

ABSTRACT

The development of technology in the current era is very rapid. Along with the advancement of science and the use of technology. This also has an impact on the development of information technology which has opened a new chapter in society, including in the business world. Currently, entrepreneurs are utilizing this information technology for the development of their own business. The presence of technology is used by MSME actors to market their products and develop their business through social media such as Tiktok which presents content that encourages the creation of product innovations that are in demand by consumers. Warung KiHaji is one of the MSMEs engaged in the food sector which markets its products on social media. However, the social media used by UMKM KiHaji is lagging behind in terms of promotion on Tiktok Social Media. The aim of this research is to find out how to design Content Marketing for KiHaji MSMEs on Tiktok social media.

This research is a qualitative descriptive study that describes the actual situation and conditions which are usually narrative (many words) and natural (natural). Data was collected through observation methods in interviews, and literature study of documentation results. The results of the study explain the content marketing strategy starting from the planning stages of content marketing, implementing content marketing to the evaluation stage of content marketing that has been made for the sustainability of Tiktok @warungkihaji social media in providing information.

Keywords: Content Marketing, Tiktok