person who can create creations in videos, images, or writing, especially on TikTok media. Content creator on the TikTok application has varied and complex music support so that users can perform their performances with dance, and freestyle, which can encourage users' creativity (Bulele, 2020). Content creators have a very intimate connection with their audiences, especially with the millennial generation, which has grown up with the Internet and intuitively understands digital distribution and the value it holds (Gardner & Lehnert, 2016). Content Creator also does not only focus on creating massive content but requires special techniques so that the content created can appear on the Front of Your Page (FYP). Content creators must be tactical (Edwards, 2017) as they circulate content with algorithmic audiences (Gallagher, 2017). On this platform, the content creator does make advertisements to grow their content to viewers. TikTok video advertisements significantly affect their purchase intention, TikTok also exhibits a great space for a new type of advertising which marketers can utilize. Content marketing is said to contribute to the competitive advantage and enhance brand equity of companies (Dwivedi et al., 2020).



F-Test Analysis

Testing F or F-test can usually be used to compare two or more behavior groups or objects or data group sampling, and sub-group sampling. In this study, we want to see whether the independent variable (content) simultaneously has a significant effect on the dependent variable (Trust) or not. Therefore, to determine the level of the significant influence of content on TikTok Content Creator food beliefs, it is necessary to test the correlation coefficient or F test. Attached are the results of data processing using SPSS for statistical testing F test:

Table 1. F-Test Analysis

MODEL	Sum of Squares	ANOVA		Mean Square	F	Sig.
		df				
1 Regression	392,255	1		392,255	124.407	.000
Residual	178,287	198		3,128		
Total	570,542	199				

a. Dependent Variabel: Content
 b. Predictors: (Constant), Trust

Source: Data Processed by SPSS (2022)

The results show the results of the F-test of 124.407 with a significant level of 0.000. Because the probability value in this research test is 0.000, the value is smaller than 0.05, so it can be concluded that content affects TikTok Content Creator trust. It can be concluded that the influence of content on vlogger trust, so that the more TikTok Content Creator makes interesting content, the higher consumer trust in TikTok Content Creator, especially in the food vlogger field. According to previous research Hsu (2020) stated in his research results that the physical attractiveness and homophilic attitude of TikTok Content Creators significantly affect the Social Interaction and sense of belonging of consumers. So that consumers will be more interested if TikTok Content Creators create interesting content and have a sense of belonging or trying what has been reviewed on social media pages.

T-Test Analysis

Analysis The t-test or t-test was conducted to test the hypothesis of this study regarding the effect of each independent variable partially on the dependent variable. In addition, the t-test can be used to see the truth or falsity of hypotheses or temporary arguments with a 95% confidence level and 5% error rate. According to Ghozali (2018), there are criteria from statistical tests if the significance value of the t-test > 0.05 then H_0 is accepted and H_a is rejected. This means that there is no influence between the independent variables on the dependent variable. In addition, if the significance value of the t-test is < 0.05, then H_0 is rejected and H_a is accepted. This means that there is an influence between the independent variables on the dependent variable.

In this study, the variables used are content as the dependent variable and trust as the independent variable. In statistical testing the t-test (t-test) is to test the effect of each independent variable on the dependent variable, so for this study using the following hypothesis:

H_0 : The content variable has no effect on trust in TikTok content creator SMEs F&B

H_a : The content variable has an effect on trust in TikTok content creator MSME F&B



Table 2. Coefficients

Model	Coefficients					
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta	t	Sig.	
1	(Constant)	4,847	1,246		3,89	0.000
	Trust	0,616	0,055	0,829	11,199	0.001

a. Dependent Variabel: Content

Source: Data Processed by SPSS (2022)

Based on table 2 above, the results of the coefficients or t-test show that there is a significant value between the trust variables, which is 0.000, where the resulting significant level is smaller than 0.05. So, the statistical test in the study shows the results of the hypothesis H0 are rejected and Ha is accepted, meaning that there is an influence on the content variable on the trust variable in TikTok Content Creator, especially food TikTok Content Creator UMKM F&B. So that the more interesting the content created by TikTok Content Creator and the more content that is reviewed, the more consumers will trust the TikTok Content Creator review.

In addition, if you compare t_{count} with t_{table} . The resulting in the coefficient table is 11.199, and the t_{table} is 1.97196. So, $t_{count} >$ from t_{table} of $11.199 > 1.97196$, it can be said that the trust variable affects the content variable. So, it can be concluded that the content that is made attractively by TikTok Content Creator and the more content that is reviewed, the more consumers will trust TikTok Content Creator reviews.

CONCLUSION

Based on the results of this study, shows that the content created by TikTok Content Creator in reviewing / reviewers is more interesting and of higher quality, so respondents will tend to want to have or try it after watching reviews from vloggers. In addition, the content created by TikTok Content Creator will affect consumer trust. This is supported by the level of trust in social media and the reviews made by TikTok Content Creator are considered by respondents to be of higher quality or more honest so after watching TikTok Content Creator reviews it will be more interesting to try or have the product. In general, this shows that the promotional strategy carried out by TikTok Content Creators can affect the level of trust of a product by providing interesting reviews. Assisted by social media as a forum to create attractive promotional content and quickly spread, especially to F&B MSMEs.

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